

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.



Integrating Chronic Disease Self-Management into Primary Care

Richard Crespo, Ph.D., Marshall University

Huntington, West Virginia



Objectives of this Presentation

- To describe the set of self-management tools and resources developed based on the transtheoretical model
- To present the documentation of organizational system changes that occurred during the process of integrating self-management into the primary care system



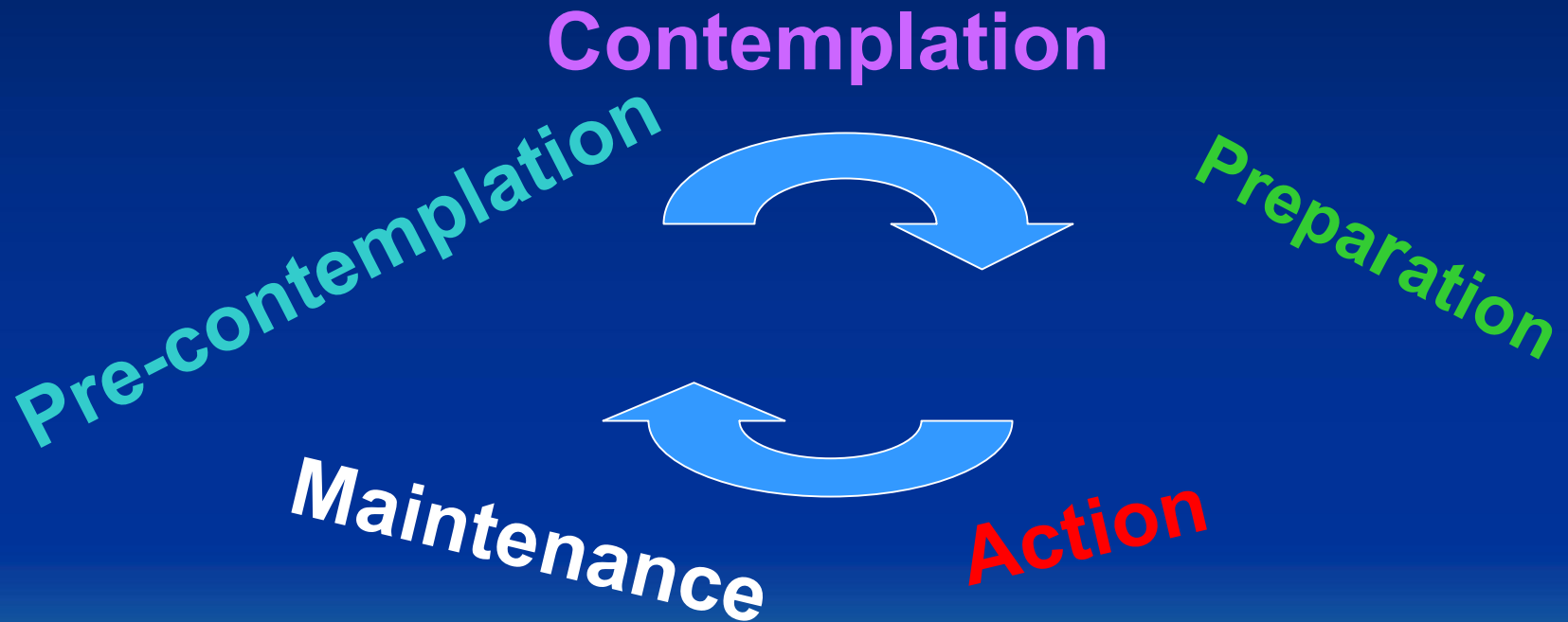
Behavior Change Materials

Key Messages

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



Behavior Change Model: Readiness to Change



Pre-contemplation Stage

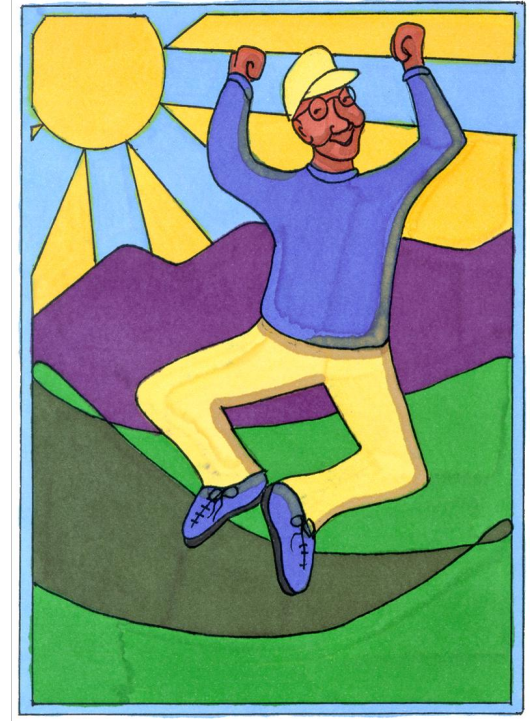
Are you Ready?



Balance Your Plate



Choose to Move



Kick the Habit

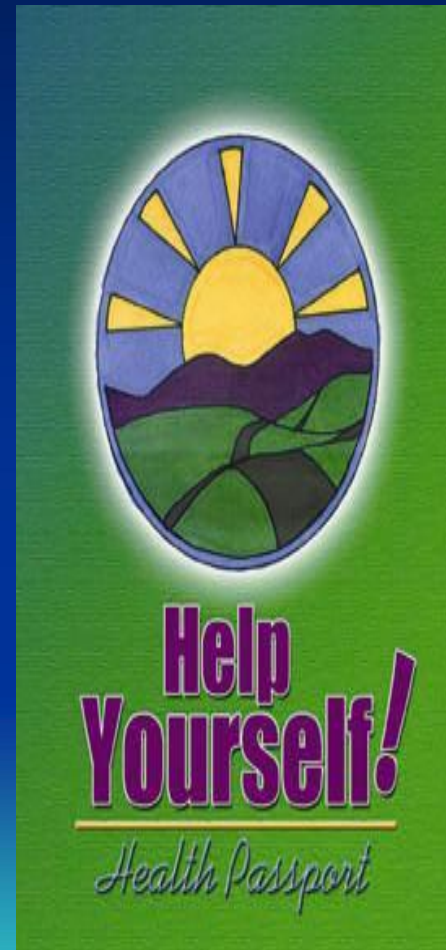
Ask Us How



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

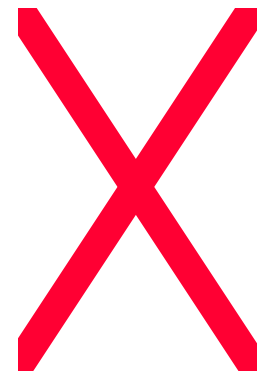
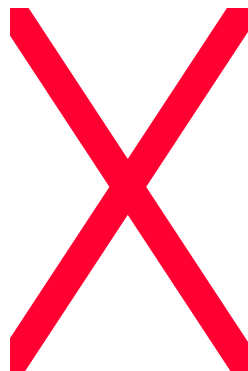
Contemplation Stage

- Crossword puzzles and word games
- Buttons: Are you Ready?
- Self-Assessment of readiness to change



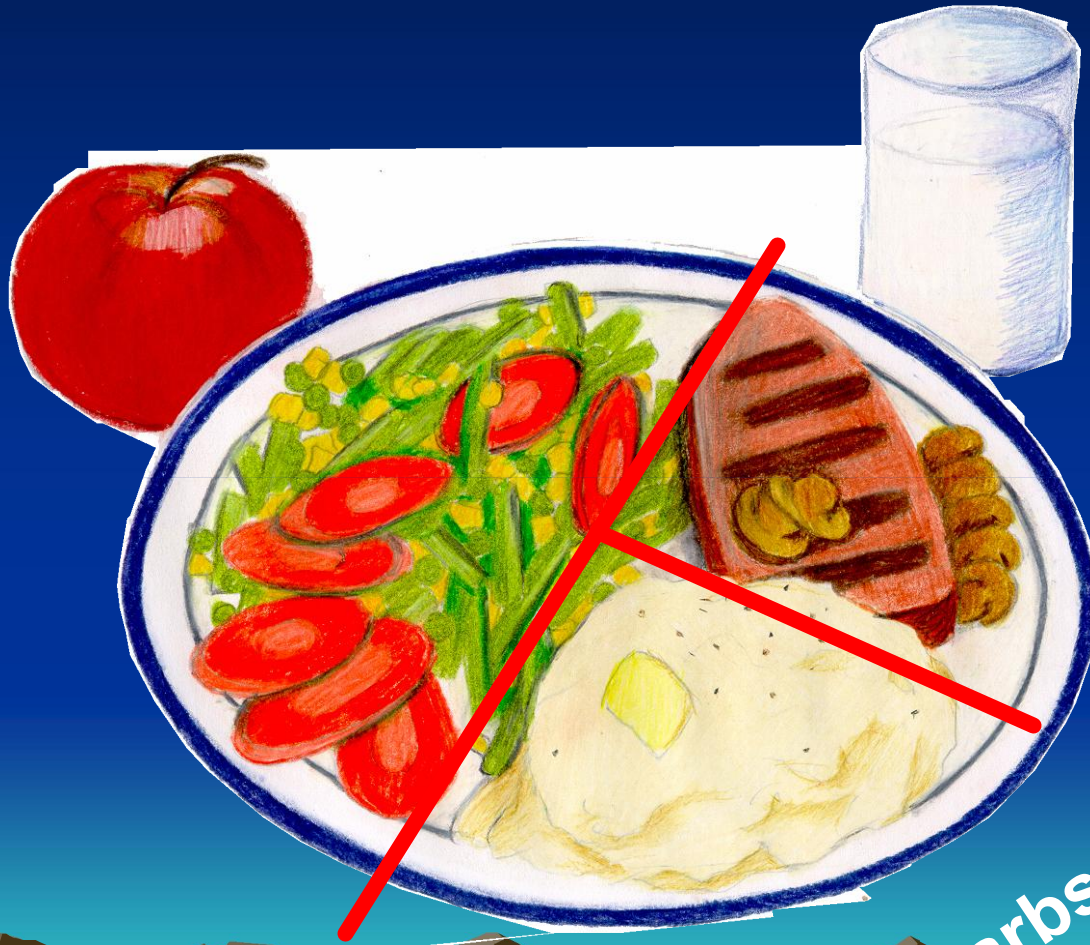
Preparation Stage

- Training to counsel on behavior change
- Educational booklets with basic information



Balance Your Plate

$\frac{1}{2}$ Veggies



$\frac{1}{4}$ Protein

$\frac{1}{4}$ Carbs

Action Stage

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 Stage

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



Maintenance Stage

“Help Yourself” Chronic Disease Self-Management Program

- **Developed at Stanford University**
 - **A six-session course; weekly 2-hour sessions with a focus on skills training**
 - **Leaders follow a detailed leaders manual**
 - **Designed to be led by non-health professionals and individuals with chronic conditions**
- 

Project Goal

- Determine the key ingredients to successfully integrate self-management into a clinics system of care



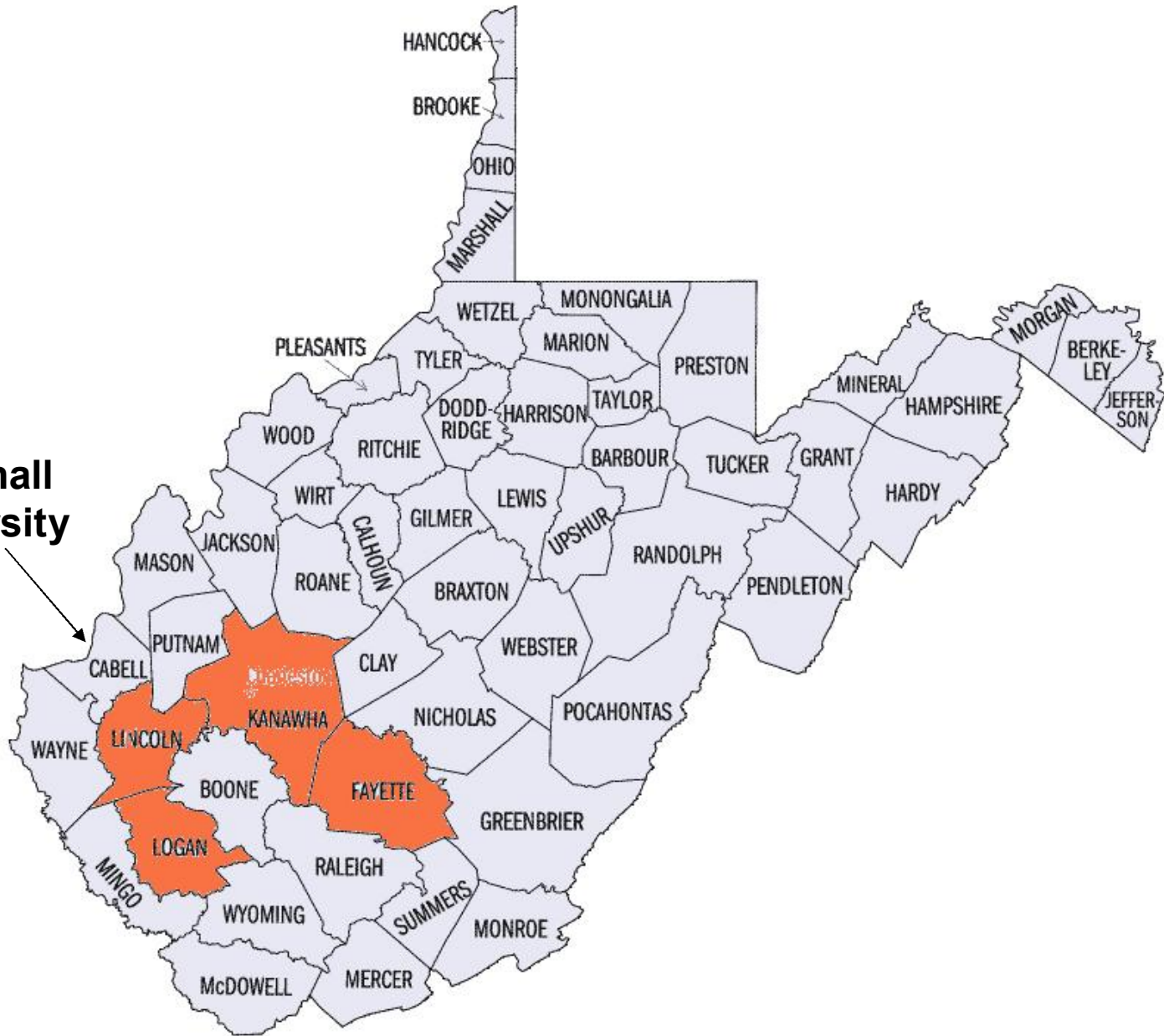
West Virginia Rural Health Centers

West Virginia Chronic Disease Management Partnerships
Robert C. Byrd Center for Rural Health
Marshall University

- Cabin Creek Health Center (Kanawha County)
- New River Health Association (Fayette County)
- Lincoln Primary Care Center (Lincoln County)
- Community Health Foundation of Man (Logan County)



Marshall University



Cabin Creek Health Center

- Dawes, WV
(Kanawha
County)
- Serves 4
counties



New River Health Association

Scarbro, WV (Fayette County) 3 clinic locations

New River Gorge National River



Lincoln Primary Care Center

Hamlin, WV (Lincoln County)

Serves 6 counties



Community Health Foundation of Man

Man, WV
(Logan
County)

Serves 5
Counties



Methods

- 4 clinics in rural West Virginia participated
- Initial focus group with key clinic staff
- Key informant interview for follow-up every other month
- Clinic staff included CEO, Medical Director, Chronic Disease Manager, RN, LPN, Black Lung Staff, Social Worker



Questions

- How were the behavior change materials used in the clinic?
 - Who is using and how
 - Location of materials
- How are the materials integrated into the clinic's system of care?
 - Staff meetings
 - Designated roles of staff
 - Use of referral cards
 - Recommendation of goal-setting/monitoring



Questions, cont.

- Have staff been trained on self-management?
 - Help Yourself Course
 - Marshall 1 hour staff training
- Do you offer employee wellness programs? Do staff participate?
- What are the staff and patient opinions of self-management materials and resources?



Findings

- Acute care overwhelms the medical encounter
 - Challenging to move from acute to chronic care model
 - Physicians are extremely busy
- It takes a champion from within the organization for change to occur



Findings, cont.

- Support of upper management and providers is linked to successful integration
- Organizational change is linked to staff and provider behavior changes
 - Staff training on self-management skills
 - Employee wellness programs



Findings, cont.

- Help Yourself self-management materials are useful in assisting with behavior change
- Other factors that contribute to success
 - Referral cards
 - Designated roles for clinic staff



Conclusion

Integration of self-management into a system of care can occur

Key Ingredients

- Champion from within
- Upper management support
- Employee wellness/staff self-management training



Contact info & Funding

- Richard Crespo, Ph.D.

Marshall University School of Medicine

crespo@marshall.edu

- Funding provided by:

The Robert Wood Johnson Foundation

- And,



Credits, con't

- **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.

