

Healthy Communities and 2015 Arthritis Pain Reliever Campaign

**Webinar for Healthy Communities Coordinators
March 25, 2015**

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This presentation is devoted to the Arthritis Pain Reliever Campaign and how this campaign relates to the work that you do under the Healthy Communities grant.

Healthy Communities and 2015 Arthritis Pain Reliever Campaign

Objectives :

- Overview of the arthritis burden
- Goals and target audiences of APRC
- How APRC supports the work under HC grant
- How to take advantage of APRC to advance SM programs.
- Practical examples of media pitches



In this presentation, we will talk about:

- The burden of arthritis
- Describe the Arthritis Pain Reliever Campaign, its goals and target audiences
- Discuss how the Arthritis Pain Reliever Campaign can support your work
- Talk about what you can do to take advantage of the campaign and advance SM programs.
- Provide examples of campaign materials and media pitches

Let's first talk about why arthritis matters, why arthritis is an important public health issue and why we need to work toward improving arthritis outcomes.

The term "arthritis" covers more than 100 diseases and conditions affecting joints, the surrounding tissues, and other connective tissues. Arthritis is associated with pain, aching or stiffness in or around a joint.

Why arthritis is an important public health issue?

- **High prevalence of arthritis in adults:**
U.S. 22.7% -- about 1 in 5 -- 52,500,000
OR 27% -- about 1 in 4 -- nearly 800,000



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Why arthritis is an important public health issue? There is a number of reasons for this:

The first one:

Prevalence of arthritis is high:

22.7% or 52.5 million or approximately one in five U.S. adults age 18 and older have doctor-diagnosed arthritis.

This means that arthritis is twice as common as heart disease, three times more common than cancer, and eight times more common than stroke.

Here in Oregon, prevalence of arthritis is higher than average countrywide. About one in four Oregon adults – that is quarter of the population of the state -- are living with arthritis!

Prevalence of arthritis is higher in women than in men, 31% versus 23%. Here in Oregon, arthritis prevalence is the highest in American Indian & Alaska Natives – 36%

Why arthritis is an important public health issue?

- High prevalence of arthritis in adults
- **Arthritis is the leading cause of disability: 53% of Oregon adults with arthritis have limitations in their daily activities.**



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Arthritis is the nation's most common cause of disability and has been for more than 15 years.

About 53% of Oregon adults with arthritis have limitations in their daily activities, such as stooping, bending or kneeling.

Despite the perception that all people with arthritis are elderly, two thirds of adults with arthritis are of working age, 18-64 years, and arthritis is a significant cause of activity and work limitations across the adult population.

Why arthritis is an important public health issue?

- High prevalence of arthritis in adults
- Arthritis is the leading cause of disability
- **67% of people with arthritis have at least one other chronic disease**



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67% of people with arthritis have at least one other chronic disease, such as heart disease, diabetes, high blood pressure or sometimes all of the above.

Why arthritis is an important public health issue?

- High prevalence of arthritis in adults
- Arthritis is the leading cause of disability
- Arthritis and co-morbidities
- **Toll of arthritis (medical care and lost productivity):**

U.S. \$86 billion per year

OR \$1.6 billion per year



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In 2010, the total direct and indirect cost of arthritis care in Oregon was \$1.6 billion

Arthritis has tremendous, negative socioeconomic impacts. Each year, arthritis results in nearly one million hospitalizations and 44 million outpatient visits nationwide.

Why arthritis is an important public health issue?

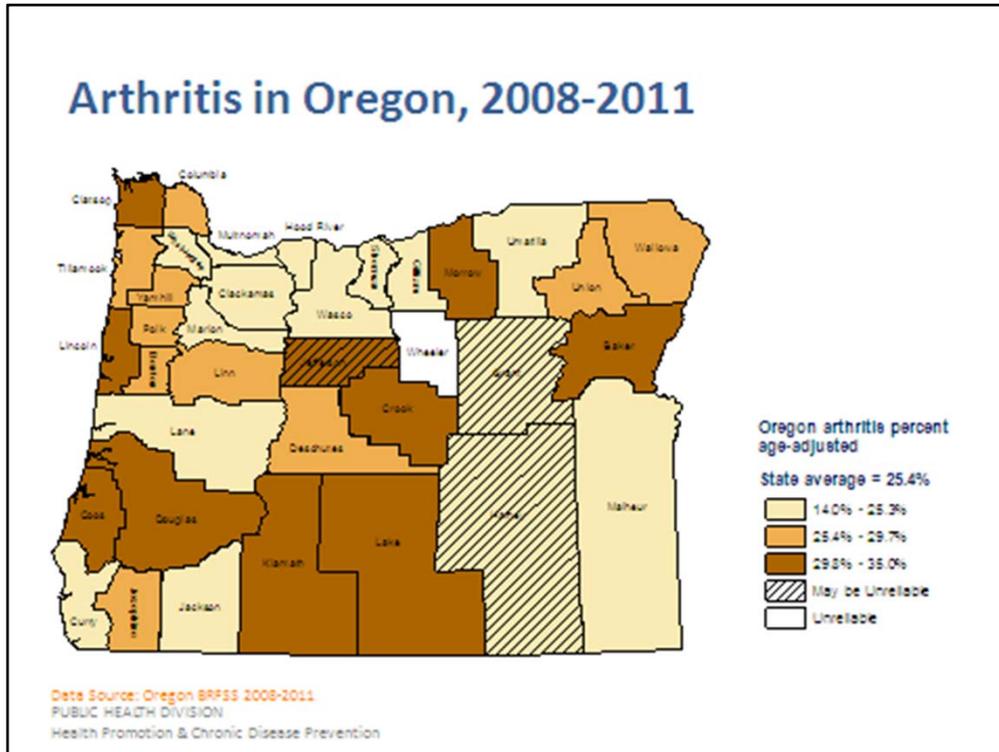
- High prevalence of arthritis in adults
- Arthritis is the leading cause of disability
- Arthritis and co-morbidities
- Toll of arthritis (medical care and lost productivity)
- **Changing demographics, increasing arthritis prevalence**



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Arthritis prevalence is expected to increase as the population ages. Currently, 21 million adults age 65 and older have arthritis. This number is expected to double by 2030.

These projections are based on the ageing of the population and are considered underestimates because the adverse effects of rising obesity (a risk factor for the most common type of arthritis, osteoarthritis) are not included.



This map demonstrates prevalence of arthritis across the state. In more than half of Oregon counties, arthritis prevalence is above average.

The growing number of adults with arthritis, along with associated limitations and associated costs, represents a critical public health problem, which can be addressed in part by expanding the reach of effective physical activity and self-management education interventions in communities.

The good news is ...

- Regular, moderate physical activity is the best way to help relieve arthritis symptoms.
- Physical activity helps to reduce fatigue, pain and improve mobility. Coordination, strength and mood.
- Self-management programs have been clinically proven to improve the quality of life among people with arthritis



We can change the situation if we take an active public health approach to arthritis by building, supporting and enhancing arthritis-appropriate evidence-based interventions.

We need to be loud and clear: regular, moderate physical activity is the best way to help people relieve arthritis symptoms and stay fit.

Such evidence-based programs as Living Well and its Spanish-language version Tomando Control, Walk With Ease, EnhanceFitness and other physical activity programs not only ease arthritis pain but also improve physical activity habits and mobility, and reduce risk for falls.

Healthy Communities Program and APRC

- Component 3: Healthy Communities programs shall work towards establishing sustainable funding for Living Well/Tomando Control and establish referral systems for Living Well/Tomando Control, Arthritis Foundation Exercise Programs, Walk with Ease and the Oregon Tobacco Quit Line.

(Enter) DEPARTMENT (ALL CAPS)
(Enter) Division or Office (Mixed Case)



This is an excerpt from your RFP. It requires you to work towards establishing sustainable funding for Living Well/Tomando Control and establish referral systems for Living Well/Tomando Control, Arthritis Foundation Exercise Programs, Walk with Ease and the Oregon Tobacco Quit Line.

This means that promoting self-management physical activity programs fits nicely into your work under the HC grant and this work can be advanced and intensified during the state-led communication campaign, the Arthritis Pain Reliever Campaign.

2015 Arthritis Pain Reliever Campaign

Goals:

- Raise awareness about the arthritis burden
- Increase understanding of how physical activity helps to ease arthritis symptoms and prevent disability
- Promote local success stories to inspire people to be physically active
- Drive people to locally available programs
- Increase trial of physical activity behaviors



We plan to run the campaign for about ten weeks and intend to achieve the following goals:

- Raise awareness about the burden of arthritis
- Increase understanding of how to use physical activity to ease arthritis symptoms and prevent further disability
- Promote local success stories to inspire people to be physically active
- Drive people to locally available programs
- Increase trial of physical activity behaviors

2015 Arthritis Pain Reliever Campaign

Media types:

- Environmental (e.g.: radio spots)
- Pickup (e.g.: brochures, flyers, bookmarks)
- Direct to home/hand (e.g.: ads and articles in newspapers or bulletins)

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The Arthritis Pain Reliever campaign includes various media types and channels to deliver the message about effectiveness of physical activity.

There are three categories of media that are required by CDC and that we will using:

Category 1 – Environmental: This category requires placement of campaign materials in places where the audience may be exposed to the information with no effort on their part. These can be Outdoor billboards, outdoor bus shelters, radio spots. We are to reach three times the target population for the targeted area. For example, if there are 2,000 people aged 45-65 years with doctor-diagnosed arthritis in Benton County, the chosen channel or combination of channels should be utilized enough times to achieve at least 6,000 exposures.

Category 2 – Pickup: In this category, the materials are placed in places and manner that require the individual to intentionally take action to obtain the material. These include brochures in community locations, flyers that people can take home, bookmarks at library.

Category 3 – Direct to home/hand: Materials that will arrive in the individual’s homes or that are placed in their hands with little to no effort on their part: bill stuffers, bookmarks put in grocery bags, church bulletins, direct mailings, newspaper ads, newsletter/newspaper articles.

For categories 2 and 3, we have to distribute enough materials to reach 1/3 of the total target population in the target area. For example, if there are 5,700 members of the target

audience in Deschutes County, 1900 materials should be distributed.

Why such mix of media types and intensity of exposure? This is to produce a stronger impact. The more diverse exposures to the message, the better!

2015 Arthritis Pain Reliever Campaign

Programs that will be promoted:

- Living Well/Tomando Control
- Walk With Ease
- Enhance Fitness
- Fit & Strong!
- The Arthritis Foundation Exercise Program



HPCDP supports the following self-management programs and these programs will be further promoted during the APRC:

- Living Well with Chronic Conditions (Living Well)/Tomando Control de su Salud (Tomando Control)
- Walk With Ease
- Enhance Fitness
- Fit & Strong!
- The Arthritis Foundation Exercise Program.

The latter two programs are not as popular as the first three ones, but still there is some interest in them.

All these programs have empirical evidence for improvements in health status of people living with arthritis and other chronic conditions.

We promote these programs all year round but there is a special time of the year, between mid-April and Mid-June, when we conduct an intensive Arthritis Pain Reliever campaign. This campaign will overlap with the National Arthritis Awareness month in May, which will give us an opportunity to amplify the message that will be broadcast nationally and which we can tailor to local needs and circumstances.

Arthritis Pain Reliever Campaign 2015

<u>County</u>	<u>Target population</u>
• Benton	2000
• Deschutes	5700
• Douglas	4700
• Linn	4400
• Lane	10400
• Polk	2900
 Total:	 30,100



Six counties with HC Communities Grant will be covered by the Arthritis Pain Reliever Campaign this year:

County	Target population (physician-diagnosed arthritis)
Benton -	2000
Deschutes	5700
Douglas	4700
Linn	4400
Lane	10400
Polk	2900
 Total	 30,100

The counties were selected based on such considerations as:

1. Availability of infrastructure and capacity for SM program delivery
2. Arthritis prevalence in the county (remember the map?)

2015 Arthritis Pain Reliever Campaign

Duration: mid-April – end of June

Target Audience: men and women with physician-diagnosed arthritis:

- African American or Caucasian
- Ages 40- 65 years
- No more education than some college
- Income less than \$75,000 a year



The target audience for the campaign includes men and women with physician-diagnosed arthritis, who have the following characteristics:

- African American or Caucasian
- Ages 40- 65 years
- No more education than some college
- Income less than \$75,000 a year

2015 Arthritis Pain Reliever Campaign

- Individuals must hear a message several times before they truly “hear” the message.
- Variety of channels helps to reinforce the message.
- Connecting people to locally available programs helps them to take action!



We encourage you to take advantage of the Arthritis Pain Reliever Campaign to advance your work under the Healthy Communities grant.

Remember:

Individuals must hear a message several times before they truly “hear” the message, internalize it and are ready to take action. Reinforcing a message over and over again is a critical part in helping people change and maintain certain behavior.

Providing contact information about the classes available in your area will drive more people to the programs.

2015 Arthritis Pain Reliever Campaign: How you can take advantage of it

- Download CDC materials from <http://www.cdc.gov/arthritis/interventions/physical/downloads.htm>; print and distribute the materials
- Promote information about self-management programs available in Oregon: <http://public.health.oregon.gov/PreventionWellness/SelfManagement/Pages/index.aspx>
- Write stories about SM programs in your county and pitch them to earned media



Use CDC has materials that can be downloaded for free and used during the campaign.

<http://www.cdc.gov/arthritis/interventions/physical/general.htm>

Promulgate information about self management programs that you can find on the Public Health Division website.

<http://public.health.oregon.gov/PreventionWellness/SelfManagement/Pages/index.aspx>

Write stories featuring self-management programs in your communities.

Some of you have already responded to me regarding champions for self-management programs in your communities and about locations for distributing materials – Thank you! The champions you identified can be interviewed and their experience can be described and pitched to local media or newsletters.

2015 Arthritis Pain Reliever Campaign

Resources for media stories:

- **Oregon Arthritis fact sheet:**

<http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/Arthritis/Documents/facs.pdf>

- **Information about upcoming classes:**

Living Well/Tomando Control:

<http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/LivingWell/Pages/lwworkshops.aspx>

Walk With Ease

<http://extension.oregonstate.edu/fch/walk-with-ease/participants>



In addition to the materials that can be downloaded from the CDC website, there are other materials available on the Public Health Division's website, such as:

- Arthritis fact sheet
- Information about upcoming LW/TC and WWE classes:

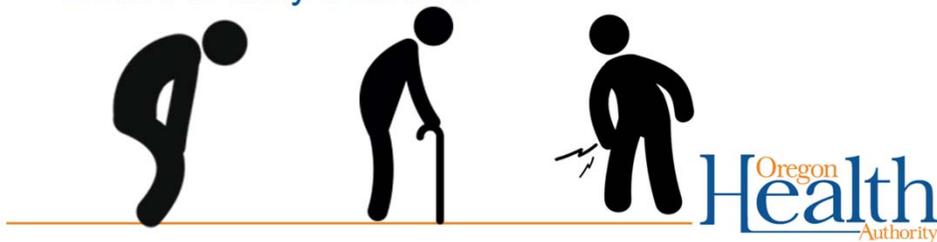
The OSU Extension website also has brochures and flyers, both in English and Spanish, that you can download and use during the campaign.

You can use this information in stories about successes of local programs or advertising upcoming classes in earned media.

It is important not just tell the story but also raise awareness about arthritis and to connect people to the programs available locally. This can be done by providing a "side bar" to the story, with arthritis facts that will help to enhance the message about arthritis burden and effectiveness of physical activity:

Arthritis Facts

- Arthritis is the leading cause of disability in the United States.
- Arthritis afflicts more than one in four adults in Oregon.
- More than half of Oregonians with arthritis are limited in daily activities.



Example of facts for the side bar:

Arthritis is the leading cause of disability in the United States.

Arthritis afflicts more than one in four adults in Oregon.

More than half of Oregonians with arthritis are limited in daily activities.

Arthritis Facts (continued)

- 67% of people with arthritis have at least one other chronic disease.
- Arthritis has huge socioeconomic impact: arthritis care costs Oregon \$1.6 billion dollars per year.
- With the population aging, arthritis-related costs will be increasing.



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67% of people with arthritis have at least one other chronic disease.

Arthritis has tremendous negative socioeconomic impact: arthritis care costs Oregon \$1.6 billion dollars per year.

With the population aging, arthritis-related costs will be increasing.

Arthritis talking points (continued)

Moderate levels of activity, such as walking and stretching, can help relieve symptoms, reduce fatigue and pain, and improve mobility, coordination, strength and mood.



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Now that we've scared everyone by describing the burden of arthritis, we can share some good news:

Moderate levels of activity, such as walking and stretching, can help relieve symptoms, reduce fatigue and pain, and improve mobility, coordination, strength and mood.

Arthritis talking points (continued)

Self-management programs, such as Walk With Ease, Living Well and other programs have been clinically proven to improve quality of life for people with arthritis and anybody who wants to remain active.



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And more good news:

Self-management programs, such as Walk With Ease, Living Well/Tomando Control and other programs have been clinically proven to improve quality of life for people with arthritis and anybody who wants to remain active. And these programs are available in your communities!

Arthritis talking points (continued)

- To find out what programs are available in your area:



Call 1-888-576-7414

[or add a local phone number]

or



Visit

<http://public.health.oregon.gov/PreventionWellness/SelfManagement/Pages/index.aspx>

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And the last, but not least: in your communication about physical activity programs, it is important to provide contact information.

The 800- number on this slide is the number for SM programs at HPCDP. It will work best for your messages if you add local numbers that interested people can call to find out about programs available in your communities.

This is an example of a side bar with arthritis facts. You can do a side bar with information about the program that you are promoting.

Example of a media story

Walk With Ease at PCC Sylvania Campus

Before her first Walk With Ease meeting at Portland Community College's Sylvania campus, Diane Flack wondered whether anyone else would show up. "Who the heck is going to get there at 6:30 in the morning?"

And with that early start time, she admits to showing up more than once "unwashed and a little grumpy." But once the session got underway, those feelings melted away. "I never heard a negative word from anyone," she says.



This is an example of a story about the Walk With Ease program at Portland Community College.

Example of a media story (cont'd)

A noted block print artist, substitute librarian, and an instructor of bookbinding at PCC, Flack suffers from arthritis in her metatarsal. She worries about aging and her arthritis advancing—her work requires a lot of standing—but also knows that movement is key to improvement.

“The thing to do is not to cower in your home and suffer silently,” Flack says.

Example of a media story (cont'd)

But that can be easier to say than do. Flack credits “our fearless leaders,” the duo of Denise and “Ste,” who led the session and who had backgrounds in fitness and physical therapy. “They encouraged us in every possible way,” including recognition for each lap completed.

“It wasn’t ‘boot camp.’ We would spend the first 20 minutes talking about arthritis: foods to eat, things to do, how to take care of it.”

In milder weather, the group would walk along an outdoor track. When it was raining, the group leaders had mapped a dry route beneath awnings and eaves.

Example of a media story (cont'd)

- The camaraderie of the small, diverse group was important as well. “They expect you to show up, and gut it out,” Flack says. People shared personal and professional stories.
- Diane still walks each day, often pushing a stroller—she has three grandchildren and six great-grandchildren. She finds that the movement is good not just for her physical health but her mental well-being. Now she’s signed up for a tai chi class.
- “If you’re careless with yourself, you’ll end up not caring about other things,” she says. “As long as you are alive, you should stretch and grow.”



This is an example of a story with a “side bar” containing facts about the program. It’s a screen shot of a story that came out a few months ago in Coos County. The story is supplemented with a side bar, in this case, with facts about the Walk With Ease program. This is another way to enhance the message of the story and convey additional information.

2015 Arthritis Pain Reliever Campaign: What you can do

- Print and distribute CDC and Oregon-specific brochures and flyers.
- Write stories about SM programs in your communities and pitch them to earned media and newsletters.
- Advertise upcoming classes.



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So, to summarize what we talked about:

You can use a variety of ways to raise awareness about the arthritis burden and promote information about self-management programs available in Oregon communities:

You can print and distribute CDC and Oregon-specific brochures and flyers.

You can write stories about self-management programs in your communities and pitch them to earned media, newsletters and bulletins.

You can advertise upcoming classes.

Even though today's presentation was devoted to the Arthritis Pain Reliever Campaign, the approaches we discussed are applicable to promoting any self-management programs or supporting other communication campaigns, for example Colorectal Screening Campaign. It's all about promulgating best experiences, sharing success stories, leading people to places where they can take better care of themselves.

Be creative! And we are here to support you!

ANY
QUESTIONS
?

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Thank you!

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