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# Health Promotion and Chronic Disease Prevention

## **Putting Health Within Reach**

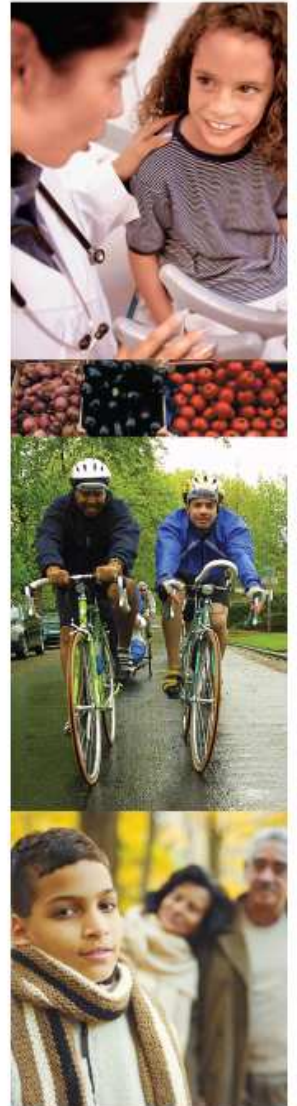
**Uniting Physical Activity, Nutrition and Tobacco Prevention for  
a Comprehensive Chronic Disease Prevention Campaign**

**Presented on the Healthy Communities Training Call  
March 16-17, 2011**



# Project goal

- Link health behaviors that prevent and manage most chronic diseases—no more silos!
  - Physical activity
  - Nutrition
  - Tobacco prevention
  - Self-management
  - Screenings
- Call for policy and system changes
- Use consistent messages across all programs, continually advocate for an ecological approach



# Research

- Comparative analysis of other campaigns
- Brief literature review
  - RWJF: A New Way to Talk About the Social Determinants of Health
- Focus groups
  - Urban and rural
  - Caucasians, Asian Pacific Islanders, African Americans, Native Americans, Latinos, people living with chronic diseases
- Executive interviews
  - Policymakers and community leaders
  - Public health leaders



# Core findings: advocates

- A public health/policy frame is critical and not well understood—even among insiders
- Health policy advocates prioritize nutrition, others prioritize tobacco prevention
- Self-management and screening are not universally seen as automatic elements of the message
- There is some overreliance on a “sticky message”
  - The catchiest phrase can’t replace strategy
  - More data is not the answer; leveraging values is

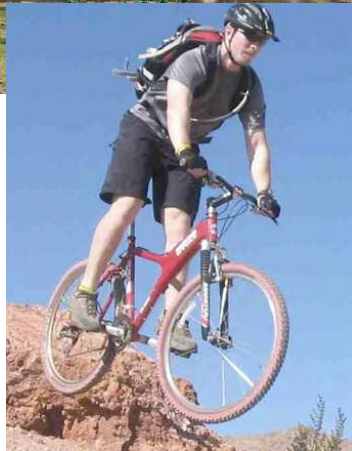


# Core findings: consumers

## It's easy to be healthy in Oregon!



- Ease ≠ convenience
- Ease ≠ access



# It's up to me!

## Values: freedom, self-determination



- “I know what to do. I just don’t do it.”
- NWHF: *Opportunity* as an additional value



# Choice isn't the problem, it's lack of options.



- Choice can be judgmental (the *wrong* choice)
- “It would be nice if McDonald’s weren’t everywhere.”

What is healthy,  
anyway?

# It's up to us! (+“small” government)

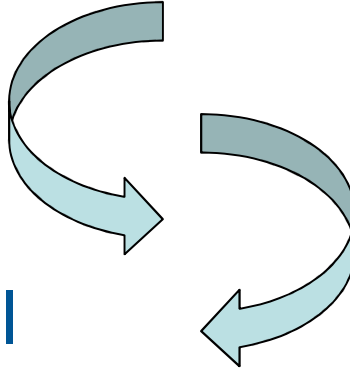


- NWHF studies:
  - 2007: 53% say public health is individual responsibility, 43% say society's
  - 2010: 50% say government has improved society's well-being, 39% say individual behavior and public enterprise



## Disconnect Insiders

- Logic/data
- Environmental constraints
- Corporate manipulation



## Public

- Core values
  - Self-determination
  - Freedom
- “If only...”

**So what's the message?**

**Make the healthy choice  
the easy choice**



Make the healthy choice  
the easy choice

# Reframing the core message to align with values

- Shifting away from “easy”
  - Oregonians say it’s already easy to be healthy
  - Many healthy choices aren’t easy, even if they’re convenient
  - It’s about “access” and “convenience”
- Shifting away from “choice”
  - Can be judgmental
  - It’s not about making the choice, it’s about having options
- Moving toward
  - Ensuring **access to healthy options** for all Oregonians.
  - Putting **healthy options within reach** for all Oregonians.
  - Making **healthy options more convenient.**

# Key messages: the situation

- Eating better, moving more and living tobacco-free lets Oregonians live healthier lives and do the things they love.
- But today in Oregon, nutritious food, places to play and exercise, and smokefree air are out of reach for too many people.
- As a result, chronic diseases like asthma, heart disease, diabetes, arthritis and cancer are on the rise.

# Key messages: what must change

- We have the power to change the places we live, learn, work and play to put healthy options within reach.
  - All Oregonians deserve convenient access to foods and activities that help them thrive. Healthy options should be the default, not something we have to search out.
  - We'll never entirely eliminate chronic diseases, so we also need options to help people take care of themselves and live better with their disease.



# Key messages: call to action

## Consumers:

- Tell your employer, school, community groups and elected officials that you want access to healthy options.

## Policymakers:

- Use smart policy to create communities that provide access to healthy options for all Oregonians.
- Consider the health implications of every policy you design.
- Ensure that we have a strong public health system. (PHAW)
- Healthy communities = economic impact (CLHO, HCI)

# Key Messages: Shorthand

- We're working to put healthy options in reach for all Oregonians.
- In every community, people deserve convenient, affordable access to foods and activities that help them thrive. Healthy options should be the default, not something we have to search out.

# Discussion

- We welcome your input as we finalize the messages.
- Questions?
- Feedback?
- Suggestions?

## Now What?

- Roll out the coordinated strategy
  - Preliminary presentations have been well-received
  - Grantees, organizations working on similar issues, policy makers, influencers, public
- Create themeline and logo
- Create tools (messages, media tools, campaign ideas, other?)
- Collect and tell stories
  - MG will support local PHDs with TA
- Engage new voices
- Online and social media, earned media
- Co-branding by businesses and others

# Potential Tool: Public Health Graphic



Health  
Authority

# Discussion

- What other strategies, opportunities or partnerships do you see?
- What do you need to help you carry this message?



Oregon  
Health  
Authority