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Social Marketing for Behavior Change in Primary Care Settings

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

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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

- Contemplation
- Pre-contemplation
- Preparation
- Maintenance
- Action
# Communication Tools for Stages

<table>
<thead>
<tr>
<th>Stage</th>
<th>Tools</th>
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</table>
| Pre-contemplation Stage  | - Wall of Fame  
                        | - Posters  
                        | - Newsletters |
| Contemplation Stage      | - 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

<table>
<thead>
<tr>
<th>Stage</th>
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<tbody>
<tr>
<td><strong>Preparation Stage</strong></td>
<td>• Booklets with basic information</td>
</tr>
<tr>
<td></td>
<td>• Staff trained to counsel on behavior change</td>
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<tr>
<td><strong>Action Stage</strong></td>
<td>• Guides for Action Steps</td>
</tr>
<tr>
<td><strong>Maintenance Stage</strong></td>
<td>• “Passport” where patient can track behaviors and outcomes</td>
</tr>
</tbody>
</table>
Preparation ex: Balance Your Plate

- Half Veggies
- 1/4 Protein
- 1/4 Carbs
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.

<table>
<thead>
<tr>
<th>Most of the Time</th>
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</tr>
<tr>
<td>Rarely</td>
<td>Visit Date</td>
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### Kick the Habit

No use of tobacco.

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Credits, con’t

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