



## Electronic Marketing Tools

The majority of adults now use the Internet, and most of those use it daily. The use of websites to research health information is common, as is the use of social networking sites like Facebook and Twitter. Baby boomers and other older adults are among a growing population of people connecting with each other and with information over the Internet.

Approach your community partners and ask if they would be willing to send information about your workshops out through their communication channels. Content can be formatted for newsletters, websites, e-mails, etc. See Appendix A (12) for an example.

### Sample Copy

#### **Living Well with Chronic Conditions Workshops Put Life Back in Your Life**

*Are chronic pain and fatigue keeping you from doing the things you love?*

*Take charge of your health and learn how to manage your condition.*

People living with chronic conditions know the impact these conditions can have on everyday life. Normal activities can become a challenge. The Living Well program is in our community and available to teach you how to manage your condition so you can live a fuller life. You'll learn how to reduce pain, increase energy, follow your doctor's instructions and do the activities you love. Most participants have fewer hospital visits.

To learn more or find a class in your area call [phone number] or visit [website].

#### Who are these workshops for?

Anyone with a chronic condition, which is a condition that affects your health for a long period of time, perhaps even the rest of your life. Some examples include:

- Diabetes
- Arthritis
- Asthma
- Cancer
- High blood pressure
- Depression
- Heart disease
- Chronic pain
- Anxiety
- Multiple sclerosis
- Fibromyalgia



### What is covered in the workshop?

The Living Well workshop takes place over six weeks, with one 2.5-hour class held each week. Most workshops are low cost or free. They are hosted by community organizations and taught by trained leaders, many of whom have chronic conditions themselves. Participants will:

- Receive support from trained leaders and other workshop participants.
- Learn practical ways to manage their pain and fatigue.
- Learn about nutrition and exercise choices.
- Understand new treatment choices.
- Learn better ways to communicate with doctors and family members.

### About Living Well with Chronic Conditions

Living Well is an evidence-based program developed by Stanford University's Chronic Disease Self-Management Program and supported by the Oregon Health Authority/Department of Human Services.

This kind of support is especially important because, according to the Centers for Disease Control and Prevention, chronic diseases are the most common, costly and preventable of all U.S. health problems. They are also the leading causes of death and disability, responsible for seven out of 10 deaths each year.<sup>1</sup> By taking good care of their health and condition, people can reduce symptoms and even lessen the severity of their condition.

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<sup>1</sup> <http://www.cdc.gov/chronicdisease/overview/index.htm>