





Metropolitan Group

the power of voice

Bringing It All Together

**Uniting Physical Activity, Nutrition and Tobacco Prevention for
a Comprehensive Chronic Disease Prevention Campaign
for the Oregon Health Authority**

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Metropolitan Group crafts strategic and creative services that empower social purpose organizations to build a just and sustainable world.

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Presenter disclosures

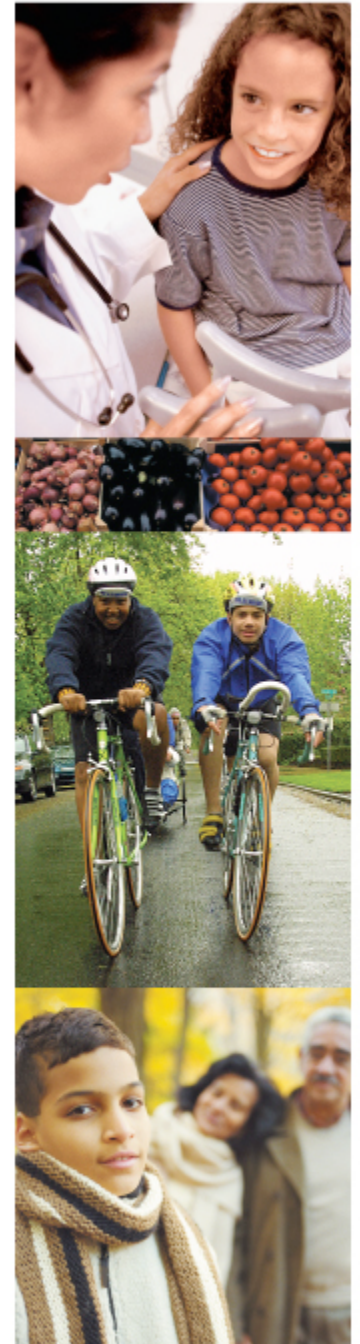
- The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose



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
- Integrating self-management and screening is a disconnect
- Overreliance on “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! Freedom and self-determination



- “I know what to do.
I just don't do it.”



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!
(And maybe "small" government.)

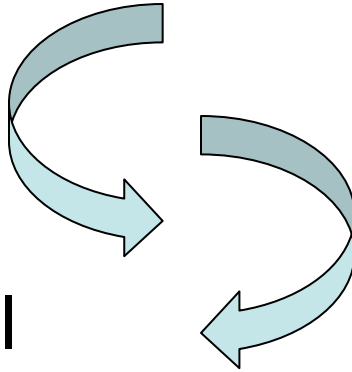


- Northwest Health Foundation studies
 - 2007: 53% say public health is individual responsibility, 43% say society's
 - 2010: 50% say government has improved society's well-being, 39% say individual behavior and public enterprise

Disconnect

Insiders

- Logic/data
- Environmental constraints
- Corporate manipulation



Public

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

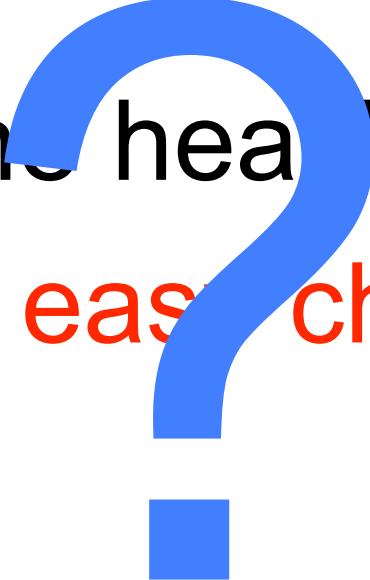


So what's the message?

**Make the healthy choice
the easy choice**



Make the healthy choice
the easy choice



 Shifting away from “ease” and “choice”

**Ensuring access
to healthy options
for all Oregonians**

Key messages

- Eating better, moving more and living tobacco-free lets Oregonians live healthier lives and do the things they love.
- But today in Oregon, too many of us don't have access to nutritious food, places to play and exercise, and smokefree air.
- As a result, chronic diseases like asthma, heart disease, diabetes and cancer are on the rise.
 - We need to prevent disease in the first place, and help people find and manage chronic diseases that already exist.





Call to action

- We have the power to change the places we live, learn, work and play so everyone can live longer, healthier lives.

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.

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Where to from here?

- Roll out the message frame and toolkit for all programs and grantees
- Create the campaign
 - Learn from Hawaii, North Carolina, Massachusetts
 - Small Steps at the community level
- Strategies and tactics to explore
 - Collaboration with all players + new partners
 - Earned and paid media
 - Online/social/mobile: create a dialogue about access
 - Engagement: workshops for policymakers and communities, direct outreach and education

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