

## Arthritis Council

### Arthritis Council Strategy 1 Workgroup

*Partnerships and Strategies to Sustain and Disseminate AAEBIs*

#### Thursday, March 14, 2024, Meeting Summary

**Workgroup Charge:** The NACDD Arthritis Council's Strategy 1 Workgroup aims to provide a platform for national and state partners to engage in discussion about all aspects of AAEBI capacity building, delivery, and sustainability including but not limited to partnerships, planning, promotion, implementation, coupling, referrals, and evaluation.

#### Welcome

- Facilitator: Nadia Mazza, MPH, North Carolina Center for Health Wellness at UNC Asheville

#### Discussion on Partnerships and Strategies to Sustain and Disseminate AAEBIs

##### Walk With Ease/Camine Con Gusto – Self-Directed & Group

- West Virginia is in the process of purchasing and launching the WWE Portal and asked others currently using the portal to share best practices, etc.
  - Serena (OAAA) shared that having marketing materials/messages ready to go is a great first step, especially if you have several groups using the portal.
    - Marketing messages should be as clear as possible so participants know which group to click on when logging in to the portal
    - Messages that remind participants that the digital book is embedded in the portal (no need to download) are helpful
    - Information on the tutorials linked throughout the portal to help with the registration process and navigating the site
    - Reminder that 'text to log' for walking minutes is launching soon
  - The portal has walking, demographic, and raw data reports to help compare data; aggregate report templates are also available where the user can select the group and timeframe; raw data can be downloaded and analyzed by the user
  - Nadia shared that OAAA has been supportive in answering questions and reminded all of the quarterly portal update call that OAAA hosts; reach out to Serena for more information
- North Carolina finds that the group version of WWE is the most frequently implemented, but the highest enrollment comes through the OAAA WWE SD portal
- New Hampshire uses the OAAA WWE SD portal for state employees but sees more group classes in spring and summer when the weather is better. Emily shared that she has seen WWE success with the Y partner as they couple WWE with the National DPP; this coupling helps with retention and the health coaching staff supports enrollees
- Utah has more individuals engage with group WWE, though they do have WWE SD Enhanced (just not through the portal, yet)
- Minnesota has more group WWE classes but is trying to increase SD Enhanced through the portal as there has been a lot of interest in 3-4 group walks over the course with

coursework done individually; have found that data collection/tracking is a lot easier with the portal

- The group discussed the following Engage post –  
(<https://engage.chronicdisease.org/discussion/walk-with-ease-self-directed-portal-promotion-quantityquality#bm130d8475-2702-4474-a600-018df09bfdad>)
  - MI shared idea of using the “free access to WWE portal and materials” URL in marketing channels that reach project priority populations, and the “pay on your own” URL for general marketing efforts
  - MN shared that they did a campaign several years ago to drive folks to the WWE portal and had 1,000+ register and receive books, but not nearly as many logged activity. The next push will include an ask for individuals to pay for books with potentially an option for reimbursement if they complete the course
  - IA group has had discussion around a lending library for WWE books; with the ‘text to log’ feature there will be an opportunity to track physical activity electronically
  - Discussed the opportunity to partner with public libraries to have copies of the book available for checkout (electronic and hard copies)
    - Some libraries offer patrons free access to digital platforms, such as [Hoopla](#) through which they can check out eBooks; *IDEA - add the WWE book to platforms like Hoopla where participants could access them through their library membership for free*
    - NACDD held a TA webinar where working with libraries was featured; more information can be found in the [webinar summary document](#)
  - Sponsorship for the purchase of books was discussed; for example, adding a sponsors logo (e.g., shoe store, assisted living facilities, banks, county extension offices) to the landing page of the WWE portal in return for \$\$ to purchase books
  - IA shared that as they train WWE group leaders they are encouraging leaders to buy a set of books to keep available for those that aren’t able to purchase a copy; they are also providing books to those enrolling in their research project, and those interested in using the health coaching feature.
    - If WWE participants go through the Iowa Community HUB then the cost is \$4.95 + they get a connection to a HUB Navigator for weekly check ins and texts; shared that while they want to promote WWE for all, they really target resources towards those at highest risk
- Digital copies of WWE and Camine Con Gusto books are \$5 on the WWE portal. Hard copy books are \$4.95/ea for WWE and \$11.95/ea for Camine Con Gusto.
  - Might be an opportunity to take savings from one book version and apply to the other
  - Low vision can be addressed through the Portal with the e-book, and lecturettes are also available
  - For those who don’t have the OAAA WWE Portal, consider requesting the book to be included at your state Braille/talking book library - <https://www.loc.gov/nls/find-your-library/>
  - Suggestion to use a screen reader with the e-book
- There was discussion of a WWE audio book; this is something the Arthritis Foundation has explored; could be cost prohibitive but worth exploring a little more
  - [Engage](#) post with conversation about pulling funds together to make an audio book more affordable

- NACDD is also exploring the idea of an audio book for the HALT platform and is in discussion with the Arthritis Foundation and Cappa Health
- *Request to consider appropriating funding for additional translations of the WWE book*

#### PEARLS

- NACDD is working with Lesley Steinman to offer an in-dept PEARLS overview in early October; a save the date will be announced soon

#### GLA:D

- MN found that there are not any GLA:D master trainers in U.S., so to get individuals trained you will have to work with trainers in Denmark or potentially the one trainer in Canada

#### **Announcements and Sharing**

- Next Strategy 1 Workgroup is April 11<sup>th</sup> at 2:00 P.M. ET
- Resources and call summaries for Strategy 1 work can be found here - [https://actiononarthritis.chronicdisease.org/search-results/?\\_sft\\_category=strategy-1](https://actiononarthritis.chronicdisease.org/search-results/?_sft_category=strategy-1)