

Summary of Pilot Site Experiences

Implementation Planning Worksheet *“Physical Activity. The Arthritis Pain Reliever.”*

1. Select Target Audience/Market Segment

(Campaign was designed for Caucasian and African-American adults, age 45-64 with incomes below 35,000, and high school education or less. Do you want to try to reach this whole audience, or a subset?)

AZ	No subset selected, ran campaign in Tucson; approximately 40% of the residents match the target audience
IL	Targeted smaller town (Quincy, population 40,300) in West Central Illinois (Adams County, population 72,000-- more rural part of state). 19% of county are in target audience age range.
MN	Targeted one rural county in north central Minnesota (Crow Wing county population 56,000) and one county that is a first ring suburb of Minneapolis/St. Paul metro area (Anoka county population 300,000). Crow Wing county is largely Caucasian. Anoka county is more diverse.
NC	Targeted three rural counties in the northern part of North Carolina. Total population for three counties is just over 111,000. About 50% population in this area were Caucasian, 45.6% African-American. Income per capita for adults over 25 averages \$17,111.
OR	Targeted rural county in Central Oregon, specifically one of the larger cities, Bend, with a population of 52,000. 95% of residents living in Deschutes County are Caucasian, over 25% are between the ages of 45-64. Targeted those who meet Federal Poverty Guidelines.
PA	Two low income (70% below \$30,000/household) areas of Philadelphia: West Philadelphia, population 198,000, primarily African American; Lower North Philadelphia/Kensington, population 41,000. 46 and 27% respectively with high school diploma or less.

2. What do you know about this audience and the community?

(What type of radio stations do they listen to? When do they listen to the radio? What community locations do they frequent (potential locations for counter cards/poster)? What publications are they likely to read?)

AZ	<ul style="list-style-type: none"> • Used marketing firm to place radio spots at stations with large target audience listenership • Purchased print ads in small local papers rather than metropolitan paper through the Arizona Newspaper Association
IL	<ul style="list-style-type: none"> • Used Radio stations appealing to target audience; talk radio, easy listening, and Christian stations • Quincy Medical Group main clinic in town, YMCA and Senior Center well used by community
MN	<ul style="list-style-type: none"> • We broadcast the radio spots statewide using a statewide network of local radio stations. These stations have the greatest reach with a 40+ age demographic. Of the two stations in the Mpls/St. Paul broadcast area, one is an all news stations with frequent traffic and weather updates and the other targets older populations.
NC	<ul style="list-style-type: none"> • Three radio stations in listening area • Local informant said people in community gather at fire station • Gas/convenience stores, county senior centers popular
OR	<ul style="list-style-type: none"> • Utilized media contractor to place paid material with a PSA match targeting radio stations that target audience listens to. • Targeted pharmacies, physician offices for print material. • Targeted largest local newspaper for paid print ads.
PA	<ul style="list-style-type: none"> • Certain radio stations target African Americans; news station has broader demographic appeal. • Target population frequently use check cashing centers • Target populations likely to use neighborhood pharmacies and medical clinics • Significant differences in newspaper readership

3. Who are your logical partners to help you reach this audience with this message?

(What organizations already have relationships with your target audience, or have an interest in your target audience? e.g.; faith communities, businesses, health systems)

AZ	Other DHS programs (i.e. physical activity program) Department of Economic Security Area Agencies on Aging Arthritis Foundation
IL	Area Health Education Center was contractor for entire project. Project Active, a program of the County health department Arthritis Foundation
MN	Our local chapter of the Arthritis Foundation was a key partner in this campaign. We used their 800 number on all the materials and they distributed information in response to calls and tracked calls. In the two counties, the local public health agencies were our primary partners in distributing the materials. Their intern worked with their partners in placing materials in worksites, pharmacies, clinics and other retail locations.
NC	Utilized Cooperative Extension agents to distribute brochures Area Agency on Aging
OR	Local health plan; mailed out brochures (and PACE class listing insert) to those who are Oregon Health Plan members (those meeting the Federal Poverty Level Guidelines) and Medicare members who reside in Deschutes county; placed an article in their Medicare newsletter and helped the AP Coordinator make connections to various media contacts.
PA	Pharmacies and clinics. Radio. Community centers.

4. When is a good time to run the campaign?

(Any logical community activity to tag onto? Any competing activities to avoid?)

AZ	Arthritis Month—ran campaign late April through May. Need to run campaign before it gets too hot. Snowbirds are starting to leave by then.
IL	Implemented campaign in June

MN	Implemented during May. The local AF chapter delayed their promotions for National Arthritis Month to assist us in this campaign. This year, we intend to run the campaign in April to lead into National Arthritis Month and local AF activities.
NC	Implemented during May, National Arthritis Month and National Seniors Month , participated in 2 national senior physical and fitness events.
OR	Planned for early summer but implemented in August due to logistical difficulties. Tagged campaign to PACE classes that were being launched; included a promotional offer sponsored by local health plan. May be too hot for people to trial physical activity. Also, major forest fire near the Bend area contributed to poor air quality and occupied many media outlets.
PA	Arthritis Month (May); possibly early Fall.

5. Which materials best match your campaign target audience and plans? *(What are you planning to use, and why? See list of materials on attached page.)*

AZ	Target audience primarily Caucasian (area only 3% African American), so did not use poster or print ads with African Americans featured; used the rest of the materials.
IL	Used Live announcer radio scripts (preferred by station public affairs directors); used only black and white print materials to reduce costs, Brochures and counter cards, small number of flyers.
MN	In addition to radio spots, we used brochures, some posters—small ones were easier to place. We didn't have much luck with print PSAs.
NC	Radio spots; both posters; brochures; counter cards; Newspaper PSAs
OR	Radio spots; counter cards, brochures; newspaper PSAs; (tried flyers)
PA	Used Women Walking and Man washing car flyers, both for race depicted and because these are activities that resonate with target audience. Used flyer of Caucasian couple dancing in Lower North Philadelphia/Kensington (sizeable Caucasian population). Used radio spots on three station, brochures, newspaper ads, and small posters.

6. Where will you have the brochures, counter cards, (and posters, print PSAs if you plan to use them) printed? Where will you get the Radio spot CD's reproduced?

(Are you required to use a state sanctioned printer? Can your partners do this more easily with less bureaucracy? Does the state have capacity to reproduce CDs?)

AZ	Used State Print Shop and Marketing Firm
IL	Local printing
MN	We were able to get help from partners to complete commercial printing. This is a big hurdle.
NC	Used Health Department to duplicate CDs, but they had wrong software; eventually went to commercial vendor
OR	Utilized state sanctioned printer for brochure and cardholder printing. This took 3 months. Tried creating flyers from PDF version and home printing. These turned out to be of lesser quality.
PA	Used commercial printer

7. Do you want to localize the materials (i.e. add a local program name)? If so, what name do you want to use? (Generic materials say "A message from the Centers for Disease Control and Prevention and the Arthritis Foundation")

AZ	Added Arizona Department of Health Services name and logo
IL	Added Illinois Department of Health, Arthritis Initiative
MN	Added MN Department of Health logo and local AF chapter phone number, some materials included MDH website url.
NC	Added Division of Public Health's logo to the brochures and NC Division of Public Health's Arthritis Program to end of recorded radio spots.
OR	Added Oregon Arthritis Coalition's logo and Department of Human Service's logo to brochure. Added Oregon Arthritis Coalition to recorded radio spots.
PA	Added Arthritis Foundation, Eastern Pennsylvania Chapter

8. What response mechanism do you want to use? What are your options? (*Generic materials give the Arthritis Foundation's 800 line as the number to call for more information.*)

AZ	Left Arthritis Foundation, National Office number on materials. Added health department website.
IL	Left Arthritis Foundation, National Office number on materials
MN	Used local AF 800 number and MN health Department web address
NC	Left Arthritis Foundation, National Office number on materials
OR	Used local Arthritis Foundation's Chapter's 800 number
PA	Used Arthritis Foundation, Eastern Pennsylvania Chapter number

9. Where should you place the materials you selected?—Be specific. (*Where is your target audience likely to encounter the message—which radio stations do they listen to? Where do they go in the community...stores? churches? community centers? pharmacies? Doctor's offices? What newspapers/newsletters do they look at? Be specific about where you plan to place which campaign materials*)

AZ	<ul style="list-style-type: none"> • Churches, Community Centers, Clinics. Office Buildings • Smaller community newspapers
IL	<ul style="list-style-type: none"> • Senior Centers, Convenience stores, Clinics, Grocery Store, Pharmacies, Laundromat, Libraries, Banks • The Senior Center, and Project Active both placed information in their newsletters
MN	<ul style="list-style-type: none"> • Pharmacies, senior centers, worksites, convenience stores, churches, clinics
NC	<ul style="list-style-type: none"> • Senior Center (1); Convenience Stores (13); Pharmacies (1); Restaurant (1); Special Events (3); Churches (7); Community Centers (1); Doctors/Clinics (5); Fire Stations (3); Grocery stores (2); Pharmacies (14); Libraries (3) • Place paid ads in 4 newspapers (11 placements total)
OR	<ul style="list-style-type: none"> • Community Center (1); Senior Center (1); Convenience store (1); Diner (1); Clinics (4); Pharmacies (9); Health Departments (1); Hospital (1); Therapy clinic (1) • Place paid ads in 1 major newspaper (4 placements total) • Drop-in article utilized by 2 smaller local newspapers (article about arthritis and exercise and the PACE program).

PA	<ul style="list-style-type: none"> • Pharmacies, Clinics, Check-cashing centers, YMCAs, Grocery Stores, Libraries. • Print PSA in 4 community newspapers
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10. How will you contact the distribution channels (radio stations, community locations for counter cards and posters, print media etc.)? Who will actually mail/deliver the materials?

(Success of PSA placement often depends on developing and maintaining a relationship with the PSA director, who has or can develop that relationship? Is there someone else who could handle the materials distribution?)

AZ	<ul style="list-style-type: none"> • Public Relations firm placed radio spots • Arthritis Foundation volunteers distributed posters and brochures with holders to community locations
IL	<ul style="list-style-type: none"> • Contractor (AHEC) placed materials, also used students from community nursing class
MN	<ul style="list-style-type: none"> • Used paid placement of radio spots through a statewide radio network. Local public health staff did local placement of materials. State arthritis program staff and AF chapter staff provided materials on request.
NC	<ul style="list-style-type: none"> • AP staff placed PSAs with three radio stations, local newspapers, and multiple community locations (Dr. office, convenience stores).
OR	<ul style="list-style-type: none"> • Utilized media contractor to place ads. Contract took about 6-7 weeks to be written and approved (this was not in original grant). Media contractor responsible for selecting appropriate radio stations based on target population, placing ads with selected stations, place PSAs with all stations, tracking ads placed and other pertinent data required for piloting materials. • AP staff placed most print materials in community site. Health Plan placed print material in their contracted providers offices (4 large clinics and pharmaceutical coalition partner helped place print materials in many pharmacies.
PA	<ul style="list-style-type: none"> • Used Arthritis Foundation's public relations contractor. Newspapers placed by AF staff

11. What other elements could enhance your campaign? *(Create drop-in articles, tie campaign to physical local events, facilitate newspaper articles or television stories on arthritis and physical activity)*

AZ	<ul style="list-style-type: none"> • Took materials to a health fair • Public Relations firm (contractor) developed press kits • Article in Prevention newsletter
IL	<ul style="list-style-type: none"> • Radio interviews on two stations with orthopedic surgeon • Insert in pharmacy bags for arthritis related medications • Press releases to newspapers and radio stations • Community fair at mall • Info card placed in Meals on Wheels bags
MN	<ul style="list-style-type: none"> • Radio interviews
NC	<ul style="list-style-type: none"> • Included materials with home delivered meals • Vista distributed at local recruitment events • Took materials to county Senior Health and Fitness events
OR	<ul style="list-style-type: none"> • Created drop-in articles for local newspapers. • Interview with local cable television show. • Completed PACE training before campaign; created brochure insert with local PACE resources to complement brochures.
PA	<ul style="list-style-type: none"> • Modified (reduced) poster size to increase placement options.

12. Evaluation: How can you tell if your campaign is reaching the target audience, or having any impact? *(What indicators could you use to determine campaign impact?)*

AZ	Number of brochures picked up at sites
IL	Community survey, number of brochures picked up
MN	Phone survey, number of brochures picked up, calls to the AF chapter, comments of those distributing and displaying materials, response to mail survey question on AF materials distribution follow-up survey
NC	Community Survey; number of brochures picked up at sites
OR	Community Survey; number of calls to the local Chapter; number of participants who joined PACE or Aquatics program since the beginning of campaign; number of brochures picked at sites
PA	Community survey. Number of brochures picked up at drop sites.

Other Lessons Learned by Pilot States:

- Allow plenty of time to prepare before implementing campaign (cannot be emphasized enough).
- Rely on local partners for insight into how to run a successful local campaign.
- Working with partners helpful to extend reach, also challenging to assure follow-through
- Laundromats and check-cashing locations receptive
- Some locations (i.e check-cashing stations) not have room for brochure holder on counter
- In general chain stores harder to work with because they needed corporate approval
- Church racks were good for brochure distribution
- Full size posters (36 “ x 24”) were too large for man locations, but flyers printed on 8 1/2” x 11” worked well
- Helpful to have written dissemination plan outlining activities and roles.
- Using state printing requires lots of extra time; could have partner print and DOH purchase from them.
- Can make contact with community sites by phone ahead of time, most useful to make site visits when you have materials in hand—easier to get sites to agree when they can see materials.
- Need early and careful collaboration with Arthritis Foundation to make sure campaign any their activities complement each other
- Can add local physical activity options (PACE programs, walking clubs etc) as brochure insert or list in response packet.
- Placing print ads in smaller newspapers is better value, more coverage, or frequent placement for less money.
- Small newspaper may not be able to use Quark printer files, and could require PDF files.
- Cost per brochure goes down when larger quantities are printed.