

Advancing Arthritis Public Health Priorities through National Organizations TA/Peer Sharing Webinar Series

April 02, 2024 @ 2:00 p.m. ET

Arthritis Awareness Month Communication Tools and AAEBI Marketing Efforts

This webinar provides information about successful strategies to support dissemination of arthritis-appropriate, evidence-based interventions (AAEBIs) in conjunction with Arthritis Awareness Month.

Webinar Notes and Resources

- Materials available on the Action on Arthritis [website](#)
- Meeting [recording](#)

Participants

- 38 total participants
 - 11 states/territories (IA, MI, MN, MT, NC, NH, OR, PA, UT, VA, VT, WV)
 - 4 national organizations (CDC, NACDD, OAAA, SOPHE)

Melissa Echevarria – CDC Communication Updates

- Here is a [link](#) to the CDC Arthritis Communications Center where you can find infographics, podcasts, and the new CDSME video.
- Racial/Ethnic Differences in Prevalence of Arthritis, Severe Joint Pain, and Receipt of Provider Counseling about Physical Activity for Arthritis Among Adults Aged ≥18 Years—United States, 2019 - Wise - Arthritis Care & Research - [Wiley Online Library](#)
- [Infographics](#)
- [Podcasts](#)
- [CDSME video](#)
- New CDC [Website](#) and [Beta Preview](#) FAQ
- [Sign up](#) for CDC Arthritis Newsletter
- [E-mail](#) CDC for any further questions about CDC's Arthritis Awareness Month plans and toolkit.

Kristen Alford – Medscape Clinical Practice Assessment (CPA)– Increasing AAEBI Awareness

- Lifestyle Management Programs for Arthritis- Expand Your Knowledge on Evidence-Based Interventions
 - Spread awareness among healthcare providers of the free, online [Lifestyle Management Programs for Arthritis: Expand Your Knowledge on Evidence-Based Interventions](#) activity, developed collaboratively by NACDD and Medscape. This free training offers up to 0.25 continuing education credits and helps healthcare providers identify areas where they can improve their knowledge of non-pharmacologic treatments and learn how to integrate AAEBIs into their patients' care

plans. Contact [Kristen Alford](#) for marketing materials, state-specific URLs, and additional tools and resources to promote this CPA.

State Sharing and Resources:

- NH collaborated with Unlock Health, a national healthcare marketing and growth platform, to develop Facebook marketing campaigns. This campaign, in partnership with Granite YMCA, aims to promote AAEBIs and encourage participation. Through the campaign, participants will be directed to the Granite YMCA landing page. Here, they can input personal information and preferences to receive a customized referral to AAEBIs.
- MN is doing a small digital marketing campaign, in April and May, to promote the Camine con Gusto OAAA portal with translated materials.
- IA is providing a presentation on Mental Health and Arthritis to the Behavioral Health [ECHO](#) that is led through an Iowa healthcare partner. IA is also conducting a landscape analysis to capture use of AAEBIs and will include information about Medscape CPA in this survey.
- UT is contracting with partners to market AAEBIs. The Utah team created a collaborative spreadsheet with marketing ads/tools, print language, resources for clinics and providers, and links to Utah program locator tool.
- The Physical Activity Guidelines Midcourse Report: Implementation Strategies for Older Adults has great information on marketing and promoting physical activity. Here is a [link](#) to a PowerPoint presentation on the topic.
- ACL released [materials](#) for Older Americans Month which is also in May. Some of these tools and resources might be helpful to promote the link between connection and physical activity programs.
- The NC Center for Health and Wellness and NC Falls Prevention Coalition are committed to helping older adults in North Carolina to reduce their risk of falls. Here is a link to Standing Strong NC with marketing videos to promote preventing falls. The [website](#) also links to evidence-based exercise programs as an action step to take to prevent falls.

NACDD TA and Engagement Offerings:

- **Workgroup Calls** - The Arthritis Council oversees the formation of topic specific workgroups to provide opportunities for peer-to-peer learning and sharing.
 - Partnerships and Strategies to Sustain and Disseminate AAEBIs (Strategy 1) Workgroup – [Register](#) or visit the Arthritis Council [webpage](#) for additional information.
 - Healthcare Providers Counseling About Physical Activity and Referrals to AAEBIs (Strategy 2) Workgroup – [Register](#) or visit the Arthritis Council [webpage](#) for additional information.
- **Monthly Arthritis Program Sharing and Networking Webinars** – The Arthritis Council provides input on the monthly arthritis program sharing and networking calls. These calls provide an opportunity for recipients and partners to share experiences, lessons learned, and best practices, all while networking and leveraging partnerships. [Register](#)
- **NACDD Action on Arthritis ENGAGE Community** - We encourage you to take a few minutes to visit the [ENGAGE](#) Action on Arthritis Community. It's a

valuable platform for updates, peer sharing, and networking. While you're there, we kindly ask you to update your profile and preferences to ensure you stay informed about the latest happenings within the Action on Arthritis Community. To assist you with this process, we have created a brief two-minute video that provides step-by-step guidance on updating your community preferences. You can view the video [via this link](#).

Audience Engagement and Evaluation:

- **Poll Question:** I gained skills related to my organization's ability to partner with veterans and active-duty military to advance arthritis efforts.
 - 100% Strongly Agree or Agree

- **Poll Question:** Please provide additional information on the specific skills that you gained because of attending today's webinar. (Select multiple options)
 - 73% - New Ideas/ways of thinking about my programs current approach to increase arthritis public health strategies
 - 67% - Knowledge about tools that can be used to advance our work
 - 40% - New partners to engage with to address arthritis
 - 47% - Strategies to sustain arthritis efforts