
Health Promotion and
Chronic Disease Prevention

Putting Health Within Reach

**Uniting Physical Activity, Nutrition and Tobacco Prevention for
a Comprehensive Chronic Disease Prevention Campaign**

**Presented on the Healthy Communities Training Call
March 16-17, 2011**

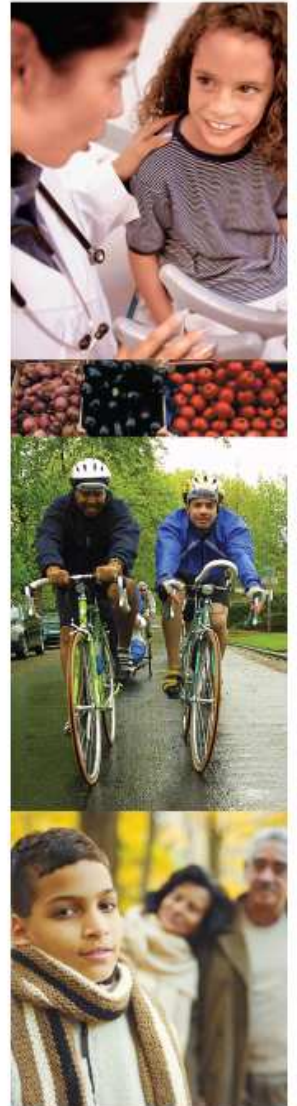


Oregon
Health
Authority

The logo for the Oregon Health Authority features the word "Oregon" in orange, "Health" in blue, and "Authority" in orange, all in a serif font. The text is set against a light blue, curved background element.

Project goal

- Link health behaviors that prevent and manage most chronic diseases—no more silos!
 - Physical activity
 - Nutrition
 - Tobacco prevention
 - Self-management
 - Screenings
- Call for policy and system changes
- Use consistent messages across all programs, continually advocate for an ecological approach



Research

- Comparative analysis of other campaigns
- Brief literature review
 - RWJF: A New Way to Talk About the Social Determinants of Health
- Focus groups
 - Urban and rural
 - Caucasians, Asian Pacific Islanders, African Americans, Native Americans, Latinos, people living with chronic diseases
- Executive interviews
 - Policymakers and community leaders
 - Public health leaders



Core findings: advocates

- A public health/policy frame is critical and not well understood—even among insiders
- Health policy advocates prioritize nutrition, others prioritize tobacco prevention
- Self-management and screening are not universally seen as automatic elements of the message
- There is some overreliance on a “sticky message”
 - The catchiest phrase can’t replace strategy
 - More data is not the answer; leveraging values is



Core findings: consumers

It's easy to be healthy in Oregon!



- Ease ≠ convenience
- Ease ≠ access



It's up to me!

Values: freedom, self-determination



- “I know what to do. I just don’t do it.”
- NWHF: *Opportunity* as an additional value

Choice isn't the problem, it's lack of options.



- Choice can be judgmental (the *wrong* choice)
- “It would be nice if McDonald’s weren’t everywhere.”

What is healthy,
anyway?

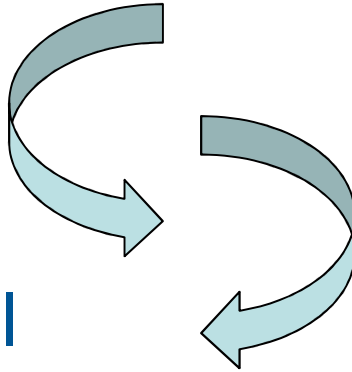
It's up to us! (+“small” government)



- NWHF studies:
 - 2007: 53% say public health is individual responsibility, 43% say society's
 - 2010: 50% say government has improved society's well-being, 39% say individual behavior and public enterprise

Disconnect Insiders

- Logic/data
- Environmental constraints
- Corporate manipulation



Public

- Core values
 - Self-determination
 - Freedom
- “If only...”

So what's the message?

**Make the healthy choice
the easy choice**



Make the healthy choice
the easy choice

Reframing the core message to align with values

- Shifting away from “easy”
 - Oregonians say it’s already easy to be healthy
 - Many healthy choices aren’t easy, even if they’re convenient
 - It’s about “access” and “convenience”
- Shifting away from “choice”
 - Can be judgmental
 - It’s not about making the choice, it’s about having options
- Moving toward
 - Ensuring **access to healthy options** for all Oregonians.
 - Putting **healthy options within reach** for all Oregonians.
 - Making **healthy options more convenient.**

Key messages: the situation

- Eating better, moving more and living tobacco-free lets Oregonians live healthier lives and do the things they love.
- But today in Oregon, nutritious food, places to play and exercise, and smokefree air are out of reach for too many people.
- As a result, chronic diseases like asthma, heart disease, diabetes, arthritis and cancer are on the rise.

Key messages: what must change

- We have the power to change the places we live, learn, work and play to put healthy options within reach.
 - All Oregonians deserve convenient access to foods and activities that help them thrive. Healthy options should be the default, not something we have to search out.
 - We'll never entirely eliminate chronic diseases, so we also need options to help people take care of themselves and live better with their disease.

Key messages: call to action

Consumers:

- Tell your employer, school, community groups and elected officials that you want access to healthy options.

Policymakers:

- Use smart policy to create communities that provide access to healthy options for all Oregonians.
- Consider the health implications of every policy you design.
- Ensure that we have a strong public health system. (PHAW)
- Healthy communities = economic impact (CLHO, HCI)

Key Messages: Shorthand

- We're working to put healthy options in reach for all Oregonians.
- In every community, people deserve convenient, affordable access to foods and activities that help them thrive. Healthy options should be the default, not something we have to search out.

Discussion

- We welcome your input as we finalize the messages.
- Questions?
- Feedback?
- Suggestions?

Now What?

- Roll out the coordinated strategy
 - Preliminary presentations have been well-received
 - Grantees, organizations working on similar issues, policy makers, influencers, public
- Create themeline and logo
- Create tools (messages, media tools, campaign ideas, other?)
- Collect and tell stories
 - MG will support local PHDs with TA
- Engage new voices
- Online and social media, earned media
- Co-branding by businesses and others

Potential Tool: Public Health Graphic



Discussion

- What other strategies, opportunities or partnerships do you see?
- What do you need to help you carry this message?

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