

**Chronic Disease Prevention and Control Consumer Education Campaign
Core Committee Meeting Highlights
February 22, 2007**

Those attending: Marny Bielefeldt, Amanda Wagoner, MediaCross; Glen Cameron, Brian Hensel, University of Missouri; Nanci Gonder, Jeanie Bryant, Belinda Heimericks, Donna Mehrle, Tuck Van Dyne, Sherri Homan, Barbara Huddleston, Deborah Markenson, Missouri Department of Health and Senior Services.

Partner Status

Invitation letters were mailed to 22 potential partners and advisors on the Chronic Disease Prevention and Control Consumer Education Campaign (CD Campaign). Sent with the letters was the project overview that details roles, responsibilities and timeline. A commitment form was also included in the mailing to determine level of interest. A listing of the invitees was distributed. DHSS has received positive responses from the invitations letters and will follow-up with those that do not respond by the end of March. Representatives from both Medicaid and Medicare have indicated interest in the campaign and plan to attend the May 22, 2007 meeting. A specialized letter will go to health care provider professional associations to provide an overview of the project with a request that they share information about the campaign plans with their membership through their respective newsletters or electronic communication channels.

It was decided that there needs to be a web-source for this project that would provide an overview, updates on status, and eventually a source for all of the campaign materials. Deborah Markenson and Jeanie Bryant will explore the logistics for the web site so that it could be set-up ideally prior to the next mailing to potential partners and health care provider groups.

Literature Review

Brian Hensel, PhD, MSPH, has completed a literature review and compiled a briefing paper, *Research Informing Message Strategy of Chronic Disease Prevention and Control Consumer Education Campaign*. He provided highlights from the literature that was relevant for design of the marketing strategies. He explained the concepts of “gain-framed” and “loss-framed” messages and insights the literature provides. The use of gain-framed messages in promoting health behaviors should be used. “These are messages stressing the benefits of the behaviors.... messages should make vivid the benefits of healthier eating and increased physical activity” in prevention and control of chronic diseases. He stated that literature indicates that it is not well known that risk factors impact the chronic disease. In addition, the literature supports improving the confidence of the target audience that they can do what is being promoted. Specific examples of how to do that are highlighted in the briefing paper.

Brian stated that research supports a different message strategy for health care behaviors, e.g., regular visits to the physician, screening and testing for chronic diseases. For these behaviors, loss-framed messages that stress the costs of not doing the behavior have been shown to be more effective. Best approaches for message communication were addressed as well. Copies of the briefing paper have been shared electronically with the core committee and bound copies will be available at the next core committee meeting.

Telephone Survey

The telephone survey is being conducted to provide additional information from the target audience to best tailor the campaign messages and determine which communication channels are most effective. The telephone survey helps test the hypothesis formed from the literature review and identify barriers to appropriate healthy behaviors that the campaign will promote. The literature review informed a number of the questions that will be asked. Marny Bielefeldt walked through the questionnaire and provided an explanation for how each question, or series of questions, helped to inform message development.

Based on input received to date, the questionnaire is being finalized, programmed and prepared for pilot testing by the Center for Advanced Social Research (CASR), University of Missouri. It is anticipated that the piloting will start the first of March. There will be approximately 350-400 individuals in the sample and it is expected that the survey will take approximately 13 minutes to complete. Doctorial students, under Ken Flemming's and Glen Cameron's direction will compile the results. This information will be valuable for further evolution of the campaign strategies and messages.

Marketing Strategy Overview

Marny presented copies of the Marketing Strategy Overview for the committee to review in detail. The concepts proposed at this stage will be further evolved based on the findings from the telephone survey and focus groups.

Focus Groups

A total of five focus groups will be conducted with the following times and locations:

Region	Location	Tentative Date	Time
St. Louis	St. Louis	March 15, 2005	6:30-8:00 PM
Southwest	Springfield	March 19, 2007	6:30-8:00 PM
Kansas City	Kansas City	March 20, 2007	4:00-5:30 PM
Southeast	Poplar Bluff	March 27, 2007	4:00-5:30 PM*
Northern	Kirksville (or Macon)	April 2 or 4, 2007	4:00-5:30 PM

*Subsequently changed to earlier time to make logistics more manageable.

MediaCross is using the services of CASR to random-digit dial individuals from the target audience from each of the respective regions and invite them to participate in the focus group. There are plans to have a total of 8-10 individuals in each of the focus groups. Participants will receive compensation for their time to participate. MediaCross (Marny and Amanda) will conduct and Deborah will attend as an observer.

Campaign Themes and Message Samples

Marny and Amanda reviewed the six potential campaign themes and examples of how these themes translate and are illustrated by specific messages and posters. The rationale for the items was explained and the group is asked to provide comments back to MediaCross by March 7, 2007 on these very creative items. These will be shared with the focus groups and the combined

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feedback from the telephone surveys and focus groups will help inform the final recommendations for the campaign materials.

Target Audience:

Sherri Homan provided additional detail on the prevalence of risk factors and knowledge of heart attack and stroke signs and symptoms gathered from the Behavioral Risk Factor Surveillance System for adults, 18 years and older. (Sherri e-mailed to all committee members 2/26/07) This information was provided for the crude data and shows the gender and age group differences. In most cases the prevalence of risks and the chronic disease increase with age with some gender differences for select indicators. This information will be of value for further refining the messages, particularly for population segments within the 45 year old and older category, for example, men, women, those over 65 years of age. Also shared was a table that depicts for each type of cancer or chronic disease which messages are appropriate. It may be helpful to identify message priorities because it shows which messages have broader application across more risk and disease categories.

Evaluation

There was brief discussion on plans to evaluate the campaign reach and effectiveness. Information was distributed on examples of long-term, intermediate, and short-term objectives for the project and preliminary information on evaluation measures. The plans for process and outcome evaluation will be further developed in subsequent months before the launch of the campaign.

Next Steps:

Key task list from this meeting:

1. Distribute information to health care provider professional associations (Deborah)
2. Establish web-site presence (Deborah and Jeanie)
3. Conduct telephone survey (Ken Flemming, Glen Cameron)
4. Follow-up comments for ad mock-ups by 3/7/07 to MediaCross (core committee members)
5. Conduct focus groups (Marny, Amanda)

Meeting Dates:

1. March 28, 2007, Jefferson City, 2:00-5:00 PM, 920 Wildwood, CHIME Conference Room-Core Committee Meeting
2. April 12, 2007, Conference Call, 3:00-4:00 PM, DHSS staff will meet in Prevention Conference room and call MediaCross and MU.
3. May 22, 2007, Columbia, 9:30 AM-3:00 PM, Lenoir Home, details to follow.