

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

Thursday, February 9, 2023  
2:00 p.m. ET

**States in attendance:** NY, VA, UT, RI, MN, KS, WA

**Additional attendees:** Arthritis Foundation, CDC, CDC/ASDR, NACDD

**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 think about their ideal marketing strategy. If you had all of the necessary resources, what would you want to include in your marketing strategy to increase participation in AAEBIs? Participants were asked to come prepared to discuss their wish list including things like a platform.

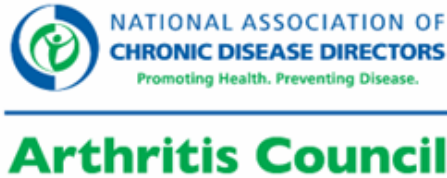
### **State Sharing**

NH – Would love stock video clips of people engaged in intervention that is being promoted (e.g., leader wearing logoed clothing for the intervention); audience tested messaging for providers to make referrals into programs.

NY – Stock video of diverse representation (e.g., photos, videos, testimonials); greater variety of disability status, race, ethnicity. Partnering with municipalities to promote programs and the availability of programs; these employers are self-insured so health care costs are something they are trying to contain.

RI – Continuous messaging beyond Social media and flyers. Utilizing different types of media to reach people (e.g., television, etc.).

VA – Target messaging to adults 65 and older especially in rural areas (e.g., television ads; advertisements in doctor's office - both in waiting room and in patient room (e.g., digital marketing, Patient Point). Ensure there is a contact person that is available to tell the patients more about AAEBIs (e.g., 1-800 number for more information); or consider using the AF helpline (AF also has a relationship with Patient Point); maybe an opportunity to connect the OAAA WWE Portal to Patient Point as a centralized sign-up opportunity.



KS – Television ads, especially during the news; tailor to different cultures and languages. Adam chimed in that color schemes also are important (e.g., for those that can't see or have difficulties). Comment that it would be great to generate "earned media" coverage for the news - so instead of an ad, have a short interview about a program that's happening.

MN – Large scale marketing in health plans, especially for senior population. Television advertising with local celebrities talking about AAEBIs or arthritis interventions.

### **Arthritis Foundation Presentation**

Bailey Bowman – Arthritis Foundation, empowers people with arthritis to live their best life.

A recent 'Arthritis Foundation, Live YES with Arthritis' podcast features WWE - <https://www.arthritis.org/liveyes/podcast/new-podcast/ep-72-physical-activity-start-where-you-are>

Bailey shared information on ways to promote messaging:

- Social media – AF uses FB, Insta, Twitter, LinkedIn, TicTok, YouTube; they post marketing messages on headers (e.g., FB, Twitter, Instagram); they do social media advertising within platforms with UTM codes to track where clicks on ad are coming from; social media influencers to do some cross promotions for events and challenges with a link to registration for events
- Social Press Kit – real time hub for network to access on-brand, ready to post social media content; allows staff, volunteers and external partners to promote through their own social channels
  - o <https://socialpresskit.com/arthritis-foundation#our-mission>
  - o <https://socialpresskit.com/plans>
- Story Cultivation – stories about people in the community that can be told through all types of lenses.
- Partner Activation Toolkits – landing page on website that holds the information that external partners may need in order to promote your campaigns and programs.
- Email marketing – direct marketing that sends out messages to targeted audiences.
- Printed Materials – editable flyers allows stakeholders to have branded materials that they can customize with specific information.

Links to web resources from Bailey's PowerPoint:

- [Walk With Ease](#)
- [Live Yes! Connect Groups](#)
- [Your Exercise Solution](#)

- [Pain Resources](#)
- [Expert Advice E-Books](#)
- [Clinic Trials and Resources](#)
- [Walk to Cure Arthritis](#)
- [Jingle Bell Run](#)
- [Fundraise Your Way](#)
- [Helpline](#)
- [Webinars and Events](#)
- [Live Yes! With Arthritis Podcast](#)

Core 6 web pages for the Arthritis Foundation:

- [Osteoarthritis](#)
- [Rheumatoid Arthritis](#)
- [Psoriatic Arthritis](#)
- [Gout](#)
- [Axial Spondylarthritis](#)
- [Juvenile Arthritis](#)

Walk With Ease customizable flyers

- [Flyer 1](#)
- [Flyer 2](#)
- [Flyer 3](#)

Arthritis Foundation Patient Insights for healthcare providers is a great resource - <https://www.arthritis.org/getmedia/d0520d4a-730e-442d-a462-4666186f3c08/LiveYes-Insights-Layout-FINAL.pdf>

- Top Six concerns of arthritis patients -
  1. Managing Pain
  2. Emotional well-being and mental health
  3. Nutrition
  4. Medical outcomes
  5. Struggles of daily living
  6. Access to health care - insurance, medications, doctors

Adam suggested NACDD share information on the NACDD Engage platform.

### **Key Themes from Discussion**

Workgroup – Adam, Nick, Rana, Caitlin, Isla are potentially interested in a workgroup that focuses on healthcare provider marketing strategies for increased AAEBI participation.

- There was an ask for a lead facilitator but no volunteers at this time
- Margaret, CDC, shared that CDC would invite appropriate staff to join this new workgroup

What items can be used for healthcare provider outreach?

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- Materials from the Arthritis Foundation could be used to help patients overcome their fear of participating in AAEBIs
- In rural areas might be helpful to take promotional materials to providers; consider taking information in multiple languages if that is a need
- Consider starting with messages for providers that have been tested (like in NY) and are successful, updating those messages with newer images with a more diverse population to engage the audience
- In RI, could use past focus group information to determine what healthcare providers need; could also share information with the community health network patient navigators

### Homework

Using the marketing strategies (attached) from our last call, come with two resources that you could give to providers to help with counseling patients.

- Adam suggested looking at the provider tools on the Exercise Is Medicine website as you think through this exercise
- Cheryl, CDC/ASDR shared that this link from the Move Your Way campaign may also be helpful - <https://health.gov/our-work/nutrition-physical-activity/move-your-way-community-resources/campaign-materials/materials-professionals>

### Next Call

- o March 2, 2023 @ 2:00 p.m. ET

### **Combined List of Marketing Strategies:**

- Prioritize reaching healthcare providers with meaningful, actionable information
- Statewide reach rather than limiting to specific counties or zip codes
- Promotion of state program and that it exists
- Diverse representation (race and ethnicities, disability status, LGBTQIA, language, age, etc.)
  - Inclusive stock photography and videos of people i.e. (diverse races/ethnicities, diverse ages, diverse weights) enjoying being physically active in a variety of EIM recognized activities like walking, cycling, water aerobics that are related to AAEBIs.
- Cross promotion between state agencies, state representatives of national orgs (i.e., Arthritis Foundation, OAAA), municipalities
- Variety of media, social media posts and various platforms (radio, TV, online, print, etc.)
  - Banner ads, in-feed posts, short videos, GIFs
    - Appear higher up in search results
  - Earned media through events – i.e., local news coverage on air or in print
  - Different modes and materials tailored to reach different target populations (e.g., health care providers, disproportionately affected populations, older adults) in different settings (e.g., rural areas, doctor's offices)
  - Audience tested messaging to motivate people to be physically active
  - Print grade and web grade PNG logos on transparent backgrounds
  - Requirements for including logos in promotional materials
- Continuous reach: not just a 1-3 month campaign; an ongoing marketing arrangement beyond sharing flyers or social media posts
- Ability to manipulate the data gathered – slice and dice data based on different demographics
- Track where someone learned about the program
- Incentives for sign-up and completion of programs
- One website to include all delivery sites for all programs regardless of funding source or grantee

### From AAEBI Program Developers in specific:

- Print grade and web grade stock photography of participants actively engaged in the intervention being promoted
- Stock video clips of participants actively engaged in the intervention being promoted
- Preferred color schemes along with any documentation related to accessibility standard assessments
- Audience tested messaging to promote enrollment into the program
- Audience tested messaging for healthcare providers to make referrals into the program



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- Preferred hyperlinks to program developer websites for people interested in learning more