

Live Well Message Alliance
Chronic Disease Prevention and Control-Consumer Education Campaign Overview
<http://www.dhss.mo.gov/ChronicDisease/Campaign.html>

PURPOSE

To develop a consumer education effort to improve the prevention and control of chronic diseases among adults 45 years and older. This campaign will embrace a common theme and coordinate message delivery among a broad number of programs, agencies and organizations with common missions. Messages will focus on regular screening, signs and symptoms, early detection, and/or self-management. The campaign will build on the message platform of core health behaviors that help prevent and control chronic diseases, such as eating a healthy diet, being physically active, maintaining a normal weight, and being a savvy health care consumer.

This coordinated approach will lead to synergistic and compounding results, greater potential for recognition of messages, and common prompts for action to improve behaviors to lower risks of chronic diseases and their complications. The campaign will also augment other state and community programs to promote locally available health care and lifestyle intervention services for those at risk for chronic diseases or who have a chronic disease.

CAMPAIGN PARAMETERS

- Focus—improving health behaviors and productive interactions between adults and their health care providers.
- Target population—adults, 45 years of age and older, with or at risk for chronic diseases.
- The campaign development will meet the following criteria:
 - Based on current evidence for success
 - Relevant to the target audience
 - Consistent and unifying, blame-free
 - Simple and understandable
 - Clearly describe action desired and link with overarching theme.
- The campaign will use contracted expertise to guide the planning efforts, identify effective health communication methodologies, tailor the message to the target audience, and select the most appropriate communication channels to achieve positive health outcomes.
- Define clear outcomes and evaluate campaign effectiveness.
- Engage partners in guiding body, Live Well Message Alliance, to help develop and implement the campaign through existing networks and communication channels.
- Campaign materials will be easily accessible.
- The first campaign, Live Like Your Life Depends On It, launched on August 1, 2007.

ROLES AND RESPONSIBILITIES

Missouri Department of Health and Senior Services

1. Secure and fund marketing and public relations expertise for the campaign development and implementation.
2. Provide epidemiological technical assistance for target population selection.
3. Manage logistics for meetings and track overall campaign planning and implementation.
4. Support the marketing and public relation contracted services for the campaign development.
5. Identify potential partners.
6. Support media placements August through September 2007 (approximately \$100,000 budgeted).
7. Provide periodic updates on Campaign to key stakeholders and Message Alliance members.
8. Assure that evaluation methodology and resources are in place prior to campaign launch to measure the process, outputs and outcomes.

Contractor: MediaCross (contractor) and University of Missouri-School of Journalism (sub-contractor) (completion dates)

1. Complete literature review and briefing paper on key issues related to the campaign theme and target audience.

**Chronic Disease Consumer Education Campaign
January-September 2007**

2. Segment target audience of adults at risk for or with a chronic disease, secure marketing expertise to guide and advise Live Well Message Alliance on issues related to the various population segments, and facilitate discussion to finalize priority audience for campaign efforts.
3. Develop a campaign marketing strategy with input from the Message Alliance.
4. Conduct telephone surveys of the target audience to inform message development, communication channels and marketing strategies.
5. Test messages through focus groups and modify as indicated and identify top three message options for Committee review and recommendation.
6. Compile methodology for campaign evaluation.
7. Develop materials to use in the campaign.
8. Develop coordinated media plan.
9. Develop resource kit and training for state and community-based organizations and agencies.
10. Facilitate coordination and planning for the launch of the first wave of the campaign.

Live Well Message Alliance

1. Participate in discussion for design and finalization of campaign to launch August 2007.
2. Support core parameters for campaign development.
3. Support common theme for messages.
4. Members will keep their organization members and/or employees informed of the Campaign's activities.
5. Represent their agency/organization's views.
6. Contribute time, expertise, resources and/or funding as appropriate for both development and implementation phases.
7. Embrace and use campaign messages for respective agency or organization in campaign implementation.
8. Participate in meetings or, if unable to attend, provide input regarding issues discussed at meetings.
Meeting schedule:
 - a. May 22, 2007, 10:00-2:00 PM, Lenoir Home, Columbia MO
 1. Review findings from phone surveys and focus groups
 2. Presentation of message options and recommendations of contractor for marketing strategy.
 3. Group input and finalization for both messages and marketing strategy.
 4. Review implementation timeline.
 - b. July 12, 2007, 10:00 AM—3:00 PM, Lenoir Home, Columbia MO
 1. Conduct training on use of campaign materials for most effective impact.
 2. Further refine implementation timeline and plans, as needed.
 - c. July 30, 2007, 1 hour conference call to discuss implementation issues
 - d. September 25, 2007, 10:00-2:00 PM, Columbia, Missouri, close-out of this phase, next steps if funding available
9. Inform discussions on evaluation methodology.
10. Participate in data collection, if respective agency is directly involved.
11. Contribute to the committee member recruitment process.

Core Committee (DHSS staff, contractors, consultants and other interested full committee members)

1. Provide oversight to campaign planning and implementation.
2. Conduct formative research and background work for campaign development and implementation.