

PUBLIC HEALTH PROGRAM SURVEY- Chronic Disease

Contact Information

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Short Title: Social Marketing: *Physical Activity. The Arthritis Pain Reliever.*

Program Location: We are a state-wide program but are based in Milwaukee, WI.

Objectives and Goals:

. The Wisconsin Arthritis Program conducts the health communication campaign to increase awareness that physical activity is important in helping people with arthritis to improve physical function, reduce pain, lessen disability and maintain a healthy weight. *Physical Activity: the Arthritis Pain Reliever*, a CDC (Centers for Disease Control and Prevention) developed, evidence-based health communication campaign is designed to raise awareness of physical activity as a way to manage arthritis pain and increase function.

Methods:

Since 2003, The Wisconsin Arthritis Program, with CDC funding, has implemented arthritis public awareness campaigns in each of the five public health regions of the state. Eight full campaigns were conducted using a social marketing approach. The Program in partnership with local community public health, aging, non-profit, and coalitions promoted the benefits of physical activity for people with arthritis through print and radio messages, community events, seminars, and sustainable system changes that addressed access to physical activity and worksite wellness policy. Emphasis on engaging local healthcare professionals, clinics, fitness and recreation facilities, parks, and others with a menu of local options allowed the adaptation of activities and messages to local community needs. When appropriate, statewide systems were utilized as resources to enhance the local activities.

The Program approaches annual campaign efforts using the following model:

- Capacity Building- involving partners that are both traditional and non-traditional
- Lessons Learned- taking our most recent and past experiences to the planning table and sharing these with new partners

- Community-Level Engagement- campaign implementation partners engage a local advisory committee to assist in the intervention and approach for that community
- Evaluation- the Program collects the reach of each campaign

Program Length:

Each campaign has typically taken one year from campaign site recruitment to completion of all campaign activities. Local level planning occurs during January through April. The activities and messaging (print and radio ads) are planned for the entire month of May to coordinate with Arthritis Awareness Month.

Demographic Info:

The health communication campaign targets men and women with arthritis, physician-diagnosed or self-diagnosed, who are African American or Caucasian, aged 45 to 64 years, have a high school education or less, an income less than \$35,000 a year and arthritis that has threatens to significantly limit daily activities.

Overall Cost:

2004 Milwaukee County	\$30,220
2005 Rock County	\$20,655
2006 Oneida County	\$9,164
2007 Chippewa County	\$23,689
2008 Manitowoc County	\$21,580
2009 Kenosha County	est. \$25,000
2009 Marathon and Wood Counties	est. \$35,000

Funding Sources:

100 % Federal
percentages are NOT estimates

Outcomes:

To date, the campaign has achieved well over six million media impressions. A media impression is an estimate of exposure to the messages of the campaign. The Wisconsin Arthritis Program, working with partners, developed systems for improving availability of evidence-based self management proven to reduce the disability of arthritis as well as access to physical activity. An increase in workshop offerings was an expected outcome from the local partners. Data collection has occurred on workshop offerings in Call volume to the toll-free information and referral number of the Arthritis Foundation was increased modestly at some of the campaign locations during or directly after the campaign. While not a health outcome, capacity building has been a significant positive outcome for The Wisconsin Arthritis Program and local implementation partners.

Did you make any estimates regarding costs deferred, outbreaks averted or deaths prevented?

No

Additional Information:

For people with arthritis there is a common misconception that physical activity should be avoided and the cause of their pain. Campaigns such as “Physical Activity. The Arthritis Pain Reliever” provides the opportunity to increase awareness about an essential disease management behavior, understanding of appropriate types of physical activity, and enhance self efficacy. The effort to embed evidence based interventions for people with arthritis and other co-morbid chronic conditions during the time of the campaigns further supports opportunities for trial behaviors and increases access to prevention programming.

Future Plans:

The Wisconsin Arthritis Program will continue to conduct the health communication campaigns with the assistance of local health departments and community involvement.

To expand our knowledge of the impact and process of social marketing practices the Program has conducted a retrospective evaluation of the first five campaign iterations. All of the documents created on behalf of the previous Wisconsin campaigns including but not limited to advertisements, pamphlets, budgets, work plans, lessons learned narratives, anecdotal information provided by individuals that ran the campaigns and media and radio spot impression reports will serve as the foundation for an expanded state-level adaptation of the campaign’s existing “How To” manual. With the synthesized information gathered from previous campaign efforts, the WI Arthritis Program will be able to determine realistic cost estimates related to conducting an effective health communication campaign. This information can be further broken down into estimates based on rural versus urban campaign efforts. Insights and lessons learned will be applied to A retrospective evaluation of previous campaign efforts in Wisconsin will assist the WI Arthritis Program to improve upon campaign efforts while continuing to meet the needs to the varied Wisconsin populations.