

This product was developed by the Help Yourself: Chronic Disease Self Management Program at Marshall University School of Medicine in Huntington, WV and the New River Health Association in Scarbro, WV. Support for this product was provided by a grant from the Robert Wood Johnson Foundation® in Princeton, New Jersey.



Social Marketing for Behavior Change in Primary Care Settings

**An Application of the Transtheoretical
Model for Integrating Self-management
in the System of Care**

**Richard Crespo, Ph.D., Molly Shrewsberry
MPH, Shelia Plogger**

Marshall University, Huntington, West Virginia

A stylized silhouette of a mountain range in shades of brown and tan, positioned at the bottom of the slide against a blue and green gradient background.

Objectives of this Presentation

- To present a model that uses social marketing to integrate self-management into a clinic's care system of care.
- To describe the application of the transtheoretical model for organizing a ***system*** of self-management tools



Process for Creating a Model

1. Conduct focus group research on barriers to facilitating self-management behaviors in a clinical setting.
2. Design a communication plan that identifies key messages for behavior change.
3. Apply a model of behavior change that can guide the planning process – transtheoretical model in this case



Findings re Barriers to Facilitating Self-Management

Patients

- Resentment at being told what to do
- Conflicting info about diabetes
- Conflicting info about foods for people with diabetes

Providers

- High cost of strips
- Patients don't attend classes
- Confusion about nutrition messages
- Lack of time for education



Communication Planning

Issues

- Get beyond promo diet
- Reduce complexity
- Exercise for people with limited mobility

Why Audience Should Care

- Can live well with DM
- DM can be controlled
- Simple things can make a difference

Actions/Feelings

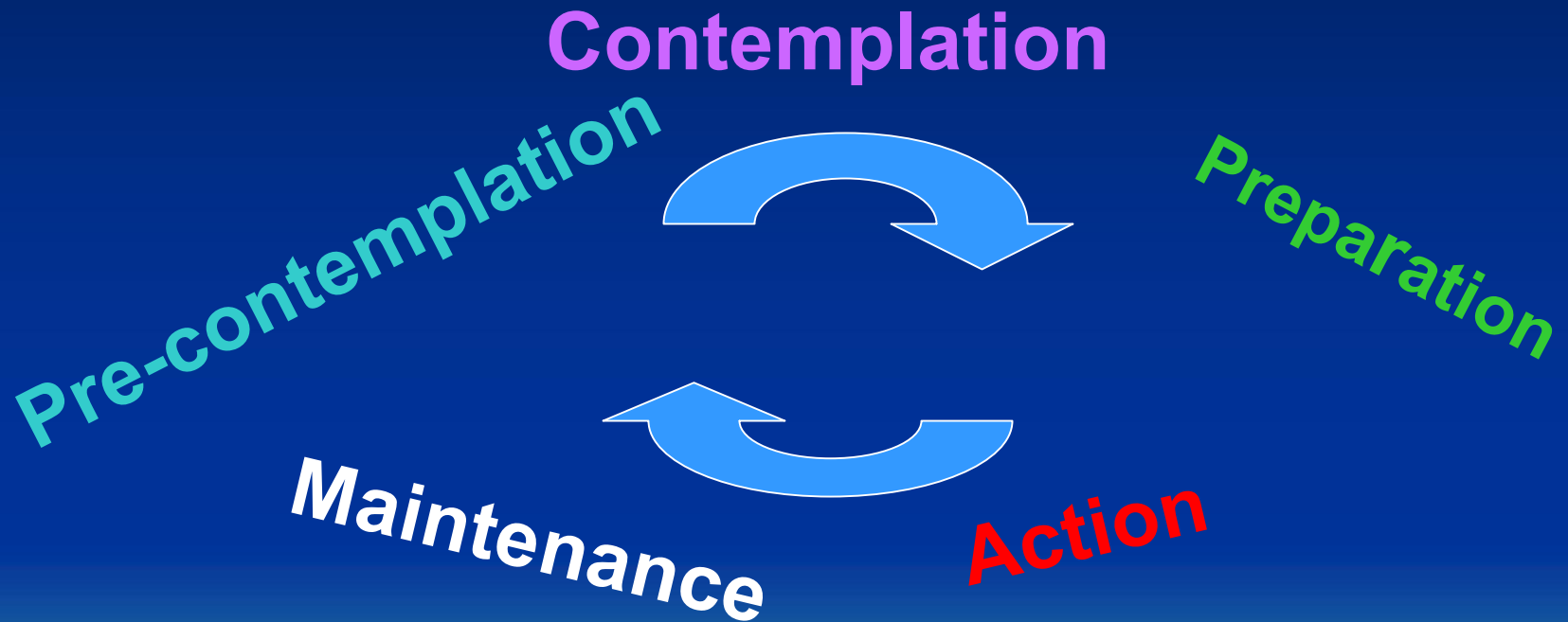
- Balance
- Choice
- Feel good about myself

Key Messages

- **Balance your plate**
- **Choose to move**
- **Kick the habit**



Behavior Change Model: Readiness to Change



Communication Tools for Stages

Pre-contemplation Stage	<ul style="list-style-type: none">• Wall of Fame• Posters• Newsletters
Contemplation Stage	<ul style="list-style-type: none">• Crossword puzzles in the waiting room• Buttons: Are you Ready?• Self-Assessment of readiness to change



Pre-contemplation ex: Posters

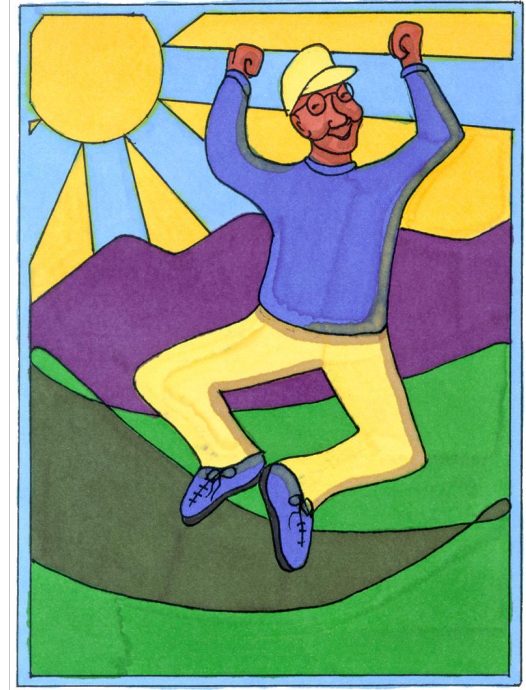
Are you Ready?



Balance Your Plate



Choose to Move



Kick the Habit

Ask Us How



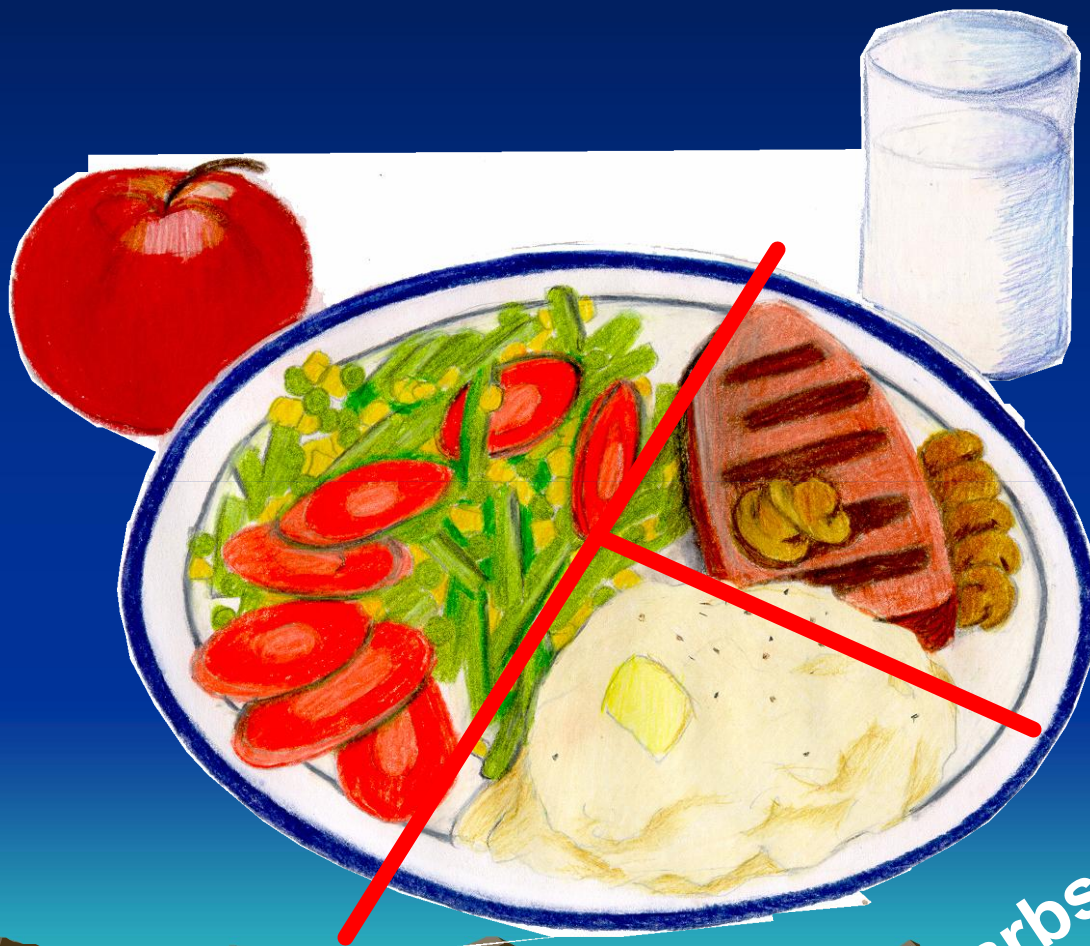
For more information about how you can enjoy a healthier life with a chronic condition, Call:

Tools Con't

Preparation Stage	<ul style="list-style-type: none">• Booklets with basic information• Staff trained to counsel on behavior change
Action Stage	<ul style="list-style-type: none">• Guides for Action Steps
Maintenance Stage	<ul style="list-style-type: none">• “Passport” where patient can track behaviors and outcomes

Preparation ex: Balance Your Plate

Half Veggies



$\frac{1}{4}$ Protein

$\frac{1}{4}$ Carbs

Action ex: Action Plan

Action Plan Example —

This week I will

Increase vegetables (What?)

One serving (How much?)

At lunch and dinner (When?)

5 days (How many?)

How confident are you? 9

(0 = not confident 10 = totally confident)

Maintenance example

- “I am ready”
PASSPORT
- Patients have possession of health status data and can monitor their goals



Implementation Process

- **Approval (Blessing) from Administrator**
- **Engage leadership in planning who does what, when -- encouraging and facilitating self-management**
- **Sponsor a “kick off” fair to communicate that this is a new way of doing things**



Research on Adoption of Social Marketing and Self-management Materials

- Key informant interviews
- Every other month at three rural primary care centers in West Virginia
- Observation of where self management materials are placed in the clinic
- Identification of reference to self-management in patient charts



Conclusion

- **Adoption of behavior change materials occurs when there is a *champion* in the clinic**
 - Organizational change does not occur in a systematic, deliberate way



Conclusion

- **Behavior change for patients needs to be linked with provider and staff behavior change**
 - The usual patient care routine is not set up for self-management



Conclusion

- **The health care provider alone cannot facilitate behavior change, a team approach is needed.**
 - Acute care tends to overwhelm the medical encounter



Conclusion

- **Changes are needed in the patients' charts to make self-management a priority**



Choose to Move

30 minutes of physical activity on most days of the week.



	Visit Date	Visit Date	Visit Date	Visit Date	Visit Date	Visit Date
Most of the Time						
Some of the Time						
Rarely						

Kick the Habit

No use of tobacco.



	Visit Date	Visit Date	Visit Date	Visit Date	Visit Date	Visit Date
Most of the Time						
Some of the Time						
Rarely						

Contact info & Funding

- Richard Crespo, Ph.D.

Shelia Plogger

Marshall University School of Medicine

crespo@marshall.edu;

splogger@marshall.edu



Credits, con't

- **The Robert Wood Johnson Foundation, Advancing Diabetes Self-management**
- **West Virginia Diabetes Control Program**
 - This presentation was also supported by Grant/Cooperative Agreement Number U32/CCU322734 from the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention.

