



Section Two: Overview

Once you've established host sites and scheduled Living Well workshops, the next step is to spread the word and motivate participants to sign up. Creative, consistent outreach in your community helps you build relationships and ensure that a wide range of people have a clear understanding about the workshop, its benefits and how they can sign up. The tools in this section are designed for Living Well programs across Oregon and will show you how to market your workshop, in partnership with the host site, to potential workshop participants.

Although individuals involved with the Living Well with Chronic Conditions, Tomando Control de su Salud, and Positive Self-Management Programs have seen the benefits to those participating in these workshops, sometimes it can be challenging to recruit people living with chronic conditions. Recruitment of participants can also take a lot of time, even for people with a marketing background.

The tools in this section, outlined below, cover three steps: preparation, media outreach and other marketing.

Preparation: Creating Your Marketing Materials

The following tools will help you compile persuasive materials to share information about your workshops to grab the attention of potential class participants.

Tools in this section include:

- **Targeting Your Audience:** Identify your target audiences, including new audiences, people experiencing health disparities and “unusual suspects” (those you have not worked closely with in the past), and determine the best ways to reach them.
- **Multicultural Marketing and Communication:** Gain insight and tips on reaching Spanish-speaking audiences with Tomando Control de su Salud, as well as engaging other priority audiences.
- **Getting Back to Basics: Self-Management:** Language to help you explain “self-management” and why it’s an essential part of chronic disease prevention.
- **Elevator Speech:** Quickly and simply explain what Living Well is all about.

Media Materials

Media outlets are a trusted communication channel to your audiences and can significantly increase the reach of your messages. You can tell stories about people who have benefited from the



workshops, people who love teaching them, the ways Living Well reduces the impact of chronic disease, etc. You can also link your program to current news stories.

Consider the different media outlets in your community and determine which approach is the best for reaching your audience. Would people be more inspired to join Living Well if they read a newspaper article or saw a live segment on TV? Would an op-ed signed by a trusted source, such as a local doctor or a guest column from workshop leader, be more effective?

Tools in this section include:

- **Testimonials:** An individual's personal story about the benefits of Living Well is priceless. People who have participated in a workshop provide a trusted, real-life perspective, and a valuable endorsement. Use this tool for gathering and sharing your own testimonials.
- **Spokespeople:** Good spokespeople add a human element to the story. A good spokesperson is one who will be comfortable in front of the media and will communicate your key messages. Use this tool to identify and prepare your spokespeople.
- **News Release Template:** Easily create a news release about your workshop(s) and submit it to your local media outlets.
- **Pitching a Story to the Media:** Ideas for how to approach the media and encourage them to write a story on this issue.
- **Op-Ed Template:** An op-ed (literally "opposite the editorial page" because that's where it is traditionally placed) is a submission that aims to educate readers about an issue and encourages them to act. An op-ed should include facts and statistics and be authored by someone who has authority in the community and is influential to your target audience. Many media outlets limit the length of op-eds, so it is wise to check ahead of time and edit to an appropriate length before submitting.
- **Radio Public Service Announcement (PSA) Script:** Some radio stations will read a PSA for nonprofits/volunteers for a reduced cost, or sometimes even for free. Customize this script and contact your local radio station.
- **Guide to Calendar Listings:** Most newspapers list events both in print and on their websites. Submitting information about your workshop is quick and easy, as most newspapers allow you to submit electronically. Use this guide to find information about how to submit class information to newspapers in your community.
- **Advertising in Media:** Ideas for placing a paid advertisement in different locations throughout your community.



Marketing Through Other Channels

Using non-traditional communication channels can help you reach a broader audience and increase awareness about Living Well. Community partners are trusted sources, which will add further credibility to the information you are sharing.

Tools in this section include:

- **Engaging Health Care Providers:** A guide to working with health care providers to increase referrals to the Living Well program.
- **Electronic Marketing Tools:** Asking your community partners to share information about the workshop through their communication channels is an important way to increase reach of your key messages. This tool provides content that can be used in newsletters, e-mails, websites, etc.
- **Guide to Using Social Media:** Social media is a growing and powerful way to share information. This tool provides information on how to effectively use two of the most popular sites, Facebook and Twitter, and shares tips about what you can do there to promote your workshops.
- **How to Create a Word-of-mouth Referral Program:** Program participants are the best referral sources. This tool provides ideas and tips for asking graduates to tell their friends and family about Living Well.



Targeting Your Audiences

Now that we have some grounding in how to talk about Living Well in a way that resonates with people living with chronic conditions, we can learn more about ways to reach the populations that will benefit from Living Well workshops.

Often you'll need to think beyond the "usual suspects," meaning the audiences you reach out to or work with frequently. It is particularly important to think about how to reach populations that are disproportionately affected by chronic disease. Factors that can contribute to an individual's ability to be in good health include his or her race or ethnicity, socioeconomic status, sexual identity and geographic location, among others. These factors can cause people with fewer resources to more frequently experience disease, disability and premature death. See the document "**Multicultural Marketing and Communication**" for more information. Sometimes the people who are most likely to seek out and sign up for Living Well workshops are those with more resources, so it is important to consider how to reach beyond the "usual suspects."

It may seem difficult to determine exactly who falls beyond the "usual suspects." Fortunately, there are data sources available to help you determine this:

- What groups or communities have the highest **rates of chronic disease** in your community?
- What groups or communities are **currently attending** Living Well workshops?
- What groups or communities have **not been attending** Living Well workshops?

It is best to sit down with your partners or stakeholders and spend some time looking at the data before developing your targeted outreach strategy. Some data sources to consider in helping look at your community, compared to who you've already reached with the program, include:

- Living Well Data Report and Living Well County Data Fact Sheets:
<http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/LivingWell/Pages/pubs.aspx>
- U.S. Census American Community Survey: <http://www.census.gov/acs/www/>
- Keeping Oregonians Healthy Report:
<http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/Documents/healthor.pdf>

Based on the populations that most need Living Well, but are less likely to be served by the program to date, use the tool on the next page to map out who your audiences are and how to engage them.

Marketing to Potential Participants



AUDIENCE Who are the people we need to reach?	PATHWAY If you don't know this audience well, who do you know who can provide perspective and make introductions?	VALUES What is important to this audience?	OUTCOME What do we want them to do?	MESSAGE What do they need to know to take the action we want?	MESSENGER Who is the best messenger? Who do they listen to? How can you involve your partners?	STRATEGY How will we make this happen? What is the best approach for reaching them?
<i>Ex: Latino community, all ages</i>	<i>Ex: Promotoras</i>	<i>Ex: Family, Community</i>	<i>Ex: Sign up for Tomando Control de su Salud workshops and become messengers for the program</i>	<i>Ex: "Tomando Control de su Salud has a positive impact on your overall health and is an opportunity to improve your life and your family's."</i>	<i>Ex: Promotoras</i>	<i>Ex: Visit key gathering places in the community, such as churches or community centers, and ask a promotora to share information and give a demonstration of what happens in the Tomando Control de su Salud workshop.</i>



Multicultural Marketing and Communication

Taking a multicultural approach to marketing Living Well makes the classes relevant and have more of an impact by recognizing, respecting and engaging the cultural backgrounds of the audience.

As you work to broaden your reach and ensure you are offering the Living Well/Tomando Control de su Salud opportunity to everyone, especially people experiencing disparities, consider these principles and practices.

PRINCIPLE 1: Check Your Assumptions at the Door: *Begin with yourself*

Before beginning to work with any group that is culturally, ethnically or racially different from your own, it is critical to step back and identify any assumptions, preconceived beliefs or stereotypes that you might hold about that population. Your best intentions may be undermined by old assumptions or isolated experiences that can affect your ability to develop a sound strategy that effectively achieves the behavioral, attitudinal or systems change you seek. It is also essential that you not assume a particular group holds the same set of values or beliefs as your own.

Best Practices:

1. Consider that different audiences will respond to Living Well in different ways. What works for Caucasian seniors, for example, may not be relevant to Latino families. Be open to learning new communication methods, and realize that you may have to take different approaches.

PRINCIPLE 2: Understand the Cultural Context(s) of Your Audience: *Do your homework*

The goal of any communication is creating shared understanding. When we relay a message, it is with the expectation that the receiver can interpret as the sender intended and has the ability to choose to take action accordingly. This is not always the case. Various cultural groups have unique ways of perceiving, organizing and relating to information. They may have different needs, values, motivators and behaviors. The norm for one group may not necessarily be relevant or appropriate for another group. The message must fit the cultural context (the norms, ideas, beliefs and totality of meaning shared by a cultural group) of the audiences you want your communication to reach.

Best Practices:

1. Be aware of norms, traditions, dialects and other cultural nuances that are unique to your audience. Depending on characteristics such as country of origin, length of time in the



United States and level of acculturation, audiences may have very different political views, family traditions and use of language.

2. Identify and build upon cultural strengths and assets. For example, in the Latino community, family is very important and influential. How can you connect Tomando Control de su Salud and the benefits it offers with these values? Consider ideas such as encouraging class participants to share what they are learning with their family members or bring them along to a workshop.

PRINCIPLE 3: Invest Before You Request: Create “community-centered” partnerships

Too often the first introduction to specific populations is a request for assistance in conducting outreach, sharing information, facilitating market research or referring participants to programs. In many cases, communication is one way and self-centered—what can this person or organization do for us?

By investing in the community—learning about organizational needs, attending events and community forums, and participating in community-based efforts—you can build trust and build the foundation for long-term engagement.

Best Practices:

1. Identify one new audience you aim to engage in Living Well. Start networking now, and spend the next few months learning, listening and showing your respect and investment in the community. You will likely find yourself in a much more connected and knowledgeable place to begin your outreach.
2. Go to the community. Don’t expect people to come to you until they know and trust you. Attend events and venues, on a regular basis, that are important to this community, which could include visiting places of worship, community centers, etc.

PRINCIPLE 4: Develop Authentic Relationships: Maintain a long-term perspective

Authentic relationships are those that engage community members in idea generation, feedback and decision-making. Such a relationship is patiently developed because there is no need to rush to get to know and understand each other. The relationship is based on a true sense of shared values and shared mission and is focused on ongoing collaboration rather than a specific project.

Communication, contribution and commitment are all two-way.

Best Practices:

1. Work with individuals and organizations that already have a relationship with members of the community and can help introduce you.



2. Ask to have a meeting to discuss Living Well /Tomando Control de su Salud and get an understanding of how it might appeal (or not), how to talk about it, and what changes you may need to make it more relevant. These could be simple adjustments, like making sure your section on healthy eating includes information about traditional foods.
3. Try to have leaders from your priority cultures, if possible.
4. Maintain your partnerships. Keep in touch and follow up.
5. Become an ally and be supportive of issues that are important to the community. How can you integrate some key concerns, interests and values into your work?

PRINCIPLE 5: Build Shared Ownership: *Engage, don't just involve*

As you seek to engage the community in your work, look for opportunities for the community to become vested in your work and its impact. Identify opportunities for leadership roles for members of the community and engage them as decision-makers and owners of strategy. Actively seek their guidance and input in evaluating and refining strategies and messages.

Best Practices:

1. Build and maintain the relationships you begin. Are workshop graduates happy about the results of the program? Ask them to be spokespeople and work with you to engage others in their community.
2. Incorporate what you learn from your experiences into your workshop. Do people seem to be less engaged in any of the sessions? Ask *them* how you can make it more engaging or applicable to them.

PRINCIPLE 6: Walk Your Talk: *Lead by example*

All of us have had experiences in which the message conveyed by an organization is inconsistent with its actions and behaviors. A classic example is a retail business with a huge welcome sign in the window and a staff that ignores you. If you say that your programs are flexible, open to all members of the community and based on community needs, then that must be what your audience experiences.

Best Practices:

1. Acknowledge the reality of your organization. Do you reflect the community in which you live and the people you serve? Does your program align with the cultural values and serve the needs of the community? If not, what changes can you make?
2. If you have a board or community advisory committee for Living Well, invite someone from your priority populations to join to provide perspective and help make authentic connections.

**PRINCIPLE 7: Relate, Don't Translate: *Place communication into cultural context***

Successful multicultural communication requires more than just translating English-language content. It requires embracing the social nuances of diverse cultural groups and markets, and actively engaging them in the creation of relevant communication strategies, tools and messages that have the best opportunity to achieve the desired action. In fact, more important than choosing which language to use in your materials is ensuring that the content resonates with the culture and identity of your audience.

Best Practices:

1. Determine whether your marketing materials work for the audience. Translated materials may need to be rewritten so the language and message are culturally relevant. By engaging with community partners, you can determine what works and what doesn't, and revise accordingly.
2. "Relate" the existing concept to the needs of your audience. For example, are the images and text meaningful to your audience? Are the materials easy to use (i.e., can they easily be copied from color to black and white)?

PRINCIPLE 8: Anticipate Change: *Be prepared to succeed*

Bringing in new people and new perspectives, especially those from a cultural group that has not been previously engaged, will naturally change the dynamics of your group or organization. It may change how the organization is structured, governed and staffed. It may affect how consensus is built, how meetings are managed and how decisions are made. It may affect how a product is reformulated, or how a marketing campaign is planned and executed. When conducting multicultural communication, answer the questions: "Are we prepared to succeed?" "Are we ready for change?"

For example, in some communities the need to process information and hold several conversations before driving for a decision is very important. To drive through an agenda with new information and immediately push for a decision would create distrust and distress. Embrace the change and see the value in new approaches. Be patient with the change process. Don't be afraid to ask for feedback from the community members.

Case Study

A Living Well program began partnering with a local tribe to offer workshops for tribal members. The local program provided coordinator support (non-tribal, from a local agency) and marketing materials after spending several years building relationships with tribal members and staff (see Appendix A (1)).



The workshops offered were aimed at the tribal community at large, with referrals coming from tribal health services. To better engage the target community in workshops, the local agency brought together a team of tribal Living Well leaders and a nurse at the health center. This small group took about a month to revamp the county's existing Living Well brochure to include more appropriate language and photos that would be more salient for tribal members. In coordination with a local (non-tribal) communications coordinator, the group also developed media releases that were pitched to tribal newspaper and radio staffs.

As a result, the Living Well workshop was filled, and partnerships between community agencies and the tribe were solidified.



Self-Management Jargon Buster

Getting Back to Basics: What Is Self-Management?

Individuals that know and love Living Well understand what we mean when we use the term “self-management.” But what does that term really mean and how can we, in our efforts to recruit individuals for workshops, describe the concept in a way that is easily understood by the general public?

For the purposes of Living Well, we can use the following to define self-management:

You have the power to take control of your health. By focusing on your health now, you will not only see immediate results, but will also set yourself up for a healthy future. You can live the life you want and gain the ability and confidence to care for your condition. Self-management means:

- Working with your doctor as your health care **partner**.
- Getting **support** from family and friends when you need it.
- Knowing how to **work through problems** that may arise, such as pain, fatigue, frustration or depression.
- Learning how to **eat well** and be **physically active**.
- Understanding how to **use medications correctly** and **assess new treatments**.



Elevator Speech/Talking Points

It is often difficult to describe the Living Well program in just a few sentences. Sometimes it may be easy to describe Living Well to professional partners—but challenging to talk about Living Well in a way that really resonates with potential participants.

Elevator Speech

Living Well with Chronic Conditions is a workshop for people with lifelong health conditions such as heart disease, arthritis and diabetes. The six weekly sessions cover things like pain and fatigue, eating well, fun ways to get active, and tips for talking with your doctor and family about your health. It's also a great way to meet other people dealing with similar health issues.

Talking Points

To Participants

Living Well with Chronic Conditions is a workshop for people with lifelong health conditions, such as heart disease, arthritis and diabetes.

The six weekly sessions cover things like pain and fatigue, eating well, fun ways to get active, and tips for talking with your doctor and family about your health. It's also a great way to meet other people dealing with similar health issues.

It works: Participants have less pain, more energy and fewer hospitalizations.

Living Well is supported by [insert your organization's name] and the Oregon Health Authority/Department of Human Services, and is led by trained volunteer leaders who have health conditions themselves. There's also a culturally appropriate, Spanish-language version called Tomando Control de su Salud.

(If time allows) People really love the workshops. For example, [insert a quick testimonial or story about a real person who took the class and has seen real benefit].

You can find a workshop near you on our website, [insert your website or OHA's website] or by calling [phone number].



Testimonials

Often, potential participants are more compelled by individual stories than by statistics and numbers. Reading or hearing a first-hand opinion from a real person makes the information authentic, credible and more engaging. Testimonials from participants in Living Well—particularly from those in your community, county, region or state—can be a powerful way to engage potential workshop participants.

Individuals who are directly involved with Living Well often hear these success stories through participants in the program. It is really inspiring to hear about a person's newly found ability to take control of his or her health and life. The more testimonials you are able to gather, the more perspectives you will be able to share. Here are some tips for taking a success story and making it compelling for potential workshop participants.

Who To Ask for Testimonials

Workshop Participants

- At the last workshop session, ask participants to share feedback on how Living Well has affected their lives (see Appendix A (2) for a Testimonial Form). If you have access to e-mail addresses, consider sending them the form after the workshop so they have some time to think through the questions.
- Encourage participants to share specifics about what they most enjoyed about Living Well with Chronic Conditions, and what lasting benefit they have seen.
- If participants approach you and provide positive feedback, use that opportunity to ask them if they would consider providing testimonials. Or write down what you heard them say, share it with them and see if they will agree to let you use it.
- If you keep in touch with past participants, ask whether they're continuing to use what they learned, and if they would be willing to talk about how what they learned helped them make lasting changes in how they care for themselves.
- Be sure to seek out a wide range of participants—different ages, genders, conditions, backgrounds—and be sure to include people from Tomando Control de su Salud if you offer that program.
- Ask participants if their spouses, partners or support systems would be willing to write a testimonial. Spouses or supports can often be big motivators for folks to sign up and stick with the program, and can speak to the relational aspect of supporting someone with chronic conditions.

Host Sites

- Ask your host sites to talk about why they offer the program, the benefits they see, and the opportunity/invitation for community members to join.



Health Care Providers

- Ask local, respected doctors or other health care providers to endorse the program and the benefits they've seen it offer their patients. A great comment from doctors is that Living Well is a perfect complement to patient care, helping patients follow their advice and live a healthy life that supports their medical treatment.
- Use provider feedback to show the importance of the workshop and how people can experience positive changes, from a professional's perspective.

How To Gather Testimonials

- Interview your testimonial source using the Testimonial Form in this toolkit to guide you, or come up with your own list of questions based on your knowledge of the individual's role as a workshop participant or member of the community.
- Pass out the testimonial form and ask individuals to fill it out.
- Don't over edit—make sure the testimonial maintains the person's real voice.

What To Do With Testimonials

- Take each testimonial you receive and pull out the most compelling statements. Organize it into one to three sentences.
- Include testimonials in newsletter articles, presentations, websites, media interviews and other opportunities to talk about the program.
- Keep your testimonials on file so you can pull quotes and information when needed.

Sample Testimonials

This six-week workshop emphasized practical problem solving and setting goals that are in reach. It's really helped me get better at managing my diabetes. Before the class, my blood sugars were all over the place. Near the end of the class they were mostly in the normal range.

The class is a great idea to get older adults like me motivated. I was so tired before, and now I have more hope about the future. We shared lots of good ideas to overcome pain and fatigue, or at least learn to deal with them better.

I came as support for my wife and was very impressed with what we learned. I would recommend this type of class for all older people. There were a lot of problem-solving ideas that everyone can use to help with their daily lives.

It has been so helpful to be able to think about my life goals through this workshop. It was such an eye-opener to be able to check out all of our options for healthy living. It has been great to re-learn how to set priorities!



Spokespeople

When working with the media, it is beneficial to have spokespeople lined up and prepared to be interviewed if a reporter is interested in writing a story. You can also use spokespeople in community presentations and other outreach forums. This section will describe ways to identify spokespeople and prepare them with messages for talking about Living Well with Chronic Conditions workshops.

What Type of Person Will Speak Best to the Issue?

Doctors/Nurses: Medical professionals can make a significant impact on the audience, as they are knowledgeable and trusted sources.

Community Partner: Who are the partners in your community that host workshops? Ask an authority figure at your location to be your spokesperson.

Audience Connection: Considering key audiences, including “unusual suspects” and people experiencing disparities, who will be most influential in reaching them? It may be a culturally appropriate care provider, a community leader, a faith leader, a cultural organization, etc. If they believe in what you are doing and see a need in your community, they may be willing to speak to the need for self-management and support it, even if they can’t directly endorse your workshop. (See the section on multicultural marketing and communication.)

Workshop Participant: Have you noticed a participant who is especially excited about the workshops? Has a compelling story? Has shown a remarkable improvement over the six-week session? Ask that person to speak about his or her personal experience.

Workshop Leader: Leaders have first-hand perspectives on what the workshops are like, the gains participants make, and the lasting benefits.

Spouse, Child, Parent, or other Social Support of a Participant: The people who are closest to the participants are often the ones who will notice the biggest change from the workshop, and can speak to the positive effect that the workshop has on all facets of a person’s life.

How to Prepare Your Spokespeople

Ask them:

- Why is the Living Well program beneficial to people’s health?
- Why did you get involved?



- How have you seen Living Well help people with chronic conditions?
- Would you be willing to be interviewed by the media if they are interested?

Make sure to have their contact information ready in case a reporter wants to talk to them.

Give them the appropriate tools:

Provide them with the messages below to use as a reference guide. Ask them to share this basic information in their own words, with their own stories and enthusiasm. Ask them to be prepared to talk about what the program means to them personally, what benefits it offers, and why they would encourage people with chronic conditions and/or community partners to become involved.

Messages

What is Living Well with Chronic Conditions?

Living Well with Chronic Conditions (the Stanford Chronic Disease Self-Management Program) helps people with chronic conditions live a full, healthy life. It is for people with any lifelong health condition, from arthritis to diabetes to anxiety.

- The six-week workshop is fun and interactive.
- Builds confidence around managing your health, staying active and enjoying life.
- Free or low cost.

What difference does it make in people's lives?

For workshop participants:

After living with a chronic condition for the last [XX] years, the Living Well program gave me control over my health and helped me to feel better in my day-to-day activities.

- Learning how to set reasonable goals helped me make real progress and celebrate my achievements.
- Everyone participating in the workshop has a different chronic condition, but many of us deal with the same challenges of pain, stress, and relating to our family and friends. That common experience helps us work through the challenges together.
- I have noticed positive changes in my health, including:
 - [list out specifics: more energy so I can keep up with my family, better balance so I have less falls, etc.]

For workshop leaders:

Facilitating Living Well workshops has really helped me see the power that this program has on improving people's lives.

- [list out success stories based on real-life workshop participants]



Not only have I seen positive changes in the participants in my workshops, it has also helped me work toward my own health goals. Having to share my own action plan every week really gets me motivated between sessions.

For medical professionals/community partners:

According to the Centers for Disease Control and Prevention (CDC), 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.¹

- In [county], [number/percentage] have a chronic condition².

Teaching people to take care of themselves and live well with their conditions can make a significant difference. Living Well is an evidence-based program developed by Stanford University that does just that. People who have participated in a Living Well workshop have shown significant improvements in their health, including:

- Increased exercise.
- Improved communication with their doctor and family about their health condition.
- Increased energy.
- Improved mobility and movement.
- Increased ability to be more active and social.
- Learned and applied skills to manage overall health.
- Fewer outpatient visits and hospitalizations.

I've seen my patients who participate [insert first-hand observations about program impact].

Call to Action—what we want the audience to do

Living Well workshops are available across the state, and I highly encourage people with chronic conditions to learn more and sign up. More information can be found at:

- [Include your website or a link to the state's site - <http://www.healthoregon.org/livingwell> or by calling [phone number to sign-up for class].

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

² To find this information refer to

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



News Release Template

FOR IMMEDIATE RELEASE

[Date]

Contact: [Name]

[Phone]

[E-mail]

Living Well Workshops Help [county/city] Live Better with Chronic Conditions
Sessions help people reduce pain, increase energy and be in control of their health

[CITY], OR—For people with chronic health conditions, good medical care is just half of the equation. Equally important is their ability to make healthy decisions, follow their doctor’s recommendations and take care of their condition.

Living Well with Chronic Conditions, a workshop offered in [county], teaches people with lifelong health conditions to do just that. Participants have less pain, more energy and fewer hospitalizations.

The classes, offered weekly at [location] through [date], are for anyone with a chronic disease. [If applicable: A culturally appropriate, Spanish-language version called Tomando Control de su Salud is also available.] Chronic diseases are lifelong health conditions and include diabetes, arthritis, HIV/AIDS, high blood pressure, depression, heart disease, chronic pain, anxiety, multiple sclerosis, fibromyalgia and others.

There’s a significant need for support for people with chronic diseases, which the Centers for Disease Control and Prevention calls 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.¹ [Include county/city specific data from Keeping Oregonians Healthy²].

“The good news,” says [local instructor, partner or program administrator], “is that people who know how to take care of their health conditions can live successfully with their disease. The Living Well workshops are a wonderful complement to medical care, equipping people to live well outside the doctor’s office so they can make the most of their treatment and live the lives they want.”

Living Well workshops and Tomando Control de su Salud, the Spanish-language version, are delivered in six two-and-a-half-hour weekly sessions. They are taught by two certified leaders; either one or both are non-health professionals who have a chronic disease themselves and can speak from their own experience.

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

² <http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/Documents/healthor.pdf>



[Insert a quote from a local leader that explains why they got involved and the benefits they see the workshops offer participants. For example: “It is amazing to see the transformation that occurs after people go through the workshop,” says [local leader]. “People are more confident, energetic and have a new support system in place, all of which helps them lead a healthy life.”]

During the six-week session, participants receive support from trained leaders and other workshop participants, learn practical ways to manage their pain and fatigue, learn about nutrition and exercise options, understand new treatment choices and learn better ways to communicate about their conditions with doctors and family members.

[Insert a quote from a participant about the positive benefits they have experienced from taking the workshop].

Living Well with Chronic Conditions was created by Stanford University’s Patient Education Research Center and is supported by the Oregon Health Authority/Department of Human Services. The state’s goal is to put healthy options within reach for all Oregonians, and offering these self-management workshops is a way to ensure that people with chronic diseases have the support they need to access those options and live well. Other chronic disease self-management programs include Tomando Control de su Salud, a Spanish-language, culturally appropriate version, and the Positive Self-Management Program, a workshop for people with HIV.

For information on workshops in your area, visit [include website] or call [phone number].

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Pitching a Story to the Media

This tool will give you an overview of the steps you should take to pitch a story to the media. Use the other materials provided in the toolkit to work through each of these steps.

1. Customize the news release.
 - Add information that is specific to your county.
 - Gather quotes from local Living Well participants, leaders, influencers, etc., which will add impact about the benefits of participating in Living Well.
2. Find the reporter(s).
 - Determine if your local media outlets have reporters who are specifically assigned to issues related to health. Call or look on their websites first, as the release will be much more effective if sent to the appropriate person. Most outlets will list topics assigned to each reporter.
3. Send the release via e-mail.
4. Follow up with a phone call to introduce yourself as a resource, emphasize the importance of this story to the media's audience, and offer some good stories to tell. For example:
 - a. **Personality Profile:** Is there a local leader who is passionate about the workshop and has experienced benefits first hand?
 - b. **Personality Profile:** Is there a local workshop participant whose health has dramatically improved as a result of the Living Well Workshop? Ask if you can share his or her story with the media. In addition to individuals, look for couples, siblings, groups of friends and others who might make a good story—and illustrate the social nature of the workshops.
 - c. **Health Information:** Do you have a good relationship with a local doctor who can do an interview on the impact of chronic conditions and the great benefit of participating in Living Well or Tomando Control de su Salud?
 - d. **Health Information:** Keep an eye on the media and watch for articles that are relevant to Living Well. Use these as a hook for sharing your information. For example, if a national study is published about the benefits exercise has on a chronic condition, use this to show the national, big-picture trend and provide information about your community to show the local impact.
 - e. **Workshop Profile:** Invite a reporter to come to your workshop and see first hand the process and impact on workshop participants. Check with participants first to make sure they don't mind having a reporter present.
5. Provide any requested information or interviews.
6. Follow up to see if the reporters have everything they need.



7. Once the article runs, share it through your communication channels and with your community partners.
8. Send the reporters thank-you e-mails, which will give you an opportunity to include any additional information that may be helpful for them and remind them that you are available as a resource.



Op-ed Template

Taking Control of Our Health for a Better Tomorrow

By [identify a local doctor, workshop leader, Living Well program coordinator or respected community leader to sign this op-ed]

Learning that you or a loved one has a health condition that will never go away—such as diabetes or arthritis—can be scary. It can also be a positive wake-up call and an invitation to learn how to live well.

Across Oregon, and in [county], people are learning how to manage their chronic health conditions by participating in the Living Well Program, or Tomando Control de su Salud, the Spanish-language version of the program. It is delivered in a series of classes taught by trained community members, many of whom have chronic conditions themselves.

It's a proven program, developed at Stanford University and supported by [insert name of organization] in collaboration with the Oregon Health Authority/Department of Human Services. And it works. Participants have less pain, more energy and fewer hospitalizations. They are able to live the lives they want, and gain the ability and confidence to care for their condition.

This is especially significant when we consider the magnitude of chronic disease. Nationally, 80 percent of older adults have at least one chronic condition, and 50 percent have at least two. This compares to [X] in [county]. In 2005, diseases such as cancer, heart disease, lung disease, diabetes and arthritis claimed the lives of 19,219 Oregonians and resulted in \$1.4 billion in hospitalization costs.¹

Much of this could be prevented or lessened by eating well, moving more, avoiding tobacco use and getting regular health screenings, and we have to create communities that put those healthy options within reach for everyone.

In the meantime, for the many people who already have chronic diseases, and for those diseases we can't entirely prevent, it's critical that we help our residents live well with their conditions. Our county is fortunate to host Living Well workshops that teach people with chronic conditions to take the best care possible of themselves and, in many cases, lessen the impact of their symptoms or of the condition itself.

[Add something personal from a leader or a doctor. For example: I started co-leading Living Well workshops after taking one myself and seeing the improvement in my health. [Insert brief points about how your health has improved if desired]. I applaud [insert name of local licensed or

¹ <http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/Documents/healthor.pdf>



sponsoring organization] for offering these workshops, and I strongly encourage people with chronic conditions to participate.]

Living Well helps participants learn skills to deal with issues such as fatigue, frustration, pain and isolation. Leaders teach exercises that help maintain strength and flexibility, and provide information on properly using medications, communicating with health care providers, and evaluating new treatments.

On top of the new skills they gain, participants often form relationships that last beyond the workshops, creating a support system across the community. Their entire family often benefits, too, as participants bring home new ideas for living well and integrate healthy behaviors into their routine.

It's this kind of support that makes it possible for individuals to live well, for communities to embrace health and disease prevention, and to reduce the demand on our health care system.

I hope we'll continue to invest in Living Well workshops, education and changes in our community to help everyone eat better, move more, avoid tobacco and care for their individual health conditions. Together, we can all live well.

Workshops are open to all adults, of any age, with a long-term health condition and their support people. Workshop information and other resources can be found at [www.healthoregon.org/livingwell].

[Name]

[Organization]

[Title]

[Phone]

[E-mail]



Public Service Announcement (PSA)

Pitch to Radio Station

Contact your local radio station and ask to speak to the PSA or community affairs director. Give that person your elevator speech, stressing the prevalence of chronic disease in your community and the positive benefits of the Living Well with Chronic Conditions workshop, and ask him or her to consider reading your PSA on the air regularly.

Invite them to say “brought to you by [station]” if they agree to use the PSA. Send a “thank you” letter to the station, which will not only remind the PSA director of your ask, but also help strengthen your relationship and may lead that person to support you again in the future.

Script

:30 seconds

Do you have a chronic health condition like diabetes, arthritis, high blood pressure, heart disease or depression? Put life back in your life! Consider a Living Well with Chronic Conditions Workshop, now available in [county/city]. Workshops provide tips on reducing pain and fatigue, eating better, making exercise fun, talking with your doctor and more. For details visit [website] or call [phone number]. That’s [repeat phone number]. Living Well with Chronic Conditions—your pathway to less pain, more energy and living the life you want. A message from [your organization] and [radio station, if they become a sponsor].



Guide to Calendar Listings

Calendar listings in your local media outlets are a helpful way to share information about your Living Well with Chronic Conditions and Tomando Control de su Salud workshops.

Every media outlet has a different process for submitting information to its calendar. Scan the website first to see if it lists “Events.” Next, click on “Contact Us.” Often, the e-mail address for submitting will be listed here. If you don’t find anything, send an e-mail to the general e-mail address with “Calendar/Event Listing” in the subject line. You can also look in the newspaper and see if there is information on how to submit a calendar listing.

Most outlets have guidelines for submitting calendar listings. Make sure to familiarize yourself with them before you submit to make sure your information will get posted.

Common information includes:

- | | |
|--------------------------------|---------------------------------------|
| 1. Event title | 6. Phone number |
| 2. Date, day and time of event | 7. Website |
| 3. Location | 8. Cost (if any) |
| 4. Address | 9. How can people register |
| 5. City and ZIP code | 10. Brief description about the event |

Example:

Living Well with Chronic Conditions Workshop

Event Date: Weekly, April 4 – May 9, noon to 2:30 p.m.
 Location: Cherry Blossom Senior Center
 10615 SE Cherry Blossom Dr.
 Portland, OR 97216
 Cost: Free

Put life back in your life by participating in a Living Well workshop. If you or someone you care for has a chronic condition such as diabetes, arthritis, HIV/AIDS, high blood pressure, depression, heart disease, chronic pain, anxiety, multiple sclerosis or fibromyalgia, these workshops can help you take charge of your life.

You’ll get the support you need, find practical ways to deal with pain and fatigue, discover better nutrition and exercise choices, understand new treatment choices and learn better ways to talk with your doctor and family about your health.

To register, visit [<http://healthoregon.org/livingwell>]



Advertising in Media

Local publications often will not want to write about the same topic more than a couple of times per year. Another way to use media is to run advertisements with essential program information. Advertisements can make Living Well a more standard household name in the community, and there are often many opportunities within the media landscape to place an ad. Although ads can cost money, some local businesses/media outlets may provide Living Well programs with a reduced cost or free ad as a donation to the program. See examples of ads in Appendix A (4) and A (5).

Consider placing an ad in one of the following:

- Newspapers
- Magazines
- Radio
- Television
- Local coupon books
- Placemats at local restaurants that include advertisements for local businesses
- Local grocery store
- Pharmacies
- Water closet advertising (in bathroom stalls)
- Transit—bus stops, posters on buses, etc.



Engaging Health Care Providers

Many people who live with chronic conditions interact with the health care system on a regular basis. Patient referrals into Living Well workshops are one way to engage potential workshop participants.

However, many health care providers have not heard of Living Well and will first need an introduction to what the program is, where it is available in the community, and who is teaching the workshops before they will begin to refer their patients. Once they're convinced and ready to refer, it will be important to help create a referral system that is easy, automatic and integrated into the organization's regular work flow.

Marketing to Patients in Health Care Settings

You may use some of the resources in the Marketing to Potential Partners section of this toolkit to approach health clinics, hospitals and other providers with the specific aim of generating patient referrals into workshops. However, many health care providers are very busy, so for some, sending an informational letter (Appendix A (6)) in the mail may be a good first step in building a relationship.

Some Living Well programs in Oregon have developed marketing materials specifically for health care providers to use with their patients. You may also consider giving health care providers a copy of the *Living a Healthy Life with Chronic Conditions* book, along with some detailed information about the workshop itself. The book can then be left in a waiting room or in the exam room for patients to read. See Appendix A (7) for an example of how Living Well has been presented to health care providers.

Prescription and Referral Forms

Some Living Well programs have developed referral forms (Appendix A (9)) that health care providers can complete and send over to the local Living Well program via mail or confidential fax. This is one method to ensure that patients who are referred to the program receive adequate follow-up and are able to register for an upcoming workshop.

Working with a Health Care Provider for Targeted Outreach

A helpful strategy for targeted outreach includes contacting one health care provider directly. Providers are a trusted source of information, and getting a personalized referral directly from one's provider can help to empower and move patients to consider Living Well. Providence Medical Group's Education Department partnered with a supportive doctor to send a personalized letter to patients diagnosed with one or more chronic conditions. The letter introduced Living Well and encouraged the patient to consider enrolling in an upcoming workshop. This resulted in a significant number of patients enrolling in the workshop. A letter template can be drafted in the provider's name and voice with his or her approval, then quickly and easily personalized through a mail merge and sent to each patient's home.

**Following Up with Health Care Providers**

Doctors, nurses and other health care providers are busy people. If they took time away from the few important minutes with a patient to provide a referral to Living Well, it is important to find a way to say thank you. Many health care providers state they believe in the Living Well program but don't often hear if their patients are actually attending after receiving a referral. If the patient does attend, health care providers are interested in hearing what impact the Living Well workshop had on the patient's health and health knowledge.

Some Living Well programs in Oregon have developed provider notification forms that the participant completes at the end of the workshop series (Appendix A (11)). Participants can either send this information directly to their health care provider, or a Living Well workshop coordinator can send this information on to the referring health care providers. These forms can be included in the patient's chart for future reference at each doctor's visit. As an added bonus, when a health care provider hears good news about a particular program, like Living Well, and that it was beneficial to their patient, they are more likely to provide ongoing referrals to the program.



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.¹ By taking good care of their health and condition, people can reduce symptoms and even lessen the severity of their condition.

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



Guide to Using Social Media

Social media, or media used for social interaction, is a great way to communicate with potential and current Living Well workshop participants. By using just a few simple online tools, you can share information, keep up with the latest news and trends, and position yourself as a reliable information source as you communicate with your audience.

Two of the most popular social media tools are Facebook and Twitter. When you post updates to Facebook and “tweet” on Twitter, you **encourage a conversation and provide information** other people can share with their own communities. That leads to more fans and followers, and a **rapid spread of your message**.

Don’t let social media be intimidating! Start slowly, test things out, visit other pages and ease into it. If you are new to social media, spend a little time just poking around and seeing how others do it. Become a fan of organizations you are interested in and watch how they share information.

NOTE: Check guidelines for social media before using it at work and/or creating pages for your programs.

How to Use Facebook for Your Living Well Workshop

Facebook Terms

Profile page: Your personal profile. Sign up for an account at <http://www.facebook.com>. Search for your friends and become a fan of organizations and topics that interest you.

Wall: Where you post your information. You can add a status (e.g.: Heading out to lead my Living Well workshop! If you are interested in learning how to self-manage a chronic illness, come join us!), links, videos, pictures, etc. When you post something to your wall it will appear as a live feed, so anyone who is your friend will see it.

Fan page: A fan page represents an organization, business, etc., and acts similarly to an individual’s profile page. If you are an administrator to a fan page, you can send out a message to all of your followers, post updates to your wall, share events, post pictures, etc.

Become a fan of the Living Well Facebook fan page (<http://www.facebook.com/OregonLivingWell>) and post exciting things that are happening in your classes, tips, upcoming class schedules, etc.



Setting up a Facebook Fan Page

1. Create a Facebook profile page at www.facebook.com. If you know you will be creating a fan page, we recommend setting up a generic account (in addition to your personal account if you have one), since you will have to tie your fan page to a profile page. Once you create a fan page, it will forever be tied to the profile page you use, so linking it to a generic name will let others in your organization take it over without giving up your personal page. (For example, use your first name and a colleague's last name to create a generic identity for the page. This name will not be visible to followers.)
2. Create a new Facebook fan page: facebook.com/pages/create.php.
3. Build up your fans. Search for other like-minded organizations (i.e., the Stanford University Patient Education Resource Center, Facebook pages of chronic disease organizations, chronic disease support groups, etc.); once on their fan page, click "Add to My Page's Favorites." This is a good way to increase visibility and cross-promote organizations. Also ask all your friends to "fan" you!
4. Once you have at least 25 fans, visit <http://www.facebook.com/username/> to claim a custom URL for your page (i.e., <http://www.facebook.com/SmokefreeOregon>).
5. Build out your page with as much information as possible, such as contact information, pictures, etc.
6. Set aside 10 minutes a day to monitor activity on your fan page. Respond to posts and update your wall.
7. Share the link to your fan page. Post it on your website, add it to newsletters, etc.
8. You can add other people to be administrators of your fan page. This means multiple people can be monitoring the page and posting information. Just go to "Edit Page" and click "Add Admins."

How to Use Twitter for Your Living Well Workshop

Twitter allows you to post quick updates (called "tweets" and only 140 characters or fewer in length) that answer the question, "What are you doing?" This posts for your friends (also called "followers") to see.

Twitter is unique in that it allows you to connect with people and organizations that you might not normally exchange information with. For example, you can "follow" organizations, media outlets, celebrities, etc. This allows you to cast a wider net when spreading your message and also gives you access to information that you find interesting. Simply enter a search term for an organization or topic you are interested in and click on those you would like to follow. Also, if you are looking to follow an organization, you can visit its website since many organizations post their Twitter names on the main page.

If you are following the Centers for Disease Control and Prevention (@CDCgov) and it posts a message about the importance of self-management for people with chronic diseases, you can



“retweet” that message and have it broadcast to your followers. Likewise, if the CDC is following you and you tweet about something it finds interesting, it can retweet your message and carry it beyond your network.

Setting up a Twitter Account

1. Visit www.twitter.com to create an account.
2. Add a picture and a short bio about your organization.
3. Send a tweet:
 - Write a message (must be 140 characters or less).
 - Anyone who is signed up to follow you will receive your message on his or her Twitter feed.
 - Retweet something interesting that you saw someone else post.
 - Try other Twitter-related desktop applications like HootSuite.com and TweetDeck.com. They let you view your page in different ways and have features like an automatic URL shortener to help keep tweets under 140 characters.
4. Find people to follow. Once you start following people, they will often start following you.
 - Do a general search on Twitter to find people and organizations.
 - Visit www.twellow.com. This site allows you to search by subject area and find people you may want to follow.

What Information Should You Share Through Social Media?

Some ideas for information to share on Facebook and Twitter:

- **Newspaper articles:** Scan the news for stories that relate to self-management, chronic disease prevention and even stories about specific chronic diseases. Post a link to the news site simply by inserting the URL.
- **Upcoming workshops:** Post to Twitter, create an “event” on Facebook and post the information on the Oregon Living Well Facebook Fan Page.
- **Celebratory news:** Share exciting and interesting things that are happening in your workshops, as well as relevant upcoming events in your community. For example, is there an Arthritis Walk in your community for Arthritis Month? Use this hook to share information about the importance of being active.
- **Observations and conversation starters:** Excited about a new development? Wondering why something’s happening? Post it and ask for comments.
- **Pictures:** Post pictures of your workshops or other relevant events and invite your friends to do the same.



How to Create a Word-of-Mouth Referral Program

Graduates of Living Well are great messengers, as they have been through the workshop and have experienced the benefits first hand. Encouraging them to share their experience and promote the workshop will bring great value to your future workshops, as they are often your best (and cheapest) recruitment source. Word of mouth can be particularly useful in small or rural communities. People are much more likely to trust advice from friends and family members than advertisements or other materials.

There are a few ways to get people talking about Living Well in your community.

1. Pass out Living Well referral cards or brochures at your last workshop and ask participants to share with their friends and family.
2. Take it a step further: Have them write their name on a referral card or the brochure provided at Session Six and ask them to pass it along to someone they think could benefit from the program. Some leaders have also asked the current workshop participant to write their name on the card, so that when their referral shows up for a workshop, their name can be entered into a drawing for a prize. Offering a prize is a great way to incentivize word-of-mouth referrals! Ask a local company to donate a gift certificate or small prize to use for the drawing.
3. Take it even further: Workshop participants that want to stay involved in the program don't only have to become leaders. Consider taking on participants as volunteers to conduct word-of-mouth marketing efforts in the community.
4. Develop postcards that workshop participants can send to a friend or family member about their experience. Include information, such as a phone number and website, about how the postcard recipient can sign up for a workshop themselves.
5. Ask participants to become fans of the Living Well Facebook page (<http://www.facebook.com/OregonLivingWell>). Once they are fans, ask them to suggest the page to their friends and family who could benefit from the workshops.
6. Ask participants if they belong to civic clubs, senior centers, churches or other organizations that might be interested in having a program coordinator or workshop leader speak about the program.



Zero Session

Sometimes, offering a “zero session” or “class zero” is an appropriate way to give your target audience a real taste of what Living Well is all about. Some programs have found that offering a zero session has led to improved participant retention because the participants have a better understanding of what Living Well is all about before they commit to signing up.

Zero sessions can be particularly useful with organized groups or communities—such as support groups, retirement facilities, faith-based organizations, or other settings where groups already congregate.

The following zero session outline was developed by a group in New Jersey that implements the Living Well program.

Zero Session Outline

My name is [redacted]. I am here to tell you about a workshop for people with chronic conditions, or people who are supporters or caregivers for someone with a chronic condition. This workshop will help you live a healthier life.

Some of the examples of chronic conditions are:

- Heart disease
- High blood pressure
- Diabetes
- Osteoporosis
- Lung diseases
- Arthritis

These conditions may cause pain, fatigue, isolation and emotional distress. Good health is soundness of body, mind and spirit. To live a healthy life with a chronic condition means working at overcoming the physical and emotional problems caused by the disease. It is good to control the disease instead of the disease controlling you!

Living Well will give you tips and ideas to make your life easier. This is a program that was developed by Stanford University in California.

We'd like to offer this workshop to you here at [redacted].

Living Well is being held in many places in the United States, as well as in other countries of the world. It has helped people feel better about themselves and their problems. Because of this workshop, people gain more physical capabilities and pleasure from life.

This workshop will help you:

- Understand the problems caused by your condition.
- Manage your health condition.
- Learn activities to do to have better general health.



This workshop does not deal with each chronic disease, such as diabetes or high blood pressure, individually, but rather with how different techniques can be used to manage a variety of chronic health issues.

Living Well is a fun workshop with a lot of activities to do in groups.

You will learn:

- How to solve problems.
- How to deal with emotions.
- How to breathe better.
- How to relax.
- How to deal with pain and fatigue.
- How to have healthy eating habits.
- How to communicate with others.
- How to use medications correctly.
- How to manage depression.
- How to work with your health care professionals.

Living Well is an evidence-based program. That means that a study was done with about 1,000 people who had heart disease, lung disease, a stroke or arthritis. These people were followed for three years. The study looked at:

- Changes in pain, fatigue, shortness of breath, and depression.
- Visits to physicians and to emergency rooms, and hospital visits.
- Level of confidence in managing health conditions.
- Use of self-management behaviors in taking medications, doing exercise, eating healthy foods, using community resources, and communicating with doctors.
- Managing stress.

The results of the study showed that people who took this workshop did better in all of the areas than those who didn't attend the workshop.

The Living Well with Chronic Conditions six-week workshop would meet weekly on a day that is convenient for you. The workshop meets for 2-½ hours each week and includes a break. Each workshop will have 8-15 people.

Please sign the list that is being passed around the room if you are interested in the program.

Thank you for having us here to meet with you today.

Do you have any questions or comments about the program?

If time permits, demonstrate an activity, such as action planning, guided imagery, or breathing exercises.