



To: Live Well Message Alliance Members and Campaign Partners

From: Deborah Markenson & Jeanie Bryant
Missouri Department of Health and Senior Services

Subject: Update on Campaign Activities—*Live Like Your Life Depends On It*

Date: February 27, 2008

There are many additions and new *Live Like Your Life Depends On It (LLYLDOI)* campaign activities since the last update:

- **New Campaign Website Launches for Public.** A new public website (<http://lifedependsonit.com>) that has been designed as a source of credible information for the public who may want more details on how to take action. The website will be referenced on all printed materials from this date forward. The website compiles practical guidance and links to existing websites that provide excellent resources and information. Please review and let us know what you think. We welcome suggestions for content, linkages and ways to serve the target audiences' information needs. Plans for the website include linkages to member sites, expanding materials and resources for those with chronic diseases and continuing to evolve its utility and responsiveness to users.

This website complements the Department of Health and Senior Services website:

<http://www.dhss.mo.gov/ChronicDisease/Campaign.html> that serves Alliance Members, partners and others interested in the campaign or wanting to use the campaign materials for their respective community. This technical website primarily serves professionals and was not designed for the general public from the target audience.

- **Kansas City Expands Reach of Campaign Messages.** A kickoff event promoting the campaign at the Kansas City Health Department on January 4, 2008, generated media coverage and interest from community agencies. Campaign spokesperson, Dr. Bridgette McCandless, highlighted the magnitude of the health problem and the purpose of the campaign to unite partner efforts to reinforce the message that those at risk can make a difference by practicing healthier lifestyles.

The project began with a five-week newspaper ad series 1/7/08 that ran in 25 different publications and reached over one million impressions. The ad campaign combined ads that target adults 45+ with a concentration in high need, minority population segments. Due to research and recommendations from the state health department's contractor, The Hughes Group, Inc. it was decided that the campaign would have a wider reach through out-of-home placements ads instead of TV ads.

The out of home campaign also launched the week of January 7th with campaign messages being placed at convenience stores and gas stations throughout the tri-county area (Jackson, Cass, Lafayette). The gas pump toppers and ice box wrappers generated over 2.5 million impressions during the duration of the campaign. These non-traditional approaches enabled the campaign to reach both the rural and urban settings. Two posters and the general campaign brochure were translated into Spanish for the Hispanic community in Kansas City. Both are available through the Department's on-line order process.

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This initiative is being supported with funds from the Health Care Foundation of Greater Kansas City. Partners from the counties for which messages are being promoted are welcome to participate in a follow-up meeting on March 25, 2008. Please let Brian Tordoff know if you would like more information about this meeting.

- **Campaign Messages Enhance Market Appeal.** The state health department's Missouri Screen for Life program is using several messages from the new exam posters in the **LLYLDOI** campaign for marketing materials developed to reach potential participants. The program, funded by the Centers for Disease Control and Prevention (CDC), offers free colon cancer screening to eligible participants in St. Louis City, St. Louis County, Franklin County, Jefferson County and St. Charles County.

They incorporated the following lines in their cover letter to recruit participants for the available colon cancer screening services:

"No one likes going to the doctor, but colon cancer is nothing to fool around with. It's the second leading cancer killer of men and women your age."

The letter ends with:

"Live like your life depends on it. Take an exam table over a hospital bed any day!"

Consider using excerpts from the campaign materials for your agency's promotional items or correspondence to your clientele about program's services and resources. The messages have been crafted in a manner to appeal to Missourians, 45 years and older.

- **Check Out New Campaign Items.** New items have been added to the ***Life Like Your Life Depends On It*** campaign. These items address priority segments within the target audience. The segments include Hispanics, "younger-looking" 45 + adults, rural Missourians, men and women. In addition, several of the messages are designed to address Missourian's complacency about their health risks that formative research showed as a barrier to changing behaviors. Fourteen new posters are available to order from the Missouri Department and Senior Services warehouse at www.dhss.mo.gov/ChronicDisease/ChronicDiseaseForm.html.

The diabetes and "feel great" posters are available in Spanish. The new materials are suitable for a variety of settings, including waiting rooms, senior centers, and worksites. Please check out the Department's website to view these new items.

- **Partners Are Welcome.** The Department invites individuals and representatives of organizations and agencies that want to participate in the campaign to sign up as partners. The Partner Form is available at: www.dhss.mo.gov/ChronicDisease/PartnerForm.pdf. Those that enlist as partners will receive updates on new campaign resources and activities and can be included on the partner listing. To make sure you don't miss out, sign up as either a partner or a member of the Live Well Message Alliance. The Alliance serves as the statewide advisory group for the campaign and meets twice a year to track progress and strategically plan new activities.
- **Baseline Data Collected for Campaign Evaluation.** The Missouri Center for Advanced Social Research, University of Missouri-Columbia completed telephone surveys with more than 1000 Missourians, age 45 years and older, that were randomly selected during the months of November and December 2007. This information forms the baseline for evaluation of the campaign. This telephone survey will be repeated two more times this year (this summer and at the end of the year) to determine if messages have been heard and the rates of core behaviors (e.g., physical activity, tobacco use). A statewide sample was gathered with over sampling in the Kansas City and neighboring areas.

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The Live Well Alliance meeting dates have been scheduled for 2008 on April 22 and September 18. The Department will forward more details in March regarding the April meeting. Some of the discussion items on the agenda include: the public website, findings from baseline evaluation data, updates on new components of the adult campaign, and plans for the adolescent campaign being compiled based on focus groups being conducted. Alliance members' and partners' input at this meeting guides the campaign direction.

As the weather warms, great opportunities present for encouraging Missourians to move more and eat smart. We have heard from several of you on how you are promoting the campaign in your community and will compile a composite of the many varied activities that people are doing. Please send a brief email to Brian Tordoff and let him know what you have been doing so we can include it on the composite for sharing at the April meeting. In the meanwhile, live like your life depends on it.

Mark your Calendar: April 22, 2008 & September 18, 2008 – Live Well Message Alliance Meetings.