

Arthritis Council

Arthritis Council Strategy 1 Workgroup Summary

Partnerships and Strategies to Sustain and Disseminate AAEBIs

Thursday, November 14, 2024, 2:00 P.M. ET

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: Greg Welk, PhD (IA)
- Guests: CDC – Christie DeNave, Allison Friedman

Discussion on CDC World Arthritis Day Toolkit

- Colleagues from CDC joined the call to solicit feedback on the [World Arthritis Day Toolkit](#) which was distributed in September.
- The toolkit included:
 - Key findings from recently released arthritis research/publications
 - Infographics (long and abbreviated sizes)
 - Social media graphics (sized for Instagram, LinkedIn, X, and Facebook)
 - Sample social media posts
 - Information on free CME activity for clinicians
 - Links to helpful websites
- Feedback from participants:
 - Liked having information that is already written out and includes links and pictures
 - Approval process for social media posts can be long, however having the information from CDC shortens approval process
 - Appreciated the up-to-date information
 - Plans to use the provider information
- Toolkit materials were used in:
 - Newsletters
 - Social media
 - Presentations
 - On websites
- CDC asked for feedback on components of a toolkit that are helpful or useful, and solicited ideas for other toolkits.
 - Personalizing CDC materials with state specific links/information or co-branding opportunities for materials
 - Tailoring information for blogs and/or applications
 - Receiving materials two months in advance
 - Additional information can be shared through this [Smartsheet link](#)

Discussion on working with an academic program to engage students in clinical work

- Greg Welk shared several resources from his work at Iowa State University

- Community Connections for Public Health <https://www.ccpb.iastate.edu/> is a senior Capstone course for those that want to be a community leader
 - The Public Health Foundation has information on [Academic Health Department Partnerships](#) which can also be helpful
 - The concepts on the page above can be used to help formalize partnerships
 - In Iowa, students learn about a specific county and help the county do its work; students develop reports that then are shared with county
 - This partnership creates a sustainable mechanism for training
 - Students are also tasked with focusing on PA campaigns (e.g., APHN and Move Your Way)
 - Give Pulse is a service/volunteer portal <https://learn.givepulse.com/> that helps find volunteers and another great resource
- Service learning and internships (e.g., AmeriCorps) also provide opportunities to engage students in clinical work
- Utah shared some examples based on past experience
 - Community academic partnerships have been helpful but these can ebb and flow
 - Think about embedding interactions in a center or within a curriculum rather than individual/personal interactions
 - Help program faculty see the value of integrating the partnership, curriculum or process into their center/curriculum
 - Working with PA and/or PT programs can be beneficial and provide information that can be carried on into professions
 - PA/DPT/OT programs have to meet accreditation requirements (e.g., intraprofessional activities), so look at building training that addresses standards which will help with integration
 - Julia Chevan shared that there are a lot of opportunities with health professional education programs; she pulled together a [resource document](#) with a few samples
- North Carolina shared that their program is housed at an academic facility but isn't doing research so there was a need to educate the community
 - They did partner with a PT program at another university and trained students in WWE; students delivered programs in partnership with AAAs

Announcements and Sharing

- Next Strategy 1 Workgroup is December 12th at 2:00 P.M. ET