

**Chronic Disease Prevention and Control Consumer Education Campaign  
Core Committee Meeting Highlights  
April 12, 2007**

**Those attending:** Marny Bielefeldt, Amanda Wagoner, MediaCross; Glen Cameron, Brian Hensel, University of Missouri; Cherrie Bartlett, Jeanie Bryant, Donna Mehrle, Glenda Meachum-Cain, Barbara Huddleston, Deborah Markenson, Missouri Department of Health and Senior Services (DHSS).

**Telephone Survey**

The University of Missouri completed a telephone survey with over 400 people interviewed and of those, 397 respondents meet the criteria for inclusion in the analysis. Brian Hensel presented preliminary results from responses. The respondents were reflective of the target audience with 62 percent ages 45 through 64 years and 38 percent age 65 and older. There was balanced representation from the rural-urban areas, and various education and household income levels and gender categories. A total of 90 percent of respondents reported that they were white and only 6 percent reported being black or African American. A total of 93 percent had health insurance. Respondents reflected that they were knowledgeable regarding appropriate health habits and that behaviors contribute substantially to preventing and controlling chronic diseases. Several insights were gleaned from the results, for example, respondents are somewhat complacent about taking appropriate actions to improve health, a number of people reported that they experience pain or symptoms before seeking regular screenings or health care, and the physician is the primary source for health information followed by television, the Internet and newspapers. Brian will complete the analysis and prepare a report of the findings for informing messages and communication strategies by April 20, 2007.

**Focus Groups**

Amada Wagoner, MediaCross, reported on the results of the five focus groups held from March 15, 2007 through April 4, 2007. On average, eight persons participated in each focus group with a diverse array of participants from the target population represented. The groups demonstrated an understanding of the importance of balanced diets and many reported good eating habits. Physical activity was similarly recognized as important but many participants did not consider themselves adequately active. A number reported that they currently smoke or were past smokers. Most saw their physician on at least an annual basis and trusted the care they received from physicians but the participants in the metro areas, in particular, reflected the importance of asking questions and taking control of their care. Television, Internet and newspapers were the most mentioned sources for health information. The groups were vocal about what they liked and didn't like about campaign messages and execution approaches. There was a consensus on several messages and execution approaches. Generally the groups liked execution approaches that reflect people that look like themselves, not like models, better than those showing objects. They also preferred messages that gave practical guidance and were motivating over those that were simply prescriptive.

MediaCross will complete the analysis of the focus group findings. This information combined with the literature review and telephone survey results will inform the selection of the final

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campaign messages that MediaCross will recommend for the full committee's review and consideration. MediaCross will compile preliminary recommendations for the core committee's review by April 27, 2007. DHSS will schedule a conference call the afternoon of May 3, 2007 to discuss these recommendations prior to the full committee meeting on May 22, 2007. MediaCross will also propose names for each of the recommended campaign initiatives for consideration by the full committee.

### **Full Committee**

A listing of those that have accepted invitations to participate on this project was shared. DHSS will distribute the following items to the full committee invitees prior to the meeting:

1. Agenda
2. Listing of those invited to meeting
3. Campaign overview that includes purpose, target audience, work plan and evaluation methodology
4. Summary of literature review
5. Summary of telephone survey analysis
6. Summary of focus group recommendations.

A draft agenda was reviewed for the May meeting and modifications were made. Key agenda items decided upon for the full committee discussion at the meeting, May 22, 2007 include:

- Provide a synopsis of the formative research and how it informs the final message and execution recommendations,
- Present the final options proposed for the campaign,
- Achieve group consensus on which option to use in the campaign,
- Conduct a preliminary review of tasks at hand for the campaign implementation and identify which partners want to participate and what commitments they can make for the campaign.
- Review next steps that follow the May meeting.

The core committee recommended that the full committee meeting scheduled for June 21, 2007 be cancelled since the implementation agenda items from that meeting could be combined with the training meeting on July 12, 2007.

### **Other Business**

Core committee members should provide Deborah Markenson with updates or recommendations for the web site information being posted on the campaign

### **Next Steps**

1. Provide Brian Hensel comments and suggestions for analysis of telephone survey data by April 17, 2007.
2. Review summaries of telephone survey and focus groups and MediaCross recommendations that will be provided April 27, 2007.
3. Participate in conference call May 3, 2007 (time to be determined).
4. Prepare mailing for full committee by May 9, 2007.
5. Attend full committee meeting May 22, 2007.