

Campaign Evaluation

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Live Like Your Life Depends On It!

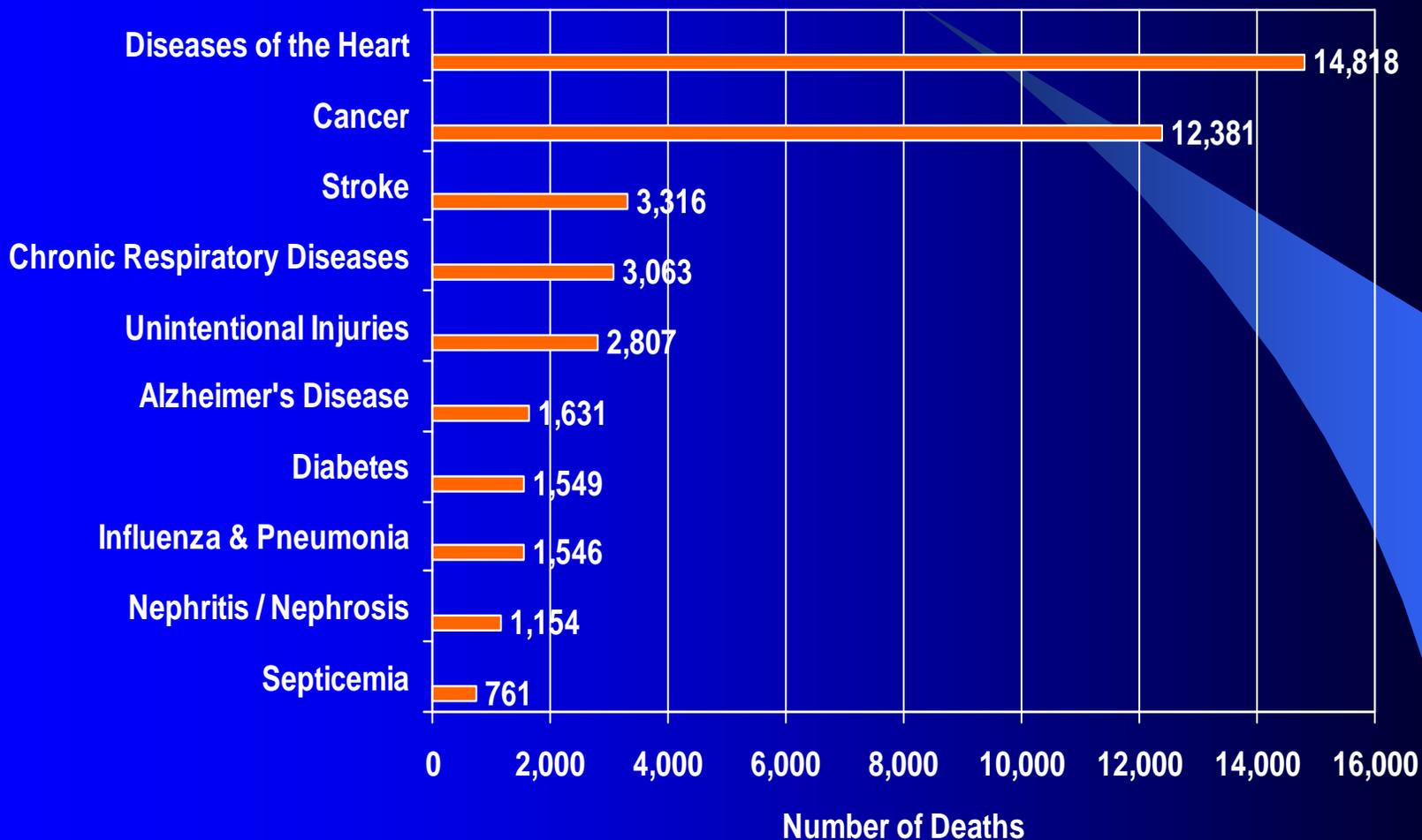
Introduction

- Chronic disease account for almost 70% of deaths each year in Missouri
- Leading causes – heart disease, cancer, stroke, respiratory conditions, diabetes
- Evaluation - focus on campaign's impact in reducing risk factors, promoting healthy behaviors, early detection, self-management

Agenda

- Purpose – Determine outcomes of media campaign on priority audience
 - Individuals 45 years of age and older
- Define logic model and outcome indicators
- Describe methods for evaluation

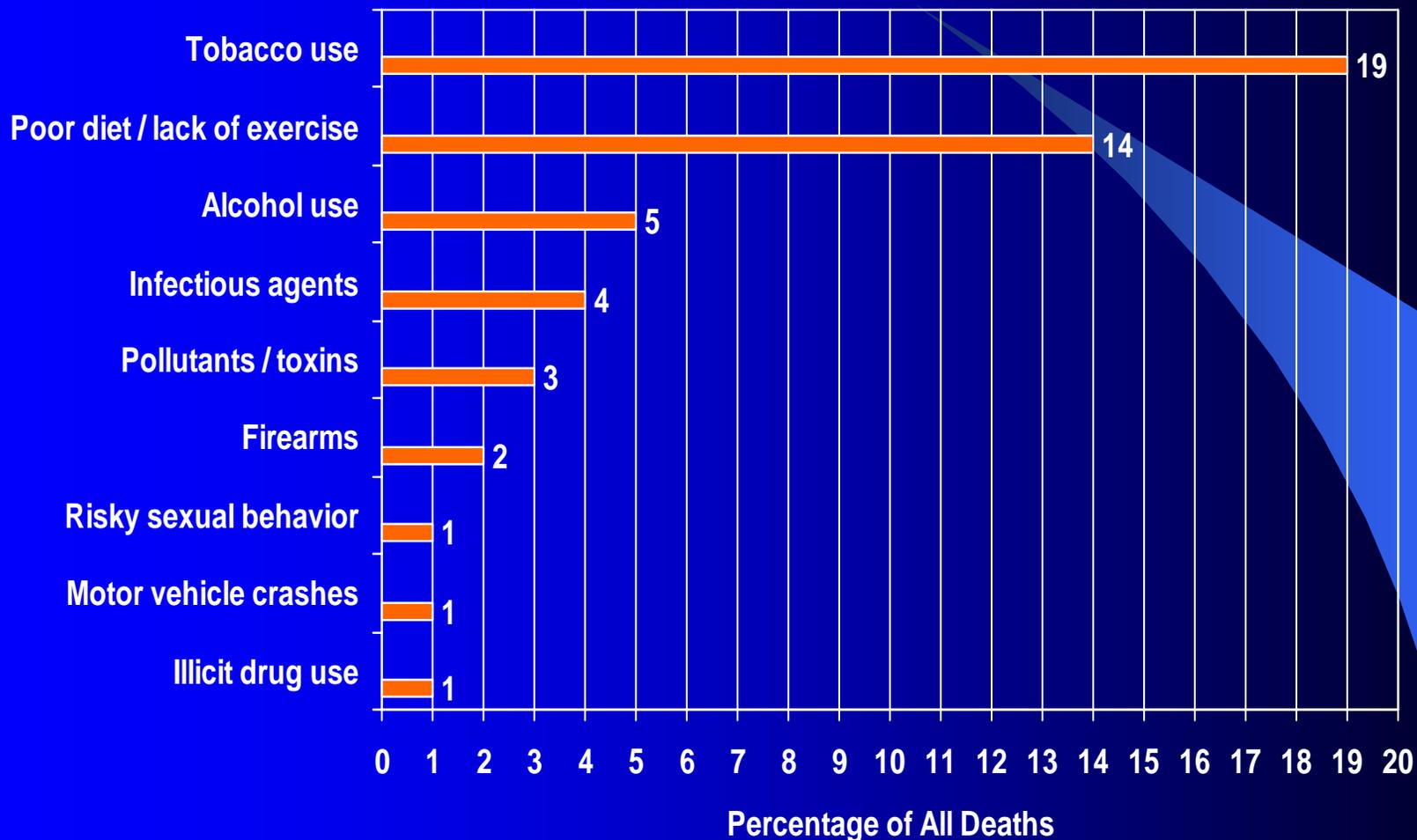
Leading Causes of Death, Missouri, 2005



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Missouri Department of Health and Senior Services, (2005). Missouri Vital Statistics. <http://www.dhss.mo.gov/VitalStatistics>

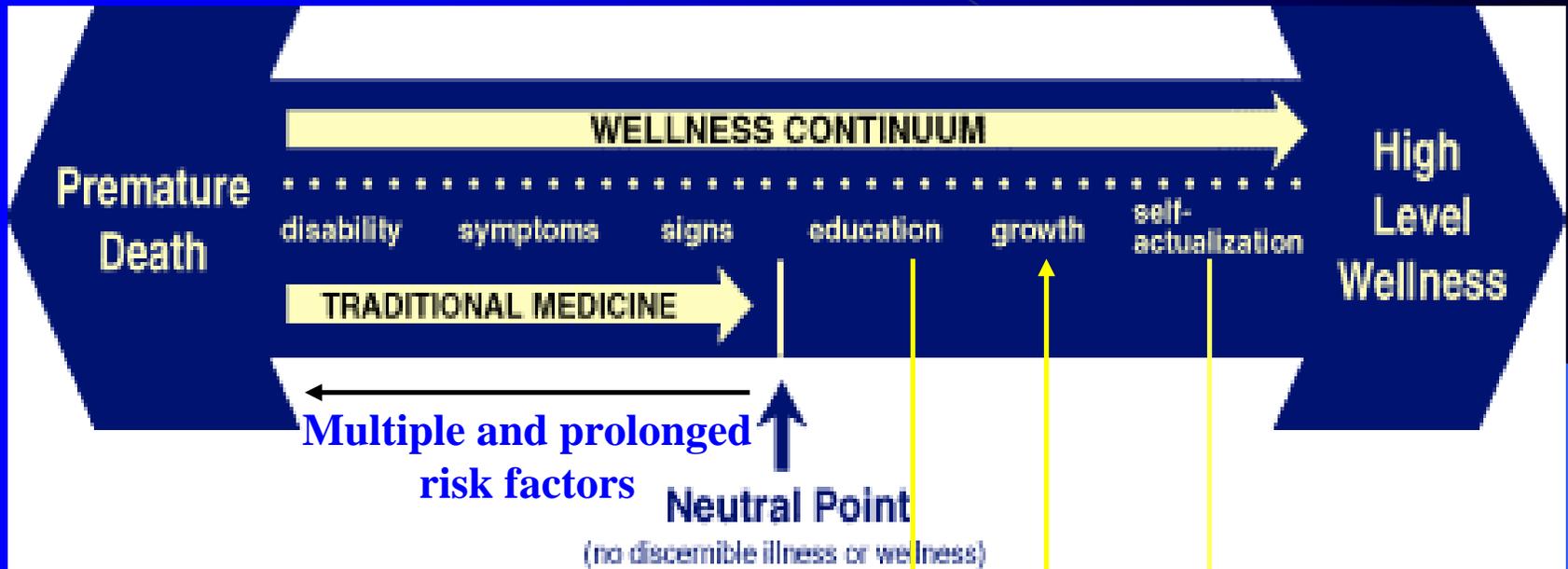
Actual Causes of Death, United States, 1990



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McGinnis, J.M., & Foege, W.H. (1993). Actual causes of death in the United States. *JAMA*, 270, 2207-2212.

Disease and Behavior Change



Travis, J. *The wellness – illness continuum.*

<http://wellnessinstituteinternational.com/wellnessinstituteinternational/What%20is%20wellness-2.htm>

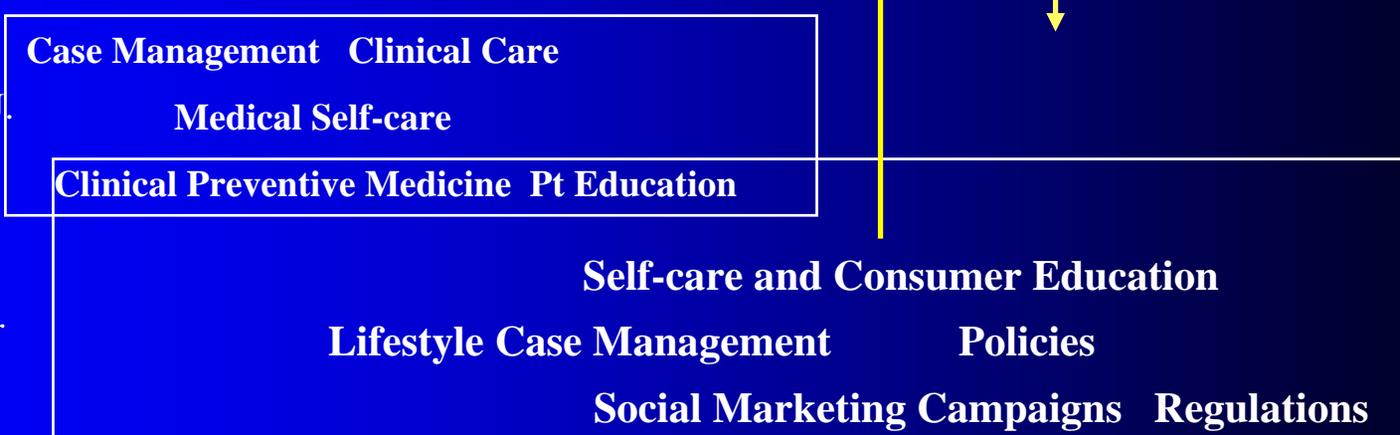
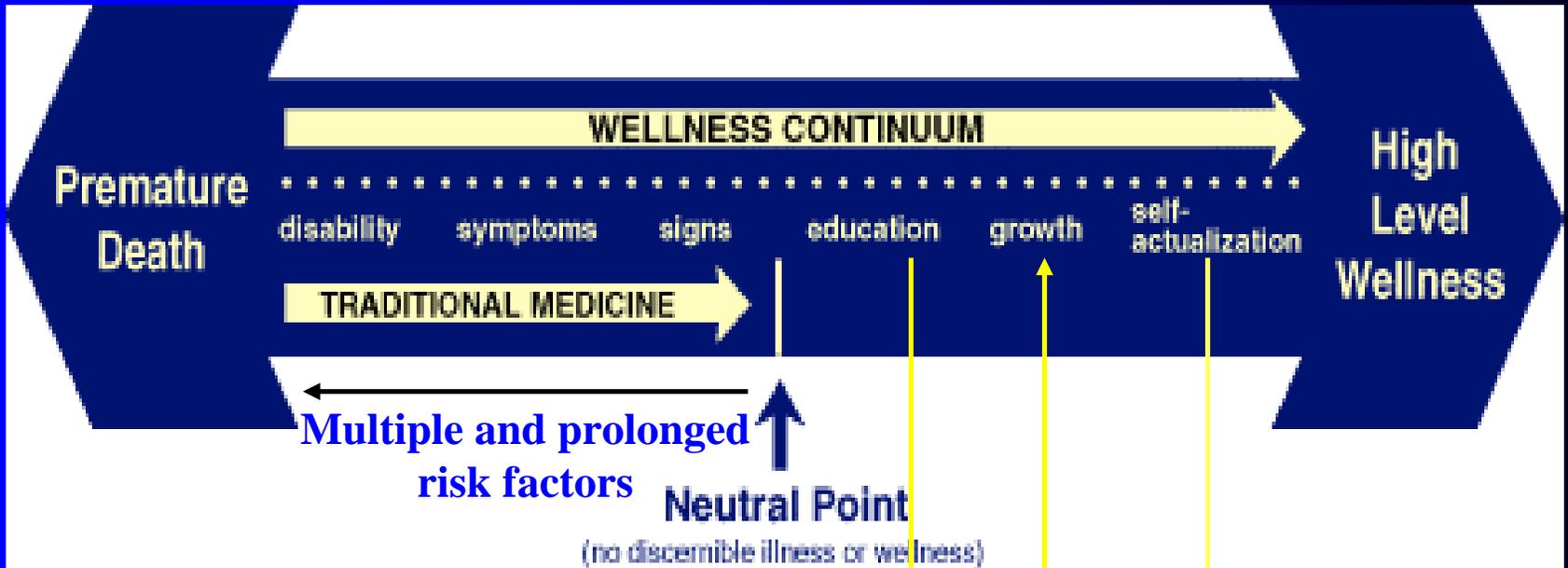
**Attitude - Perception
Intention – Knowledge
Behavior**

**Self-care
Self-management**

**Increase in wellness
and healthy lifestyle**

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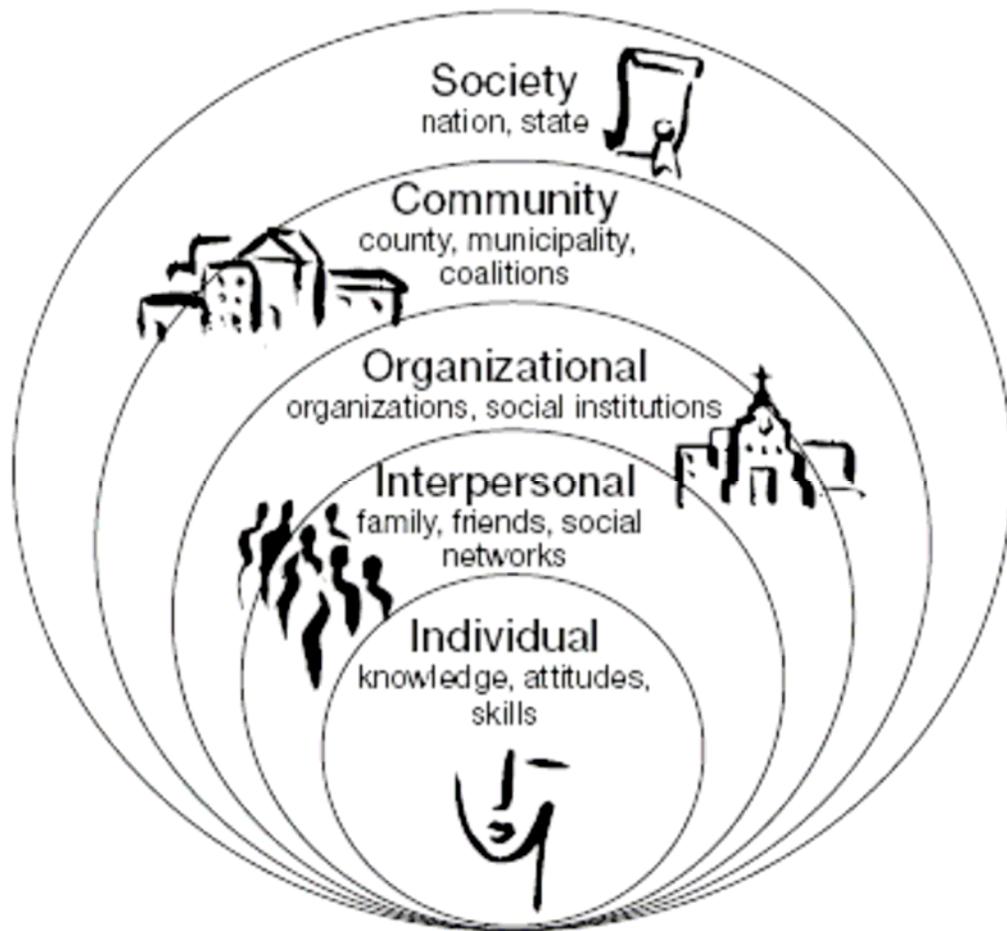
Disease and Behavior Change



Travis, J. The wellness-illness continuum. Grizzell, J. (2004). *Study well health program continuum*. <http://www.csupomon.a.edu/~jvgrizzell/hpprog/swhpcontinuum04.pdf>

Overview

Social Ecologic Model



- Requires public health action at many different levels to reduce chronic diseases

Department of Health and Human Services. (2006). *The heart of the matter: Chronic disease prevention guidance and resources for*

WiseWoman projects. Atlanta, GA: CDC.

<http://www.cdc.gov/wisewoman/pdf/Guidance.pdf>

Formative Research

Hensel, B., & Cameron, G. (2007). *Research informing message strategy of chronic disease prevention and control consumer education campaign*.
<http://www.dhss.mo.gov/ChronicDisease/BriefingPaper.pdf>

- Literature review

- Gain-framed messages (lifestyle behaviors)
- Loss-framed messages (health care behaviors)
- Less understanding risk factors affect many diseases

Missouri Chronic Disease Baseline Survey

- Perception of “good” health
- About 2/3 are physically active and “usually” eat healthy
- High rate of smoking 1 out of 5

Hensel, B., & Cameron, G. (2007). *Missourian chronic disease baseline survey*.
<http://www.dhss.mo.gov/ChronicDisease/BHSurveyAnalysis.pdf>

Formative Research

- Missouri Chronic Disease Baseline Survey
 - About 1/3 not referred for screening and not understanding screening before symptoms
 - About 2/3 had a chronic disease but those that did not had a low perceived susceptibility
 - Believe physical activity and healthy eating can contribute to preventing chronic disease
 - Over 90% are insured
- Focus Groups
 - Tested key campaigns and messages

MediaCross, Inc. (2007). *Chronic disease focus groups: Executive summary*.
<http://www.dhss.mo.gov/ChronicDisease/MCExecutiveSummary.pdf>

Evaluation Plan

- Campaign theme
 - Gain-framed message
 - Expect greater improvements in lifestyle and health behaviors
- Developed around key campaign messages
 - Physical activity
 - Healthy diet
 - Avoid tobacco
 - Get health screenings

Logic Model

Supporting Activities 2007-2008	Short-Term Outcomes 2007-2008	Intermediate Outcomes 2009	Long-Term Outcomes 2010 and Beyond
<p>Develop and launch chronic disease control and prevention campaign</p> <p>Track reach of campaign:</p> <ul style="list-style-type: none"> -Number hearing messages -Statewide partners participating -Communities participating <p>Launch second campaign-focus on heart disease and stroke detection and management</p> <p>Establish method to track number of primary care settings and communities implementing campaign</p>	<p>% Aware of campaign name</p>	<p>Number of agencies and health care providers coordinating efforts to impact health behaviors and chronic disease prevalence</p>	<p>Prevalence of risk factors:</p> <ul style="list-style-type: none"> - Obesity / Overweight - Smoking - Physically inactive - Not consuming 5 servings of fruits and vegetable
	<p>% Aware of campaign messages</p>		
	<p>Knowledge of risk factors and related health conditions</p>	<p>Policy and environmental initiatives launched or changed to reduce chronic disease risk factors and improve health</p>	<p>Prevalence of disease management:</p> <ul style="list-style-type: none"> - High BP-visited Dr for checkup past year - Diabetes-A1C test
	<p>Intention to change behavior</p> <ul style="list-style-type: none"> - Quit smoking - Lose weight 		
<p>Perception of general health status and life satisfaction</p>			

Evaluation Methods

- Special telephone survey
- Missouri County-level Study, 2007
- Behavioral Risk Factor Surveillance System
- Live Well Message Alliance Reports
- Special tracking systems – toolkits requested, community initiatives, policy and environmental initiatives

Summary

- Most of baseline indicator data compiled
- Some differences noted based on age groups

Risk Factor	Age 45-64	Age 65 and older
Obesity	31.4%	24.3%
Physically inactive	26.7%	35.9%
Current Smoker	24.3%	8.7%
Less than 5 servings f/v per day	79.1%	70.6%
Mammography in past year (women)	65.8%	60.2%

Where to Get More Information

- Campaign website:

www.dhss.mo.gov/ChronicDisease/Campaign.htm

- Recommend toolkit be developed
- Evaluation – Sherri.Homan@dhss.mo.gov