



Arthritis Council Workgroup: Healthcare Provider Counseling About PA and Referral to AAEBIs Workgroup Call

Thursday, January 5, 2023

2:00 p.m. ET

States in attendance:

Theresa Kreiser (WA); Caitlin Gurney and Shea Kelly (NY); Lindsay Nelson (MN); Shanetta Agnew (AR); Lynnzy McIntosh (NM and Workshop Wizard); Nadia Mazza (NC); Nicole Shepard (UT)

Additional attendees: Michele Mercier, Audrey Williams, Beth Fallon (CDC); Cheryl Schott (CDC/ASDR Contractor); Nick Turkas (Arthritis Foundation); Serena Weisner (OA Action Alliance)

Facilitator/Moderator: Dr. Adam Burch, New Hampshire

Workgroup Overview:

This Arthritis Council workgroup is open to states and national partners who want to discuss the screening/counseling/referral of individuals with arthritis and the efforts to increase healthcare providers counseling on physical activity as a way to reduce arthritis pain, and referrals by those providers to evidence-based interventions. Participants are encouraged to share successes, challenges, barriers and invited to discuss opportunities to facilitate success towards strategy 2.

Opportunities for Collaboration and State Sharing

Prior to the call, participants were asked to select one of the top three barriers to action (not enough time, fear, connectivity issues) and develop a social media messaging strategy to address the identified barrier (e.g., not enough time to participate in Tai Chi for Arthritis). Feel free to select any social media platform (e.g., YouTube, TikTok).

State Sharing

Adam shared that he selected Facebook as the platform for this exercise

- FB makes it easy to target to a specific audience (e.g., age, location, etc.)
- Adam designed an ad to fit a desktop space
- Adam shared that he picked readable/accessible font and simple graphics/photo to make the ad inclusive for people varying abilities; he also wanted to evoke an emotional response
- One ad used a similar phrasing to pharmaceutical companies (e.g., ask your doctor if XX is right for you) and the second ad modeled healthy habits for all bringing in the younger generation paired with an older adult/grandparent figure

Adam also shared that [Unsplash](#) and [Pexels](#) offer free images

Theresa shared some key best practices learned from their work with the National DPP

- Choose platforms wisely
- Think about paying for FB boosts
- Theresa also shared a few of the social media posts that were developed that might be able to be adapted for arthritis
- Here's a link to the [Comagine Health Marketing Best Practices for the NDPP](#) report that Theresa graciously shared

Lynnzy shared some copy ideas which include:

- Change doesn't have to be hard....
 - no cost
 - from your home
 - at your pace
 - with a weekly check in call
 - easy does it...
 - Walk With Ease!

Lindsay built off winter fear that some are having with extreme cold temperatures and snow/ice

- Used some photos and text to grab attention and included additional information on ways to stay active in the winter
- One ad used the theme 'Walk like a penguin to stay safe in winter'
- Another ad suggested 'Cold weather not your thing? Find ways to be active indoors in the winter'
- Lindsay also shared a mock-up of an Instagram post using the penguin theme and a cute penguin image

Nick suggested thinking about short form videos - Facebook video, Instagram reels, YouTube shorts and TikTok

- Videos are typically less than 1 minute and could address lack of time barrier, emphasizing just 10 minutes of walking (to start) and walking when you want
- Might have a walk with a loved one theme and focus on a younger person and encourage reaching out to older family member/friend to encourage walking; this might also work well for a Valentine's Day campaign

Caitlin focused on repurposing messages from a campaign done last May/June

- Team could look at the most popular phrases/messages and update those with similar images using the barriers above as a guide
- Emphasized using local people and local images to be most effective with your audience; NY worked with NYS Parks Dept to include photos from NY State Parks in the previous campaign
- To address lack of time think about changing how you phrase your ad copy; for example you might say 'WWE can be adapted to fit into your routine'
- Caitlin shared that Canva is easy to work with and has a free version; with Canva you can create teams and share links to posts you're developing so that others can customize as needed

Nadia shared that they use Facebook exclusively

- Addresses money as a barrier by using the word FREE

- She uses the CDC social media messages found here - <https://www.cdc.gov/arthritis/communications/social-media.htm>
- She also uses the CDC infographics to repost - <https://www.cdc.gov/arthritis/communications/infographics/index.html>
- Participants engaged in discussion around swapping cost barrier for additional barriers (e.g., not enough time or fear)

Shanetta shared that she created a TikTok video that focused on the barrier fear

- She created an account and successfully filmed a short video and included an exercise from the OAAA
- Shanetta shared the video with the group!

Cheryl asked what other type of support would be helpful in promoting items on social media platforms.

- Adam shared that stock video is helpful; short clips that would complement the static images
- Template messages that could be customized to help enroll individuals in specific AAEBIs

Key Themes from Discussion

Adam shared that from the discussion today he saw several themes. First, the collective work of a group is better than working individually. We can all learn from the experiences of each other.

Second, there are several ideas from the discussion today worth highlighting:

- Picking the correct SM platform is important; FB is familiar to older adults and can be narrowed down by geographical area
- Information like a web page can be shared so that there is a sound/visual bite that directs toward another place where additional info can be shared
- Using local pic/images are preferred and build trust and rapport with those you can't talk with directly
- When you want to appeal to the broadest audience working with a marketing vendor can be helpful; things like FREE can be helpful
- Pull some ideas from others and reuse! Leverage strategic partnerships

Homework

If you had all of the necessary resources, what would you want to include in your marketing strategy to increase participation in AAEBIs? Please come prepared to discuss your wish list (including things like a platform).

The March call will include an invite to AAEBI developers to help us think through sample messaging and showcase what's working.

Additional Resources

- Next call will be on February 9, 2023 @ 2:00 p.m. ET
- Serena shared that there a social media kit for Camine Con Gusto will be available in the next couple of weeks
- The NACDD Arthritis Program Grantee Toolkit that focuses on communication strategies to increase PA counseling and referrals includes some sample social media messages, resources and assets that might be helpful in designing your messages is located on the [Engage](#) platform as well as [Action on Arthritis](#)

- The NACDD team worked with Medscape to release this FREE CME – more information on the [Engage](#) platform