

**Chronic Disease Prevention and Control Consumer Education Campaign
Core Committee Meeting Highlights
January 18, 2007**

Those attending: Marny Bielefeldt, Amanda Wagoner, MediaCross; Kenneth Fleming, Brian Hensel, University of Missouri; Cherrie Bartlett, Belinda Heimericks, Larry Dickerson, Tuck Van Dyne, Sherri Homan, Deborah Markenson, Missouri Department of Health and Senior Services.

Roles and Responsibilities:

The Campaign Overview document was distributed. This document provides a basic explanation of the Campaign and will be updated as needed (will update campaign parameters to reflect target audience as discussed at this meeting). It delineates the roles and responsibilities of the core committee and full committee as well as the Department, partner members, Mediacross and the University of Missouri. The core committee was created to manage the administrative tasks and provide oversight for the campaign development and implementation. This approach prevents the oversight process from being too cumbersome given the short time frame for the campaign development. It also allows more time to recruit participation from potential partner agencies and organizations.

Project Work Plan:

A project work plan has been recently updated for the project period of December 8, 2006 through September 30, 2007. The timeline provides target dates for key tasks. The time frame for development of campaign materials and training for campaign partners is limited because the funds are to be committed and used by September 30, 2007. Changes can be made in the work plan and Deborah Markenson will update the document as needed.

Phase I activities

The project period has been broken into two periods: phase 1 (December 8, 2006-April 30, 2007) and phase 2 (May 1-September 30, 2007) due to the contracting process that the Department of Health and Senior Services had to use to secure media supports. Work is underway to either amend Media Cross's contract to complete phase 2 of this project or to use the new State media contractor.

Marny Bielefeldt provided an overview of the services that will be performed by MediaCross and the University of Missouri (MediaCross' subcontractor). At the completion of this phase the following deliverables will be complete: literature review and briefing paper, marketing strategy, telephone surveys and focus groups informing message development and report and recommendations for messages for the target audience.

Target Audience

Sherri Homan reviewed 2005 Behavioral Risk Factor Surveillance (BRFSS) data on the prevalence of chronic diseases in Missouri and some select disease management behaviors for Missouri adults age 18 years and older. The data examines rates by gender, race, education, income and regional factors but not age. Additional analysis will be done to look at rates by age groups and proportion of adults with one or more chronic diseases.

Through discussion it was decided that the target audience is

- **Adults, 45 years and older who have a chronic disease(s) or who are at risk for a chronic disease(s).**

Based on the results from the literature review and telephone surveys, the population may be further segmented for the message development but at this stage, a broader message to reach this entire group is planned.

The platform for this campaign development was briefly reviewed. Through efforts of the Missouri Council on Activity and Nutrition (MoCAN) with funding from the Department, formative research has been done by MediaCross to develop overarching messages, one for adults and one for adolescents. From the overarching adult message a message track will be developed that is more specific to a subset of adults, 45 years and older who have a chronic disease or who are at risk for chronic diseases. In subsequent phases of this project additional but complementary messages can be developed or modified for other population segments, e.g., rural vs. urban adults; different ethnic groups; individuals with a specific chronic disease or with chronic diseases that require similar behaviors (recognize signs and symptoms, early detection matters, self-management principles.)

Chronic Disease Campaign Platform and potential for further year plans

Year	Group	Population Group	
2006 Initial Platform	MoCAN	All Missourians	
		Adolescents	Adults
2007 CD builds on initial platform	Various		Adults, 45+ with or at risk for chronic diseases
2008	Various +		Examples of potential population segments and message refinement/development: <ul style="list-style-type: none"> • Rural adults, 45+ with or at risk for chronic diseases • Adults, 55+ with HBP to manage their condition • Adults, at risk for cancer, heart disease, diabetes, stroke—know signs and symptoms, value of early detection • Families with family member that have diabetes
2009+	Various++	Wherever the needs, plans, funds and imagination might lead	

Marketing Strategy Development

Marny reviewed the process MediaCross will use to develop the strategies and how the literature review, telephone surveys, focus groups and committee input will be used to finalize the plan.

Plans for Telephone Survey Development

Ken Flemming wanted to assure that there are clear objectives for the campaign development so the data collected from the telephone surveys informs the strategy and message development. It is likely that questions will be drawn from existing survey instruments, such as those used by the University for other media planning (e.g., preferred communication channels, attitudes) and the BRFSS instrument that has many years of improvements (behaviors, disease related). The University as MediaCross' subcontractor will be in charge of assembling, collecting and analyzing the telephone surveys.

Partner Status

Invitation letters will be issued by the end of January. Department staff will follow-up with invitees. Efforts will result in representatives from agencies and organizations actively involved in the implementation of the campaign (e.g., State wide not-for-profits: AHA, ADA, ALA; health plans). Another group of interested parties, which may not take on an active role, will be kept informed of the campaign's status. (health care provider groups, other interested parties).

Future meetings

Future meetings will be arranged for the months of February and March in addition to those already on the work plan in April and later. The February meeting will focus on review of the findings from the literature review and finalizing the telephone survey instrument.