



State of
the Art, Inc.
A Communications
Company

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Sixth Annual National Health Communication Conference

Health Literacy and Self-Management of CVD Media Campaign

*Men and Women
Managing Heart Disease*



Background

- Funded by  National Heart Lung and Blood Institute
- SBIR Grant
 - Two phases
 - Evaluation requirements
- Produced by State of the Art, Inc.
 - Academy Award winning media firm focusing on Health, Education & Disabilities



Advisory Board

- Lawrence Appel, MD, MPH, Johns Hopkins University Medical Institutions
- Robert Carney, PhD, Department of Psychiatry, Washington University School of Medicine
- John Farquhar, MD, Stanford University School of Medicine, Health Research and Policy
- Keith Ferdinand, MD, Heartbeats Life Center; Professor, Xavier College of Pharmacy
- Kate Lorig, RN, DrPH, Stanford University School of Medicine

Purpose of Campaign

- To provide people with cardiovascular disease an enabling methodology to self- manage their illness
 - Prevent reoccurrence of life threatening complications
 - Control symptoms
 - Hypertension
 - High Cholesterol

Methodology

- Use of media to model successful self-management of CVD
 - Two gender specific videos and booklets stressing
 - adherence to medical regimes
 - improvement of diet
 - increased physical activity and weight management
 - smoking cessation
 - attention to possible psycho-social co-morbidities (depression and anxiety)
 - clear communication with family and providers



(Video clips not available)



Self-Management Principles

- Accepting responsibility for one's health
- Setting attainable goals
- Developing a plan of action
- Carrying out the plan
- Scheduled assessment of results
- Adjustment of plan as necessary
- Periodic rewards for meeting goals



Core Communications Principles

- People learn in different ways
 - Video
 - Print
 - Both
- People like to see people like themselves delivering a message. It enhances a sense of relevancy



Core Communications Principles

- Message tailoring involves many factors:
 - Inclusive ethnic diversity
 - Gender
 - Age
 - SES
 - Variety in portrayal of severity of illness



Communications Principles Applied

Casting for diversity and believability

- both patients and professional providers
- focus group testing to gauge if message is being effectively communicated to:
 - Minorities
 - Both Men & Women
 - Across age range of CVD risk
 - SES
 - Re-editing materials re/focus group findings

Qualitative Evaluation

- 8 Focus Groups
 - Screen rough-cuts of video and print materials
 - Groups representative of *diverse* target audience
 - Persons with CVD
 - Caregivers
- Re-editing of materials in accordance with FG findings



Quantitative Evaluation Design

- Requirement of SBIR grants
- Research conducted by
 - Westat
- Research design
 - a short-term (90 day) longitudinal, quasi-experimental two-group design for the CVD patients that received the video and booklet intervention and their controls.
 - 30, 60 & 90 day follow-ups

Quantitative Evaluation cont'

- Criteria for participation
 - diagnosed with CVD in the past 10 years
 - currently under the care of a physician for their CVD
 - between 40 and 70 years old.
Healthcare professionals were not eligible for the study.

Research Results

- At 90-day follow-up interview, the intervention group had significantly higher self efficacy scores on three of the five scales compared to the control group
 - Exercise
 - Obtain help
 - Disease management

Research Results cont'

- Plus, all five self-efficacy scales
 - Exercise
 - Obtaining info
 - Obtaining help
 - Communication with others
 - Disease management exercise
- Among the intervention group were significantly higher at the 90-day follow-up interview compared to the baseline scores.

Research Results cont'

- Intervention also induced behavior changes
 - Setting personal goals for self management
 - increasing physical activity,
 - increasing interaction with family and friends
 - Improving communication with healthcare providers,
 - seeking more information about CVD

Conclusion

- Methodology and approach successful and a sound basis for replication for patient and family education materials on self-management of other chronic diseases