

# **“Physical Activity. The Arthritis Pain Reliever.”**

Version 2.0

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AN UPDATED GUIDE TO  
CONDUCTING A HEALTH COMMUNICATION CAMPAIGN  
TO REDUCE THE BURDEN OF ARTHRITIS

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Presented by:  
Centers for Disease Control and Prevention

March 2010

Dear Colleague:

March 24, 2010

I am pleased to announce that “Physical Activity. The Arthritis Pain Reliever.” campaign has been updated and new campaign materials are available. The campaign was originally launched in 2002 and was designed to promote physical activity as a method of arthritis self-management for the campaign target audience – lower-income African American and Caucasian persons with arthritis, aged 40-65. Based on landscape research, we determined that the materials needed to be updated in order to stay relevant to the target audience.

All materials presented in this packet have been extensively tested among the target audience. They were created with the intention of appealing to a broad audience, and went through four rounds of formative research to ensure that each ad was appealing, compelling, and effective in motivating people to increase their physical activity. These materials were tested over three years in 19 U.S. cities. In total, 16 focus groups, 64 in depth interviews, and 27 mall intercepts were conducted. The participants were recruited to ensure that men and women were equally represented, as well as African Americans and Caucasian. All participants met the BRFSS case definition for arthritis. They were questioned about their reaction to different print materials, outdoor advertising, and radio spots; the campaign materials and the following guide is a result of their feedback.

The updated campaign promotion materials are designed to:

- Raise awareness of physical activity as a way to manage arthritis pain and increase function
- Increase understanding of how to use physical activity (types and duration) to ease arthritis symptoms and prevent further disability
- Enhance the confidence or belief of persons with arthritis that they can be physically active
- Increase trial of physical activity behaviors

The campaign was pilot tested in four states during the fall of 2009, and was refined based on these experiences. The CDC has developed the information in this package to assist you in disseminating the campaign’s messages, materials, paid advertisements, and public service announcements (PSAs) in your state or local area. This package includes:

- Tools to help you plan your campaign, including an audience profile
- Information about placing Public Service Announcements and buying radio airtime or print space
- Specifications and technical information for localizing and reproducing print materials and radio advertisements
- Compact Disk (CD-ROMs) and Digital Video Disks (DVDs) containing master copies of radio spots, print creative and both guides
- Feedback from State Health Departments based on the pilot test of the revised campaign materials in fall of 2009

I hope these materials will be useful to you in reaching the target audience.

Sincerely,

Teresa J. Brady, Ph.D.  
Senior Behavioral Scientist  
Arthritis Program

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*NOTE: Included after each implementation step in Section One, is an “Additional Information” section that provides supplemental information you may find helpful when implementing the campaign. This information is provided for your use, but is not mandatory reading. An electronic version of this guide is located on the CD-ROM you received titled Creative Disk 1.*

# Section I

## Step-by-Step Implementation Guide

## **Section One: Step-by-Step Implementation Guide**

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### **Campaign Background**

- **Campaign Overview**

- Campaign Materials

### Campaign Implementation

- Step One: Selecting Who to Target, and Where and When to Run the Campaign

- Step Two: Selecting Campaign Materials

- Step Three: Distributing and Effectively Using Materials

- Step Four: Tracking the Reach of Your Campaign Effort

## **“Physical Activity. The Arthritis Pain Reliever.” Campaign Overview**

### **Background:**

The “Physical Activity. The Arthritis Pain Reliever.” campaign has been in the market since 2002 and has been successful in educating people with arthritis on the need to incorporate physical activity into the management of arthritis. In late 2006, CDC conducted an environmental assessment including reviewing other physical activity campaigns in the market and conducting formative research with people with arthritis. The results from the research indicated that the campaign needed to be revised to include more emphasis on the motivational aspects of the message because most people with arthritis are aware that exercise is a recommended treatment strategy.

### **Objective of this Guide:**

This guide was designed to provide the following:

- Background information on target audience and the campaign’s development
- Step-by-step recommendations on implementing the campaign
- Supplemental materials, such as pitch letters, newsletter articles, etc. to assist in campaign implementation

### **Target Audience:**

The target audience for the campaign includes men and women with arthritis, physician-diagnosed or self-diagnosed, who have the following characteristics:

- African American or Caucasian
- Ages 40 - 65 years
- No more education than some college
- Income less than \$75,000 a year
- Arthritis that has begun to or threatens to have a negative impact on valued life roles, such as caring for their family, maintaining their job or conducting activities of daily living
- Believes that physical activity may be helpful in arthritis management

\*The campaign materials were tested with the target audience up to the age of 70.

Although the materials resonate with this population, the target audience is set at 40 - 65 because HHS’ physical activity recommendations call for including exercises that maintain or improve balance in those 65 years and older. To keep the campaign messages streamlined, no messages on balance were included which makes the information incomplete for people ages 65 -70.

### **Target Demographic Areas:**

The campaign and this guide are specifically designed for state health departments and their partners. However, other organizations are also welcome to use the campaign materials.

### **Key Campaign Messages:**

The overarching messages to be communicated are similar to the campaign that launched in 2002; however, a few messages have been added based on recent research conducted with the target audience, as well as HHS's new recommendations on the amount of physical activity needed per week (<http://www.health.gov/paguidelines>):

- Physical activity can help persons with arthritis do something themselves to improve their arthritis symptoms
- Moderate exercise has important and beneficial effects on arthritis pain and associated disability. Studies show that 30 minutes of moderate exercise, at least five days per week can help relieve arthritis pain and stiffness, and help persons with arthritis be more active and feel more energetic and positive. The 30 minutes of exercise per day can be done in three 10-minute increments throughout the day. (To be consistent with the new HHS guidelines of 2.5 hours of moderate physical activity per week for all Americans)
- Walking, swimming and biking are particularly good activities for people with arthritis
- Less pain and stiffness can be felt in as little as 4 to 6 weeks

*NOTE: The target audience made a strong distinction between “exercise” and “physical activity”. Exercise gave the impression of belonging to a gym or organized sports team, whereas physical activity seemed more attainable for their lifestyle. However, our target audience described activity that got their heart rate up as exercise, not physical activity, so both terms are used in the creative. In addition, it is important to make the distinction that physical activity is more than just keeping busy (i.e. walking up the stairs in their house, picking up their grandchildren, etc.), it must include getting your heart rate up.*

### **Campaign Elements:**

“Physical Activity. The Arthritis Pain Reliever.” campaign consists of:

- Radio spots (recorded and live-announcer scripts)
- Brochure and sticker to be placed as a countertop display
- Outdoor advertisements (billboard and bus shelter)
- Print advertisements (ad, flyer, bill stuffer and bookmark)

### **Campaign Duration and Intensity:**

Plan to run the campaign for at least ten weeks. For paid radio or newspaper ads, you can run the ads in “flights” (i.e. run ads for two weeks, rest for two weeks, run ads again for two weeks, etc.; communication channels like billboards should run continuously for the duration of campaign).

Individuals must hear a message several times before they truly “hear” the message, internalize it and are ready to take action, so we know that reinforcing a message over and over again is a critical part in helping people change and maintain a behavior. If funding allows, plan to run your campaign for longer than ten weeks – the more exposure to the message the better!

## **Section One: Step-by-Step Implementation Guide**

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### **Campaign Background**

- Campaign Overview
- **Campaign Materials**

### Campaign Implementation

- Step One: Selecting Who to Target, and Where and When to Run the Campaign
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- Step Four: Tracking the Reach of Your Campaign Efforts



## **“Physical Activity. The Arthritis Pain Reliever.” Campaign Materials**

The campaign materials include radio spots, outdoor advertising, a brochure and brochure holder sticker, and print materials in four different sizes. The specifics are listed below, and samples are included in *Section Two – Sample Campaign Materials*. All radio and print executions can be used as either a public service announcement or a paid placement.

*All of the campaign materials garnered a positive response within all demographic groups; however, please see Implementation Step Two – Selecting Campaign Materials for suggestions on how the materials can be combined to maximize impact with specific audiences.*

### **❖ Radio Spots:**

The following radio creative is provided for your use. Live announcer scripts can be read or recorded by a local radio personality, or pre-recorded spots can be used. The pre-recorded spots are available in four lengths; please use the unique code listed on the CD-ROM cover that identifies each spot when working with a radio station. All spots listed below are located on the audio disks, titled “Audio CD” and “Data CD” that came in your package.

Pre-recorded Spots: There are two different spots (“Anthem” and “Whoopee”); each available in four lengths

- :60-second pre-recorded radio spot
- :60-second pre-recorded radio spot with ability to add local tag
- :30-second pre-recorded radio spot
- :30-second pre-recorded radio spot with ability to add local tag

### Live Announcer Scripts

- :60-second live announcer script (to be read by on-air personality, not pre-recorded)
- :50/:10-second live announcer script (to be read by on-air personality, not pre-recorded)
- :30-second live announcer script (to be read by on-air personality, not pre-recorded)
- :25/:05-second live announcer script (to be read by on-air personality, not pre-recorded)

### **❖ Outdoor Advertising:**

Two forms of outdoor advertising are available.

- 19’ x 48’ (large outdoor billboard), two versions available:
  - “I can’t let arthritis stand in my way.” (Caucasian woman walking outdoors)
  - “Physical Activity. The Arthritis Pain Reliever.” (African American couple walking outdoors)
- 4’ x 6’ (bus shelter), two versions available:

- “Show Arthritis Who’s Boss.” (African American couple walking outdoors)
- “Even with arthritis, I need to stay strong.” (Caucasian family on bikes)

*Note: the outdoor billboards are also provided in electronic format for those who wish to purchase electronic billboard space.*

### **Important Note**

All **radio creative** may be aired beginning September 2009 (when the pilot test started) through September 30, 2012. Campaign radio materials expire September 30, 2012 making it illegal to use the radio spots after this date.

All **print materials** have unlimited usage rights and can be used indefinitely.

### ❖ **Brochure:**

A four-panel brochure is provided for distribution in your market. The brochure is available in color and in black and white via PDF format (ready to use) or InDesign format, which can be localized to include the health department logo or telephone number. A brochure holder sticker is also available.

*Note: There is no specified brochure holder; you select the style that best suits your needs. For example, you can order brochure holders from Brochure Holders Now (BHN), 55 Broadcommon Road, Bristol, RI, 02809, ph: 800-572-2194 or visit [www.brochureholdersnow.com](http://www.brochureholdersnow.com)*

### **Quick Tip**

Ask your printer to bundle your brochures in bundles of 50 to make it easy to determine how many you are leaving at each community location.

### ❖ **Print Ads and Supplement Materials:**

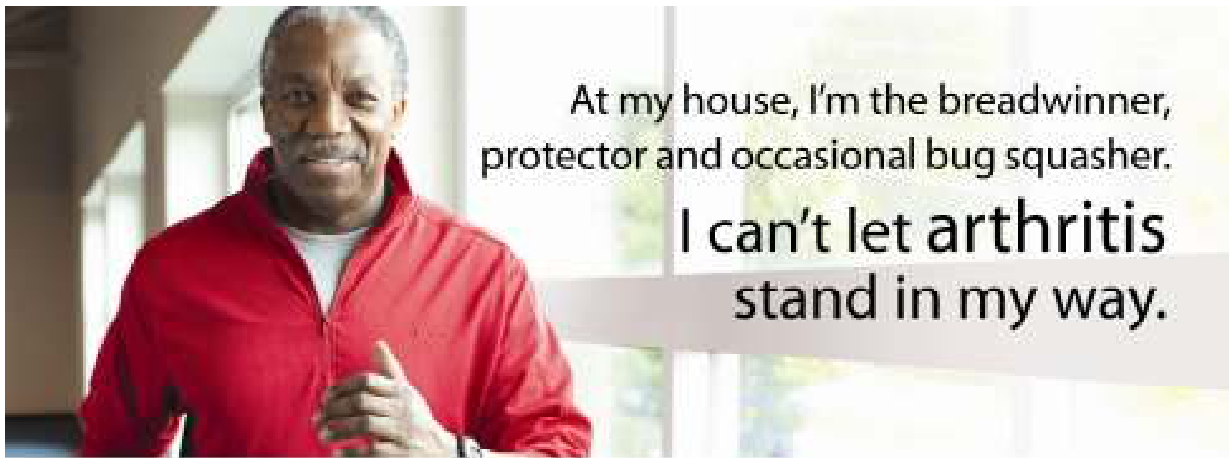
Print ads come in four sizes and were developed using a combination of six different visual images. All print materials are available in color or black and white on your CD-ROM. All materials come in a “locked” PDF format that is ready-to-use (not localizable), and an InDesign format (localizable). The versions formatted in PDF

cannot be modified; they include the CDC-INFO toll-free number and CDC’s Web site as the response mechanism (e.g. where to go for more information). *Note: The outdoor executions are provided in InDesign files only to allow for the best printing quality.*

### **Important Note**

*Health department or arthritis coalition names and/or logos can be added to the materials. The addition of other logos will require approval of the CDC Technology Transfer Office. This approval can take several months to receive. See details in Appendix M.*

The localizable versions are provided in InDesign and can be adapted, by a printer or graphic designer with access to this program, to add the health department or arthritis program/coalition logo, as well as replace the existing phone number or Web site (you could replace the CDC-INFO phone number and Web site with your local information; see sample image below). In addition, InDesign allows each of the materials to be re-sized, providing you limitless options in meeting any media outlet’s specifications. *Note: the InDesign files have been provided in version CS3 (based on feedback received during pilot testing) which is compatible with designers who use either the CS3 or CS4 version of InDesign.*



People are depending on you. Don't let arthritis slow you down. Studies show that regular, moderate physical activity can reduce pain and fatigue and improve your mood.

For more information,  
visit [www.cdc.gov/Arthritis](http://www.cdc.gov/Arthritis) or call  
1-800-CDC-INFO (800-232-4636).



**Your  
Logo  
Here**

❖ **Print Ad Sizes:**

- 7 x 10 (full page print advertising)
- 8.5 x 11 (flyer)
- 5.25 x 3.25 (bill stuffer size)
- 2.25 x 6 (bookmark size)

❖ **Print Ad Headlines and Images:**

There are six different visuals used in various combinations for the four creative executions. See page 8 for suggestions on mixing various executions to build a full suite of campaign materials.

Headline choices include:

- “Every morning my arthritis tells me to stay in bed. Fortunately, I’m in charge.”
- “A lot of people depend on me. Even with arthritis, I need to stay strong.”
- “At my house, I’m the breadwinner, protector and occasional bug squasher. I can’t let arthritis stand in my way.”
- “Every day is another opportunity to show arthritis who’s boss.”

Image choices include:

- African American couple walking outdoors
- African American man on track
- African American and Caucasian women in pool
- Caucasian family on bikes
- Caucasian man on bike
- Caucasian woman walking outdoors

**Quick Tip**

Above, we mention four different ways to use the print creative provided, including print ad, flyer, bill stuffer, and bookmark. Each of these pieces also can be used as an advertisement or a PSA. So, you can also think of it as having four different readily-available sizes to support your campaign goals.

**Determining Your Media Mix:**

To conduct the campaign properly, it is recommended to include a mix of media types to ensure broad reach and repeated exposure to the target audience. More specifically, ideally at least one medium should be utilized from each of the three categories listed below (Environmental, Pickup and Direct to home/hand). Each category should reach at least the specified minimum number of exposures or material disseminates; this

information is listed below in the chart and minimum exposures section at the bottom of this page.

*NOTE: the examples listed under each type of channel on the chart below are just examples; feel free to use your creativity to identify new ways to use the campaign materials.*

	<b>Category 1 (Environmental)</b>	<b>Category 2 (Pickup)</b>	<b>Category 3 (Direct to home/hand)</b>
Description	Community placements where the audience may be exposed to materials with no effort on their part	Placements that require the individual to intentionally take action to obtain the material	Materials that will arrive in the individual's homes or that are placed in their hands with little to no effort on their part
Materials	<ul style="list-style-type: none"> <li>• Outdoor Billboards</li> <li>• Outdoor Bus Shelters</li> <li>• Radio</li> </ul>	<ul style="list-style-type: none"> <li>• Brochures in community locations (these are mandatory)</li> <li>• Flyers (can take home)</li> <li>• Bookmarks at library</li> </ul>	<ul style="list-style-type: none"> <li>• Bill stuffers</li> <li>• Bookmarks put in grocery bags</li> <li>• Church bulletins</li> <li>• Direct mailings</li> <li>• Newspaper ads</li> <li>• Newsletter/newspaper articles</li> </ul>
Minimum Exposures	Strive to reach three times the target population for your area.	Strive to distribute enough materials from categories 2 and 3 to reach 1/3 of the total target population in your target area (with the exception of newspaper/newsletter ads and articles).	Strive to distribute enough materials from categories 2 and 3 to reach 1/3 of the total target population in your target area (with the exception of newspaper/newsletter ads and articles).

Minimum Exposures:

*Category One:* Strive to reach at least 3x the target population for that area. For example, if there are 40,000 members of the target audience in your target area, ideally the chosen channel or combination of channels should be utilized enough times to achieve at least 120,000 exposures (as examples: an exposure or impression would be the estimated listenership at the time a radio ad is run, readership of a section of the newspaper where the ad or article appears, or the estimated number of people who pass by a billboard each day, etc). Newspaper/newsletter ads or articles should be included with Channel A when tallying media exposures.

*Categories Two and Three (minus newspaper/newsletter ads and articles):* Strive to distribute enough materials to reach 1/3 of the total target population in your target area. For example, if there are 40,000 members of the target audience in the target area, ideally

the chosen channel or combination of channels should distribute 13,330 materials (can combine numbers for brochure, bookmark, bill stuffer distribution to total at least 13,330 exposures).

Sample creative materials are provided in both hardcopy (within this guide), as well as on CD-ROM or DVD. When producing these materials, please print material from the DVDs provided in order to get the best quality possible. Please refer to *Section Two – Sample Campaign Materials, Printing and Reproduction Specifications* for more information.

## **Section One: Step-by-Step Implementation Guide**

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### Campaign Background

- Campaign Overview
- Campaign Materials

### **Campaign Implementation**

- **Step One: Selecting Who to Target, and Where and When to Run the Campaign**
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- Step Four: Tracking the Reach of Your Campaign Efforts

## Step-by-Step Campaign Implementation

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Now that you are familiar with the campaign objectives and materials it is time to begin planning your campaign implementation. This section of the guide walks you through the campaign implementation planning process: Steps One – Four. *Section Three - Appendix A* provides a sample implementation planning worksheet that you may find helpful during initial planning discussions.

### Step One: Selecting Who to Target, and Where and When to Run the Campaign

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#### *Questions to Ask Yourself:*

1. **Who:** Do you want to reach the entire target population (African American or Caucasian men and women with arthritis, ages 40-65, and income below \$75,000), or some sub-group (i.e.; primarily African Americans, primarily those 55-64, or some other segment)?
2. **Where:** Where does your target audience live? Where geographically should you target your efforts?
3. **When:** Are there other community events (i.e., Arthritis Walks) that would complement your campaign? Are there certain events that would compete with the campaign?

#### *Things to Consider:*

##### **Target Audience:**

Whether you decide to focus on the entire target audience or a sub-group may depend on how easy the sub-group is to reach (i.e. are there places only women would see the ads), what population is most affected by arthritis in your area and how far your financial resources will go.

To assist you in customizing your media materials by audience, state-specific estimates can be found at [http://www.cdc.gov/arthritis/data\\_statistics/state\\_data.htm](http://www.cdc.gov/arthritis/data_statistics/state_data.htm). Here, you can search for the total number of adults in your state living with arthritis and identify what percentage of these adults are either African American or Caucasian. This information is taken from The Behavioral Risk Factor Surveillance System (BRFSS), a state-based survey of the U.S. population aged 18 years or older. The standard tables received from the CDC Arthritis Program also give you a wealth of data on prevalence and impact of arthritis in your state.



**Target Area:**

You may have the resources to blanket your entire area with brochures, print ads and outdoor advertising. More than likely, financial resources will limit how large an area you can reasonably reach with the other materials placed. Keep in mind, people remember a message better if they hear and see it multiple times, so it is better to saturate a smaller area than try to reach a large area. Make sure you target areas with high numbers of your target population in them. Information on people living with arthritis, by state, is available at:

[www.cdc.gov/arthritis/data\\_statistics/state\\_data.htm](http://www.cdc.gov/arthritis/data_statistics/state_data.htm).

**When to Run Your Campaign:**

Besides National Arthritis Month in May, you also may want to keep in mind the following:

- Seasons: Think about activating the campaign at times when campaign messages will be most relevant – such as spring through fall, when people are most inclined to be active outside
- Timing: Consider other community activities to tag on to (health fairs, local events, etc.) and competing activities to avoid
- Special Months: Consider focusing efforts around months such as National Minority Health Month
- Partner Activities: Try to have your efforts coincide with a partner’s media or event activities

Make sure you allow enough time to plan your campaign and distribute the campaign materials. See *Planning Tool* on the next page for recommendations on timing.

**Lessons From the Field**

Match your campaign target area needs to your “on-the-ground” workforce/support to ensure ability to distribute and replenish materials. The Missouri Arthritis Program discovered that ten rural counties were too much for three people to distribute and replenish in community locations.

### ***Planning Tool:***

Below is a suggested timeline and checklist, which shows each step of the campaign implementation process. Because resources vary, we have included a variety of ideas to consider. Please identify and implement steps that are ideal for your organization.

#### **Month One:**

- ❑ Print “Physical Activity. The Arthritis Pain Reliever.” campaign *How-to Guide*
- ❑ Review contents to become familiar with campaign goals, materials and resources
- ❑ Conduct a brainstorm with your team to determine the best implementation process and consider competing health and retail campaigns that may be occurring during the same time period.
- ❑ Plan how you will monitor your campaign implementation

#### **Month Two - Three:**

- ❑ Develop your contact list (PSA Directors for PSAs; advertising personnel for paid placement; healthcare reporters if you choose to create a larger story with the media)
- ❑ Schedule in-person meetings with key PSA Directors or reporters; identify members of the target population with arthritis to attend meetings with you, a member of one of the organizations you are partnering with or a rheumatologist
- ❑ Customize enclosed template media materials for both in-person meetings and mailings. See *Appendix B*
- ❑ Determine appropriate distribution method for materials (hard copy, CD-ROM, or e-mail)
- ❑ Create custom kits for each contact/media outlet
- ❑ Distribute kits to media targets (consider personally delivering kits), and/or finalize list of outlets to receive paid placements and negotiate your buy

#### **Month Three- Four:**

- ❑ Follow up with media you meet or talk to within 48 hours. If you spoke to someone on the phone or in person, send a follow-up thank you letter. See *Appendix C*
- ❑ Follow up with all other contacts, within two weeks, by placing a phone call to assess interest and determine if additional information is needed (for media and PSA approaches)

## **Section One: Step-by-Step Implementation Guide**

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### Campaign Background

- Campaign Overview
- Campaign Materials

### **Campaign Implementation**

- Step One: Selecting Who to Target, and Where and When to Run the Campaign
- **Step Two: Selecting Campaign Materials**
- Step Three: Distributing and Effectively Using Materials
- Step Four: Tracking the Reach of Your Campaign Efforts

## Step Two: Selecting Campaign Materials

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### *Questions to Ask Yourself:*

1. What do you know about your target audience?
  - a. What radio stations do they listen to? At what time of day?
  - b. What newspapers do they read?
  - c. What community locations (shops, restaurants, bus stops, doctors' offices, community centers) do they frequent?
2. Are there bus routes that are used by the target audience or subgroup of the target audience?
3. Do you want to localize the materials by adding the name of the health department or arthritis program/coalition? *Reminder: No other names or logos other than the arthritis program/coalition logo can be added without written permission from the CDC Technology Transfer Office; however, localizing the phone number or Web site does not require approval.*
4. Do you have the capacity to receive phone calls from individuals who want more information? If so, do you plan to replace the national toll-free number with a local telephone response number?
5. Do you want to print the materials in color or black and white?



### **Quick Tip**

Adding both the state health department and arthritis program logos will make the materials look crowded; therefore, you may want to select just one or the other to customize the materials.



### *Things to Consider:*

*Mandatory Campaign Elements:* To fully implement the campaign you must use, at a minimum:

- Radio spots OR outdoor advertising (billboards or bus shelter placards)  
AND
- Brochures placed in community locations  
AND
- Some additional form of print piece (flyer, newspaper ad, bookmark, billstuffer, etc.)

As a reminder, the chart listed on page 8 is listed again here. The chart outlines the mix of suggested media types. Remember, at least one material should be utilized from each of the three categories listed below (Environmental, Pickup and Direct to home/hand) and each category should reach at least the specified minimum number of exposures or material disseminates; also listed below.

	<b>Category 1 (Environmental)</b>	<b>Category 2 (Pickup)</b>	<b>Category 3 (Direct to home/hand)</b>
Description	Community placements where the audience may be exposed to materials with no effort on their part	Placements that require the individual to intentionally take action to obtain the material	Materials that will arrive in the individual's homes or that are placed in their hands with little to no effort on their part
Materials	<ul style="list-style-type: none"> <li>• Outdoor Billboards</li> <li>• Outdoor Bus Shelters</li> <li>• Radio</li> </ul>	<ul style="list-style-type: none"> <li>• Brochures in community locations (these are mandatory)</li> <li>• Flyers (can take home)</li> <li>• Bookmarks at library</li> </ul>	<ul style="list-style-type: none"> <li>• Bill stuffers</li> <li>• Bookmarks put in grocery bags</li> <li>• Church bulletins</li> <li>• Direct mailings</li> <li>• Newspaper ads</li> <li>• Newsletter/newspaper articles</li> </ul>
Minimum Exposures	Strive to reach three times the target population for your area.	Strive to distribute enough materials from categories 2 and 3 to reach 1/3 of the total target population in your target area (with the exception of newspaper/newsletter ads and articles).	Strive to distribute enough materials from categories 2 and 3 to reach 1/3 of the total target population in your target area (with the exception of newspaper/newsletter ads and articles).

*Color versus black and white:* Audience research demonstrated that the vibrant colors used in the materials was one of the elements that attracted attention. It is definitely worth investing in color materials if at all possible.

*Physical Space:* Some community sites have very limited space. Consider the physical size of the campaign materials and have a discussion with the organization regarding its space constraints and the materials that will best meet its needs. As a rule of thumb, the brochures contain more information and consume less space than the flyers, making them an ideal solution for partners with limited space.

*Materials selection:* Audience testing revealed that the target audience was most attracted to these materials because the people in the images were doing activities that they also do

or could do, the creative had “arthritis” in the title, and were colorful. You do not need to be concerned if the graphics do not look just like the population you are targeting.

In fact, most target audience members did perceive the individuals depicted in the campaign graphics to be like themselves or people they knew. Again, the specific appearance of the people depicted DID NOT influence whether or not an individual was attracted to the campaign material.

### **Quick Tip**

Don't worry if all headlines and images don't match. Your campaign will likely be stronger by using different headlines and visuals, as different messages and images resonate with different people, so a mix is good.

For those executions that only offer two versions and therefore less variety of gender and race (i.e., billboard, bus shelter), testing revealed that there was no significant difference in target audience feedback in terms of gender, ensuring universal appeal. The materials selection worksheet on the next page will help you think through your decisions regarding materials selection.

*Message Relevancy by Audience:* Research determined that while any of these materials could be successfully used regardless of the demographic of your specific market, certain messages resonated particularly well with different demographic groups. Please see the *Additional Information* section on page 21 for a brief set of guidelines to maximize impact. As always, you will know your market best, and should use the creative based on your individual market's needs.

### **Lessons From the Field**

The Missouri Arthritis Program learned that small local banks were happy to include the bill stuffer in their bank statements. Larger corporate banks were unable to do this because statements were mailed from their corporate headquarters.

## ***Planning Tool:***

**1. Check the elements you plan to use from the following categories or channels. It is REQUIRED that you choose at least one element from each category, however, if you have the resources, it is better to choose more than the requirement:**

### **Category One** (check at least one)

*(Community placements where the audience may be exposed to materials with no effort on their part)*

- Outdoor Billboards
- Outdoor Bus Shelters
- Radio

### **Category Two** (check at least one)

*(Placements that require the individual to intentionally take action to obtain the material)*

- Brochures in community locations (mandatory)
- Flyers
- Bookmarks at a library or other locations

### **Category Three** (check at least one)

*(Materials that will arrive in individual's homes or that are placed in their hands with little to no effort on their part)*

- Bill stuffers
- Bookmarks put in grocery bags
- Church bulletins
- Direct mailings
- Newspaper ads
- Newsletter/newspaper articles

*\*Don't forget about the opportunity to use these images for mugs, grocery bags, etc.*

**2. For the supplemental print materials, which headline or headlines are most likely to resonate with your target audience? (NOTE: Each headline is available in four print sizes)**

- "Even with arthritis, I need to stay strong."
- "Every day is another opportunity to show arthritis who's boss."
- "Every morning my arthritis tells me to stay in bed, fortunately, I'm in charge."
- "I can't let arthritis stand in my way."

**{This chart continues on the next page}**

**3. Do you plan to localize the materials? (i.e., add health department or arthritis program/coalition name and/or logo, or replace national number or Web site with local response number or Web site)**

YES (use print files in InDesign; use localizable radio spots)

NO (use PDF print files and 60-second and/or 30-second radio spots)

**4. Do you plan to print in color or black and white?**

Color

Black and White

**As you complete this worksheet, please keep in mind the following:**

- You must use the mandatory campaign elements
- You can use as many additional elements as you like
- Remember, the more frequently the message is heard or viewed, the more likely it is to be remembered



## ***Additional Information: Reaching the Target Audience***

### **Media Usage by Americans in the Target Audience's Demographic Group:**

The following is a brief guide to media usage by Americans found in the same age range, income level, and education as the target audience. This data was tabulated by using Simmons data: a scientific process that randomly selects families throughout the country to represent people in their communities and works to collect information such as what they read and watch, the sports they play and products they buy. This information is supplied for your reference, but should not be used as an absolute guide when deciding how to reach your target population.

*Differences have been broken down by demographic groups, though it is important to emphasize that individuals vary widely and these are very general guidelines.*

- Though 71% of this group consults their primary care physician for questions about their health, they are also seeking facts on their own. Thirty nine percent reports looking up health information on their own before talking to their doctor. Women were more likely than men to research health conditions on their own.
- This demographic group is less savvy than the younger generations in terms of internet use. However, 38% of the target reported using the internet in the past week and 24% report looking on the internet for health information.
- Fifty percent of this population reported noticing ads on billboards. The African American population was 30% more likely to notice billboards, and women were 10% more likely than the average population.
- Sixty seven percent of the population reported listening to the radio in the car, and 42% listen to the radio every day.
- Though the overall percentage that pays attention to bus shelters is low (11%), African Americans are twice as likely as Caucasians to notice bus shelter advertisements.
- Magazines are another popular source of information with the target population, with 39% listing magazines as a resource for health information. Of those who read magazines, 30% report reading the “small print” at the bottom of ads. Popular magazines for this group include *AARP Magazine, People, Better Homes and Gardens* and *Reader's Digest*.

Of course, contact your local media channels to find out more about your local population's media habits. You can request an advertisement/media kit with listener/readership demographic data, which can help to make informed decisions about your local target audience.

## ***Additional Information: Message Relevancy by Audience***

As stated above, while research determined that any of these materials could be successfully used regardless of the demographic of your specific market, certain messages resonated particularly well with different demographic groups. Below are suggestions on various combinations that can be used to execute your campaign.

### African American Population:

The African American group often expressed that they could relate to other African Americans in the ads, and also liked the idea of doing daily physical activity with their spouse. In addition, the term “breadwinner” tested well in this group, and many reported feeling that they were the breadwinner in their own family unit.

Both African American men and women particularly liked the print ad “Can’t Let Arthritis Stand in my Way.” and African American women also liked “I Need to Stay Strong.”

### *Potential Ad Selection\**

- Billboard: “Physical Activity. The Arthritis Pain Reliever.”
- Bus Shelter: “Show Arthritis Who’s Boss.”
- Print Concepts: “I Can’t Let Arthritis Stand in My Way.” and “I Need to Stay Strong.”
- Bill Stuffers: “Show Arthritis Who’s Boss.” and “I Can’t Let Arthritis Stand in My Way.”
- Bookmarks: “Show Arthritis Who’s Boss.” and “Fortunately I’m in Charge.”
- Brochure: Only one option
- Radio Ad: “Whoopee”

### Caucasian Population:

Caucasians appeared to have interest in activities in addition to walking, and depictions of swimming and biking generally received positive responses.

### *Potential Ad Selection\**

- Billboard: “Physical Activity. The Arthritis Pain Reliever.”
- Bus Shelter: “Even with Arthritis, I Need to Stay Strong.”
- Print Concepts: “Show Arthritis Who’s Boss.” and “I Need to Stay Strong.”
- Bill Stuffers: “I Need to Stay Strong.” and “Show Arthritis Who’s Boss.”
- Bookmarks: “I Can’t Let Arthritis Stand in My Way.” and “I Need to Stay Strong.”
- Brochure: Only one option
- Radio Ad: “Anthem”

### Female Population:

Women tended to be moved by ads that featured children or had a connotation of family responsibility. They responded well to messages about strength and liked the idea of having control over their disease. They liked the idea of relieving pain, and also spoke of

wanting to exercise as a part of their lives regardless of arthritis. They needed to believe that physical activity would be fun and could fit into their busy lives.

*Potential Ad Selection\**

- Billboard: “I Can’t Let Arthritis Stand in My Way.”
- Bus Shelter: “Even With Arthritis, I Need to Stay Strong.”
- Print Concepts: “Show Arthritis Who’s Boss.” and “I Need to Stay Strong.”
- Bill Stuffers: “Show Arthritis Who’s Boss.” and “I Need to Stay Strong.”
- Bookmarks: “I Need to Stay Strong.” and “Show Arthritis Who’s Boss.”
- Brochure: Only one option
- Radio Ad: “Anthem”

Male Population:

Men were especially influenced by portrayal of outdoor activities. Many male respondents reported that their wives were the primary impetus for exercise, and tended to like pictures of couples exercising together. Like their female counterparts, the men were also heavily influenced by images of family and appeals to their sense of responsibility to others.

*Potential Ad Selection\**

- Billboard: “Physical Activity. The Arthritis Pain Reliever.”
- Bus Shelter: “Show Arthritis Who’s Boss.”
- Print Concepts: “I Can’t Let Arthritis Stand in My Way.” and “I Need to Stay Strong.”
- Bill Stuffers: “Show Arthritis Who’s Boss.” and “I Can’t Let Arthritis Stand in My Way.”
- Bookmarks: “I Can’t Let Arthritis Stand in My Way.” and “I Need to Stay Strong.”
- Brochure: Only one option
- Radio Ad: “Whoopee”

***\*These are only suggestions – you know your market best and should determine the best combination based on your experience.***

## **Section One: Step-by-Step Implementation Guide**

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### Campaign Background

- Campaign Overview
- Campaign Materials

### **Campaign Implementation**

- Step One: Selecting Who to Target, and Where and When to Run the Campaign
- Step Two: Selecting Campaign Materials
- **Step Three: Distributing and Effectively Using Materials**
- Step Four: Tracking the Reach of Your Campaign Efforts

## **Step Three: Distributing and Effectively Using Materials**

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### ***Questions to Ask Yourself:***

1. What mix of paid advertising, public service announcements, and distribution of brochures, flyers, and other supplemental materials will maximize your budget?
2. What creative ideas do you have for using the supplemental print materials?
3. Do you have, or do you need to develop, relationships with public service directors at radio stations and newspapers?
4. Who can distribute the brochures, flyers and other items to be placed at community locations?

### ***Things to Consider:***

The “Physical Activity. The Arthritis Pain Reliever.” campaign provides both public service announcements (PSAs) and advertising options to expand your campaign options. PSAs are used when a media outlet uses your material free-of-charge, i.e. you do not pay for the placement. Advertising is when you use this same material, but pay the media outlet for the placement. There are advantages and challenges to both options. Be aware that you diminish your chances of receiving free PSA placement if you have previously purchased advertising space. It is sometimes possible to bargain for a match—you purchase some ads and the radio station or newspaper donates additional space. See the next few pages for tips on placing PSAs and paid advertising.

### **Lessons from the Field**

The Utah Arthritis Program learned that face-to-face contact with the person being asked to display campaign materials (i.e. pharmacist, local health department director, etc.) was more successful than mailing them to the location. The Missouri Arthritis Program observed that fewer brochures got picked up if they were placed in a display rack with other brochures on other topics, (i.e., brochures received more pick up when they stood alone).

The Wisconsin State Health Department suggested leveraging campaign materials in high-traffic waiting areas. This group used the campaign posters in rooms where patients were waiting to receive H1N1 vaccination and significantly increased campaign visibility as a result.

### ***Planning Tool:***

Please use the checklist below when planning for effective PSA placement:

If you are planning on using PSAs (earned media), follow these steps:

- ❑ Create a list of local radio stations, newspapers, and magazines that target your audience
- ❑ Obtain contact information for public service directors
- ❑ Identify non-media outlets, such as community partners
- ❑ Assemble your PSA package: choose either localizable or national materials, and specialize package based on type of medium and recipients' preference
- ❑ Distribute PSAs well in advance of expected air time (plan on several weeks notice)
- ❑ Follow up to receive tracking and placement information

If you are planning on using paid advertising, follow these steps:

- ❑ Determine if you will use a media buyer or if you will be negotiating and placing the buy yourself
- ❑ Create a list of local radio stations, newspapers, and magazines that target your audience
- ❑ Contact the station's advertising sales department, discuss your needs and request an advertising/media kit
- ❑ Determine the best way to maximize your ad buy and message; ask for added value
- ❑ Place buy with station/outlet
- ❑ Follow up to receive tracking and placement information

## ***Additional Information: Effective PSA Placement***

The PSA announcements the CDC has created, as part of its “Physical Activity. The Arthritis Pain Reliever.” campaign, represent a powerful and economical way to promote physical activity as part of arthritis management. To ensure the PSAs are effective in reaching audiences, the PSAs need to make it into the hands of the right people. This is where you can play a critical role – by meeting with or talking to your local public service directors to explain the impact of arthritis on their local audience and the importance of disseminating information on exercise to help reduce pain and related disability among the target audience.

The following section outlines actions to help ensure your success when you are not purchasing advertising space.

### ***Creating Your PSA Distribution List:***

- **Make a list of radio stations and local newspapers and magazines.** Keep in mind your primary audience is made up of African American and Caucasian men and women with arthritis between the ages of 40-65 or some sub-segment of this group. You want to be sure your list includes stations and publications that cater to this audience
- **Obtain contact information for public service directors.** Most radio stations, as well as print publications and Web sites, have a public service director who schedules PSAs
- **Identify non-media outlets.** Consider opportunities beyond media to place your PSA, such as billboards or bus shelter placards

### **Lessons from the Field**

Check what other campaigns might be running at the same time. The Wisconsin Arthritis Program had to compete for PSA space and attention with an HIV campaign running at the same time. The California Arthritis Program ran into well-established branded events such as National Breast Cancer Awareness Month and World Diabetes Day. If you are not competing with another event or campaign, your PSAs are likely to remain up longer.

### ***Placing Radio PSAs:***

**Format** – Your PSA package includes pre-recorded PSAs and live announcer scripts. Many stations prefer the latter, so their own on-air personalities can read the script themselves, which provides a local feel to the piece. You can photocopy the scripts from

this guide or use the electronic versions on the disk provided and send them to radio stations together with a pitch letter. See *Appendix B* for sample pitch letter.

Other stations may prefer to use pre-recorded versions. To reproduce the radio PSAs, take the CD-ROM labeled “Data CD” with MP3 files (included in this packet) to your local CD-ROM duplication company. If you would like to localize your radio PSA with information, such as a local 800 number or program, contact a local recording studio or production house to record the remaining 5-10 seconds. Some radio stations will create the local tag for free, especially if they have agreed to run one or more of the PSAs. Just ask.

Depending on your resources, consider sending both the announcer script and hard copy CD-ROM to the public service director. Or you can contact stations in advance and ask which format they prefer. The radio piece will be available via MP3 format at <http://www.cdc.gov/arthritis/> in the future.

**Timing** – Consider timing when distributing your PSAs. Radio stations usually require several weeks notice to work a PSA into rotation. Encourage public service directors to play your PSAs when you can reach the largest audience – such as morning drive time.

### **Lessons from the Field**

When implementing the original Pain Reliever campaign, many states used various partners and their staff to place PSAs, including Arthritis Foundation volunteers, students from a local nursing class, statewide radio networks, and local public health offices. Make sure to explore all your options when planning your outreach.

#### ***Placing Print PSAs:***

Your package includes four print PSAs. Print PSAs tend to be more difficult to place than radio PSAs due to space limitations and competition from paying advertisers. As with radio, your success will depend largely on your “pitch” to the outlet (position the importance of arthritis and physical activity to the outlet’s readers/listeners). Print outlets will be especially interested in local statistics, so be prepared to explain how many readers in your city and state are impacted by arthritis.

**Format** – We have designed the full-page PSA to meet most print publication requirements. The less work the print publication has to do to use your PSA, the more likely they are to use it. The other print pieces (i.e., bill stuffer, bookmark, etc.) can also be used as PSAs if different sizes are required.



**Usage** – See *Section Two – Sample Campaign Materials* for instructions on how to localize your creative materials.


**Timing** – As with radio PSAs, print publications typically require two to four weeks notice to put PSAs into rotation, so plan accordingly. Again, look for times of the year when your messages are most suitable to readers. Conduct background research to identify any annual issues or promotions that may be appropriate.



### **Lessons from the Field**

California used a pro bono media buyer to negotiate a “buy-one, get-one free” ad placement contract. Make sure to ask about special rate promotions as well as extended run times.

Utah’s Arthritis Program discovered that using a media buyer familiar with local media redirected the places they bought ads to channels more likely used by their target audience.



## ***Additional Information: Effective Paid Advertising Placement***

The print and radio creative also can be used for paid advertising. (Remember: advertising is when you pay for placement and is therefore not considered a PSA; although the creative material is the same.)

The advantage to paying for your ads to be placed is *guaranteed* dissemination of your message – you know your ads will air on the radio station or appear in your local print publication. Also, you have control over when the creative is placed/aired. You pay for a specific time slot, a specific day/issue, and you determine how often it will run or the specific location within the publication. All this is based on the advertising contract you negotiate with the media outlet. Following are a few things to consider when purchasing advertising:

### ***Purchasing Air Time/Radio:***

***Make sure your ad reaches WHO you want WHEN you want.*** As discussed previously in this section, you will want to consider print publications and radio stations that cater to your target audience. With radio, consider buying spots during peak times, if your budget allows. Be sure to ask the station’s advertising sales representative for a listener report. This data can tell you how many people listen during which windows of time, the average age, gender, and race of those listeners.

### ***Purchasing Space/Print:***

When talking with your advertising sales representative, be sure to ask for a media kit, outlining audience demographics for your consideration. You want to know the following:

- Who reads this publication (age, gender, race)?
- Which day the paper is most highly read (it is often Sunday)?
- Which sections are highly read? Do they provide links to articles on the outlet’s Web site? Can the campaign Web site be included?

***Note:*** Using a media buyer can be helpful in getting your message out—especially in areas with multiple media outlets—and negotiating a better advertising rate. A media buyer with specific knowledge of the local market may be able to assist you in making choices about paid advertising.

## **Lessons From The Field**

Evaluation of the pilot test materials showed that 47% of the target audience listens to the radio, either in the morning or most of the time, 30% of the target audience listens in the morning, and 12% listens in the afternoon. Keep this in mind when negotiating your radio buy.

### ***Making the Most of your Advertising Budget***

As discussed above, advertising costs vary depending upon time of day the ad is aired or location within a publication (upper right corner of the front section of the paper vs. bottom left corner of the local section). To ensure you get the most leverage for your ad buy, consider the following tips:

- ***Repeat your message again and again...and again.*** Research shows that the more a message is heard or viewed, the greater likelihood there is that it will prompt a person to action.
- ***Maximize your ad buy.*** Radio and print outlets offer packaged advertising buys, where you purchase a number of commercial spots for use at different times throughout the entire buy period. The per-ad charge is typically lower than if you were to purchase the ad space one spot at a time. Or if you prefer not to have your ads run on a continuous basis, but do plan to run your ad more than once (e.g., one time per week for six to eight weeks), negotiate with your sales representative to buy the spots up front. This again will likely reduce your per-ad cost.
- ***Maximize your message.*** In addition to purchasing the “best” placement spot (time, placement on page), and considering how you can bundle your buy to maximize your budget, it is also important to consider how your buy can maximize your message. If you spread your message out too much, especially when purchasing radio time, you are less likely to break through the clutter and motivate people to action. For example, it is better to run your ad four times a day for two weeks than one time a day for 56 weeks. The goal is to achieve as much “saturation” as possible.

#### **Quick Tip**

When negotiating your buy or placements with a media outlet, consider what types of existing activities they may already be doing, such as health screenings. Ask if your partner would be willing to distribute your brochures or flyers at their event.

- ***Ask for added value.*** Depending on your media market, once you purchase space, the radio stations and/or publications you are working with may be willing to throw in complimentary or discounted ad space. Be proactive in this regard and have an “ask” in mind when you go in to negotiate. For instance, ask them to match every two paid spots you purchase with one free airing. Or ask them for a weather or traffic sponsorship, which ends with a “brought to you by” tag that includes the 800 number

or Web site. Be aware that you diminish your chances of receiving free PSA placement if you previously purchased advertising space.

- ***Be flexible.*** If your campaign allows some flexibility, tell radio stations and publications that you are willing to have your spots run in place of ads cancelled at the last minute. This option may mean you do not get your targeted airtime, or position in the daily paper, but it is guaranteed placement nonetheless and is worth considering.

### **Lessons from the Field**

California Arthritis Program purchased space to run ads on the back of buses. They were able to negotiate an extra 1 ½ weeks of run time with their purchased four weeks of exposure.

- ***Don't forget about the brochure.*** Remember that the brochure is also a vital part of the campaign. When developing your budget, look for places to distribute your brochure where the target populations already frequent (see the section on *Identifying Community Opportunities and Partnerships* for ideas.) Brochures are designed to be placed in community locations where they are likely to be encountered by the target audience. Our research indicated that while the target audience may not go looking for arthritis information, they are eager to receive it when they encounter it.

### **Quick Tip**

Electronic billboards are a cost effective way to disseminate your message. Discuss this option while negotiating your media buy. Electronic billboard files - in the form of a jpeg - have been provided on the CD-ROM.

## ***Additional Information: Media Relations Outreach***

### **The Role of Communication and Media Relations Tools**

In today's competitive public service announcement (PSA) world, it isn't enough to just send a PSA to a media outlet or partner organization and hope for the best. You must consider the entire news angle, convince them of why the issue is important, develop a communication package and strategy, and be prepared to follow up.

To garner media attention about the campaign and the issue overall, consider the following ideas to help strengthen your approach:

- Find a local rheumatologist or family physician (ideally who has a large volume of patients with arthritis) to act as a spokesperson for the campaign
- Ask a person with arthritis to hand-deliver the materials to the station with you or for you. This creates a very personal element and allows a member of the target audience to reiterate the importance of the campaign
- Refer to Section Three to create a full media kit and consider including information such as the most recent data on arthritis (Note: each May the CDC Arthritis Program releases new data on some aspect of arthritis, usually in an MMWR; the CDC Arthritis Program Web site [www.CDC.gov/arthritis](http://www.CDC.gov/arthritis) will be a good source for recent data releases.)
- Pitch stories to local radio stations, television stations and newspapers to interview key arthritis experts or run feature stories about the benefits of exercise in managing arthritis
- If you do receive confirmation that a story will run, ask if you can get space/air time to run the campaign creative within or next to the story, or air the radio spot immediately after the story runs

### **Quick Tip**

Once a media outlet shows interest in how arthritis affects the target population, now is the time to also ask if they are willing to place/air the creative for several weeks.

### **Communication and Media Materials to Support Your Goals**

Within Section Three, you will find several materials to support your communication and, potentially, your media relations goals. Please refer to *Section Three – Additional Resources* for the following materials:

- Pitch Letter, Appendix B
- Response Letter – for public inquiries, Appendix H
- Newsletter Article, Appendix E
- Thank You Letter – post in-person meeting/call, Appendix C

- Thank You Letter – post running the PSA, Appendix D
- Web site copy, Appendix F

## ***Additional Information: Identifying Community Partnerships & Opportunities***

Often, health campaigns like “Physical Activity. The Arthritis Pain Reliever.” are conducted with the support of organizations that already have relationships with your target audience. It has been shown that grassroots activities, efforts spearheaded by local community organizations, can greatly influence the success of health promotion campaigns. In addition to traditional methods of earned and paid media, reaching out to local organizations in your area can be equally valuable. Consider engaging key community leaders to form a taskforce that will help broaden the reach of the campaign by engaging the target audience through new avenues.

This section provides you with information on beginning partnerships, identifying community outlets, and working with potential health partners. We hope the following information will aid you in identifying and creating a number of effective partnerships that help spread the word about the benefits of physical activity to people living with arthritis.

Any organization that has contact with your target population may be a good partner. For example, national and local organizations that support both the health care community and consumers are potential partners. The organizations can help you carry out the goals of this campaign. See *Appendix I* for a list of potential partner organizations.

### **Lessons from the Field**

The Wisconsin Arthritis Program formed a task force of leaders in the African-American community and individuals affiliated with prominent African-American organizations to help plan the campaign implementation. These community members also brought materials to their organizations for display.

The Utah Arthritis Program had a very positive response when visiting the county health promotion director and senior center director in the town they ran their campaign. Both found the campaign implementation helpful in initiating new partnerships.

### **Beginning Your Partnership:**

Here are some action steps you can take to begin developing partnerships with organization like those listed in Appendix I.

- Identify an organization of interest and visit its Web site. Research the organization to find out whether it has an affiliate or chapter in your area. Try doing a Google search using key words such as “arthritis” and the name of your city.

- Get local area contact information, which should include telephone number, fax number, e-mail address, and key staff or board members (you may know some of the key members).
- Contact the organization and identify the appropriate contact person, ideally someone in their marketing, partnership or education department.
- Introduce yourself, the “Physical Activity. The Arthritis Pain Reliever.” campaign, and your agency or department. Let the organization know that you can e-mail or fax (whichever is preferred) more detailed information on the campaign and the role the organization can play. In addition, encourage them to visit your Web site to learn more about your organization and CDC’s Web site to learn more about the campaign. Be sure to leave your contact information in case they have any questions in the meantime.
- Follow up by phone and e-mail to confirm your contact received the information and to set up a call to further discuss the organization’s participation. If you are able, set up an in-person meeting to discuss participation specifics.

### **Lessons From The Field**

Placing materials in a wide variety of community locations will increase likelihood that they are seen; in the pilot test evaluation 94% of respondent reported going to a grocery store, doctor’s office, pharmacy, or senior center in the past month.

#### **Placing Campaign Materials:**

The ideas recommended below will serve as a guide in reaching out to the local community in places such as libraries, churches, pharmacies and active adult centers. You can rely on the relationships you have already established with many local organizations, as well as forge new relationships with local groups you may not have considered partnering with in the past. Here are some examples of how you can work within your area to help support the campaign and help promote physical activity as a method of arthritis self-management in communities with African-American and Caucasian populations who are 40 - 65 years old, and/or have less than high school/moderate education and income levels.

#### **Pharmacies**

Pharmacies are natural partners in reaching people with arthritis. Many people visit pharmacies on a regular basis, regardless of whether they use prescription medication. They look to pharmacists as trusted sources of health information, and there are often lines and waiting time at pharmacy counters, which gives customers the opportunity to read through informative brochures. Speak with the storeowner, manager, or pharmacist about displaying campaign materials. Make sure flyers, bookmarks, and brochures are



available to customers at the pharmacy counter or in another convenient spot. For example, pharmacists could place a bookmark or bill stuffer in the bag with each prescription. *NOTE: chain pharmacies may require approval from their regional office, so allow plenty of lead time.*

### **Quick Tip**

Some chain pharmacies are discouraged from using materials without getting approval from their corporate offices (although some individual pharmacies will still display the materials). Small independent pharmacies are often easier to work with.

### **Libraries**

Contact your local librarian or person in charge of community outreach and ask if you can provide the library with campaign materials. Local libraries are a leading source of free educational information. For instance, many libraries offer senior citizens complimentary tax assistance. There also are community rooms where a variety of information, including public health messages, can be displayed. These community rooms are a key spot to place brochures, bookmarks, and flyers.

### **Churches**

Communicating through churches is useful, given the strong faith-based ties within African-American and older communities. Consider working with church administrators to incorporate the brochures, PSAs, and overall campaign messages into any communications channels they have. Options to consider include:

- Mention the campaign in church bulletins, newsletters or on Web sites
- Post print PSAs on bulletin boards, as bulletin inserts or in pews
- Offer exercise sessions in the church hall, hosted by a member of your team, a parishioner with appropriate credentials, or another credentialed professional

### **Active Adult Centers**

Active adult centers cater to the 50+ crowd and are ideal for reaching our target age group. These centers increasingly focus on physical activity; therefore, they should be instrumental in partnering with a campaign aimed at improving quality of life through promoting exercise.

Ask directors of local centers to display and provide arthritis campaign materials, such as flyers, bookmarks, and brochures in their facilities.

### **Hospitals, Urgent Care Facilities and Physician's Offices**

Ask local hospitals, urgent care facilities, or physician offices to display campaign materials in waiting rooms. The offices of general practitioners, orthopedic specialists, and rheumatologists may be good places to start. Many university hospitals have arthritis

centers. Talk to the education director and ask him/her to incorporate campaign messages and materials in a presentation or seminar on arthritis. Occupational and physical therapists are also valuable resources.

#### Other Community Outlets

Other community outlets to consider where you may successfully reach your target audience include:

- Bingo halls/bridge club meetings
- Grocery stores and general stores, i.e. Dollar General, Wal-Mart
- Health food stores and vitamin shops
- Local recreation centers such as YMCAs and YWCAs
- Local “walks” or community celebration days
- Movie theaters
- Walking groups
- Religious book stores
- Restaurants, including fast food chains
- Senior living communities
- Shopping malls
- Special events and health fairs
- Theme parks
- Transit stations

#### **Lessons from the Field**

All pilot test states found their local partners’ expertise and knowledge about the community and target audience to be essential for effective implementation.

Before speaking to these organizations, think through what the benefit is for them to participate in this campaign. The benefits need to support both organizations’ goals. Remember that no organization has lots of free time or money, so be ready to sell how your campaign can help them achieve their goals. Also, plan to give partner organizations sufficient time to prepare and coordinate resources. Allowing partner organizations adequate time is essential in order to have all existing resources available to you.

#### **Working with Community Health Care Providers: Conducting a Health Briefing**

Health care providers have the most direct contact with people living with arthritis and can be among the most effective influencers. Informing providers and others in the health care arena about the “Physical Activity. The Arthritis Pain Reliever.” campaign serves as

a reminder for providers to engage in dialogue with their patients about the importance of exercise in managing arthritis.

### **Conducting a Health Briefing:**

The “Physical Activity. The Arthritis Pain Reliever.” campaign is an opportunity to bring members of the health care community together to seek opportunities for collaboration. Many providers may be aware of the high prevalence, but some may not, or may not realize the scope locally. Talk with health care providers about offering campaign materials to help raise awareness about the benefits of exercise to improve quality of life. These professionals may also have suggestions on how you can further spread the campaign’s messages within the community.

Following are a few suggestions to help get your health briefing underway.

- Determine which providers will be interested. Arthritis manifests itself in a variety of ways and as a result is relevant to a variety of providers, including gerontologists, primary care physicians, nurses, exercise physiologists, pain management specialists, and internists. You likely have relationships with health care providers in many of these areas, so start with those people you know. You may want to brief groups separately to address questions specific to each specialty, versus one comprehensive briefing
- Contact local chapters of professional societies. Groups such as the American Academy of Family Physicians, the American Society for Pain Management, AARP, and others are a good place to start. Check their Web sites for local chapter/affiliate contact information and inquire about being placed on the agenda of an upcoming monthly or quarterly membership meeting. Incorporating your briefing into an existing meeting will significantly minimize legwork and costs for you. You also may want to see about purchasing the chapter mailing lists to issue invitations
- Provide compelling information. As with your media outreach, having local data plus a physician and/or patient on hand will be valuable when addressing health care groups. Also think of specific “asks” where groups can help you spread the campaign’s message. As budget allows, you may want to provide a take-away packet that includes background on the campaign, high resolution, camera-ready copies of the print ad, and CD-ROM copies of the radio spots. The easier you can make it for provider groups to share your information, the more likely they are to help out

## **Section One: Step-by-Step Implementation Guide**

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### Campaign Background

- Campaign Overview
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### **Campaign Implementation**

- Step One: Selecting Who to Target, and Where and When to Run the Campaign
- Step Two: Selecting Campaign Materials
- Step Three: Distributing and Effectively Using Materials
- **Step Four: Tracking the Reach of Your Campaign Efforts**

## **Step Four: Tracking the Reach of Your Campaign Efforts**

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### ***Questions to Ask Yourself:***

1. Did I inform my media contacts that I would need to receive tracking results? If not, how many contacts do I need to reach out to and request tracking results?
2. What local partners did I work with to execute this campaign? Do they know what tracking is needed?

### ***Things to Remember:***

1. It is important to obtain listener reports from radio stations when your PSA or paid ad ran, and readership reports for any newspapers or newsletters that ran your print PSAs or ads.
2. It is useful to keep track of the number of flyers and posters distributed, and the number of brochures both distributed to community locations, and picked up by individuals at those locations.
3. Although the “call-to-action” for these materials is to exercise, not to call for more information, it will be useful to track how many calls were received on the 800 number or how many hits were received on the Web site allowing you to track local response (assuming materials are localized).

### **Lessons From The Field**

In the pilot test evaluation, the most common places people recalled seeing messages were:

- Doctor’s office, hospital, clinic (45%)
  - Brochures (22%)

**Tracking Tool: Evaluation of Campaign Reach**

Use this form to track each media channel you used and impressions by major vendor for that channel (i.e., 1,250 bookmarks distributed at libraries, 400 bookmarks distributed at churches.) A copy of this form and samples from the Wisconsin pilot test are also included in Section Three – Appendix K.

<b>Basic Campaign Information</b>	
Campaign Dates:	
Campaign Target Area:	
Estimate of target population living in target area:	
Recommended Minimum Category 1 Exposures (3X’s population):	
Recommended Minimum Categories 2 and 3 Exposures (1/3 population):	
<b>Category 1: Environmental Exposures</b>	<b>Total Impressions</b>
Radio Spots	
Radio Interviews	
Billboards	
Bus Shelter Placards	
Posters	
Magazine ads	
Newspaper/newsletter ads	
Newspaper/Newsletter/Magazine articles	
Other (list)	
<b>Total Impressions for Category 1</b>	
<b>Category 2: Pickup &amp; Category 3: Direct to Home/Hand</b>	<b>Total Impressions</b>
Brochures	
Billstuffers	
Bookmarks	
Flyers	
Other (list)	
<b>Total Impressions for Categories 2 &amp; 3</b>	

***Tracking Tool: Materials Tracking***

*Use this form to track the usage of campaign materials. One form should be used for each execution. For example, if you placed a print PSA in a local magazine and paid for an ad in the local newspaper, one form should be completed for each. A copy of this form is also included in Section Three – Appendix J.*

**Type of Media Outlet**

Name of Media Outlet \_\_\_\_\_ City \_\_\_\_\_

Contact Person \_\_\_\_\_

**Description of Media Outlet:** (Audience, circulation, location [if community placement])

**Creative Execution Selected:** (Indicate which radio or print piece was used)

**Print Ads:**

- “Physical Activity. The Arthritis Pain Reliever.”
- “Show Arthritis Who’s Boss.”
- “I can’t let arthritis stand in my way.”
- “Even with arthritis, I need to stay strong.”

**Radio:**

Taped Spots

- “Whoopee” National
- “Whoopee” Local
- “Anthem” National
- “Anthem” Local

Live Announcer Script (include which version): \_\_\_\_\_

- :25 second spot
- :30 second spot
- :50 second spot
- :60 second spot

**Other Creative:**

- Billboard
- Bookmark
- Bill Stuffer
- Bus Shelter
- Flyer
- Brochure

**Length of Run:** (Indicate how long/many times this piece has or will run)

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**Number of Exposures:** Please remember to strive to reach the recommended minimum number of exposures. *Please see Appendix K for chart outlining recommendations.*

Environmental category (i.e. outdoor billboards, outdoor bus shelters, and radio): strive to reach three times the target population area.

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Pickup category (i.e. brochures, flyers, and bookmarks): strive to distribute enough materials to reach 1/3 of the total target population in your target area.

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Direct to home/hand category (i.e. bill stuffers, direct mailings, newspaper ads, etc.): strive to distribute enough materials to reach 1/3 of the total target population in your target area.

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**Response Rate:** (To help you track which outlets are most effective, indicate if your phone number or Web site traffic increased due to the piece running – if possible. Using national resources may inhibit tracking.)

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## Section II

### Sample Creative Material

## **“Physical Activity. The Arthritis Pain Reliever.”**

### ***Campaign Overview***

#### **Background:**

The campaign was developed to promote physical activity as a method of arthritis self-management and is based on extensive audience research. Research shows that physical activity can have an important impact and beneficial effect on arthritis pain and associated disability.

#### **Objective:**

The “Physical Activity. The Arthritis Pain Reliever.” campaign is designed to:

- Raise awareness of exercise as a way to manage arthritis pain and increase mobility
- Increase understanding of how to use exercise (which types and for how long/duration) to ease arthritis symptoms and prevent further disability
- Enhance the confidence or belief of persons with arthritis that they can engage in moderate exercise
- Increase trial of moderate exercise behaviors

#### **Target Audience:**

The primary audience for this campaign includes African American or Caucasian men and women in lower socio-economic segments (income under \$75,000), ages 40-65, with self report of physician-diagnosed arthritis, which threatens to affect valued life roles (such as caring for their family, maintaining their job or conducting activities of daily living), and believe that exercise is part of arthritis management.

#### **Key Campaign Messages:**

- Exercise can help persons with arthritis do something themselves to improve their arthritis symptoms
- Moderate exercise has important and beneficial effects on arthritis pain and associated disability. Studies show that 30 minutes of moderate exercise, five days per week, can help relieve arthritis pain and stiffness, and help persons with arthritis be more active and feel more energetic and positive. The 30 minutes of exercise per day can be done in three 10-minute increments throughout the day
- Walking, swimming, and biking are particularly good activities for people with arthritis

*Note: The target audience made a strong distinction between “exercise” and “physical activity.” Exercise gave the impression of belonging to a gym or organized sports team, whereas physical activity seemed more attainable for their lifestyle. However, our target audience described activity that got their heart rate up as exercise, not physical activity, so both terms are used. In addition, it is important to make the distinction that physical activity is more than just keeping busy (i.e. walking up the stairs in their house, picking up their grandchildren, etc.).*

## **Campaign Materials:**

### **Print Materials:**

- 7 x 10 (for print advertising)
- 8.5 x 11 (for flyers)
- 5.25 x 3.25 (for use as bill stuffer or other small print ads)
- 2.25 x 6 (for use as a bookmark or other small print ads)
- outdoor billboard
- bus shelter
- brochure
- Sticker to place on a brochure holder

*\*All print materials are available in black and white or color*

### **Radio:**

#### **Live Announcer Scripts**

- 60-second
- 30-second
- 50-second with ability to add local tag
- 25-second with ability to add local tag

#### **Recorded Spots**

Four versions of each spot available (“Anthem” and “Whoopee”)

- “Whoopee”
  - :60-second taped radio spot
  - :26/:34-second taped radio spot (taggable)
  - :30-second taped radio spot
  - :30-second taped radio spot (taggable)
- “Anthem”
  - :60-second taped radio spot
  - :28/:32-second taped radio spot (taggable)
  - :30-second taped radio spot
  - :05/:25-second taped radio spot (taggable)

*The campaign overview on the previous page and list of campaign materials on this page are listed again in this section for your convenience. You may find it helpful to print or email only this section to your media buyer and/or creative director when you begin to discuss your media plan.*

## ***Print Creative Materials***

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Print Advertising (7" x 10")

*All four versions*

Flyer (8.5" x 11")

*All four versions*

Bill Stuffer (5.25" x 3.25")

*All four versions*

Bookmark (2.25" x 6")

*All four versions*

Outdoor Billboard (19' x 48')

*Both versions*

Bus Shelter Placard (4' x 6')

*Both versions*

Brochure (16.25" x 9.25")

*Only version available*

Sticker (4" x 3")

*Only version available*

~

*\*The following creative is for viewing only.  
Please use materials provided on DVD/CD-ROM to implement  
creative.*

*Print Advertisement*

7" x 10"



*Every day is another opportunity  
to show arthritis who's boss.*

Living with arthritis pain? Time to show it who's boss. Studies show that moderate physical activity — the kind that gets your heart rate up and keeps it up like walking, biking, or swimming — can actually reduce pain and stiffness, and improve your mood. But it's more than just keeping busy, you need to get up and get active at least 5 days a week for 30 minutes each day. You can even do it for 10 minutes, 3 times a day. In just 4 to 6 weeks you'll notice a difference. Get physically active and show arthritis who's in charge.

For more information,  
visit [www.cdc.gov/Arthritis](http://www.cdc.gov/Arthritis) or call  
**1-800-CDC-INFO (800-232-4636)**.



Physical Activity. The Arthritis Pain Reliever.

SAMPLE CREATIVE. FOR VIEWING ONLY.

“Physical Activity. The Arthritis Pain Reliever.”

*Print Advertisement*

7" x 10"



*At my house, I'm the breadwinner, protector and occasional bug squasher.*

*I can't let **arthritis** stand in my way.*

You have important things to do; you don't want arthritis slowing you down. Start exercising. Studies show that moderate physical activity — the kind that gets your heart rate up and keeps it up — can reduce your arthritis pain and stiffness and improve your mood. But it's more than just staying busy. Try to walk, bike, swim, or choose any activity that increases your heart rate for at least 30 minutes a day, 5 days a week. You can even try 10 minutes at a time, 3 times a day. With moderate exercise, you'll start feeling better and be able to do more in just 4 to 6 weeks. That way, you can continue to be strong for the people who need you.

For more information,  
visit [www.cdc.gov/Arthritis](http://www.cdc.gov/Arthritis) or call  
**1-800-CDC-INFO (800-232-4636)**.



Physical Activity. The Arthritis Pain Reliever.

SAMPLE CREATIVE. FOR VIEWING ONLY.

“Physical Activity. The Arthritis Pain Reliever.”

*Print Advertisement*

7" x 10"



*A lot of people depend on me.  
Even with arthritis, I need to stay strong.*

People are depending on you. Don't let arthritis slow you down. The good news is that it doesn't have to – if you get your heart rate up with moderate exercise. It's more than just staying busy. You need to walk, bike, swim, or choose an activity that gets your heart rate up and keeps it up for at least 30 minutes a day, 5 days a week. You can even try 10 minutes at a time, 3 times a day. In just 4 to 6 weeks, you'll notice less pain and stiffness. It will also improve your mood, and you'll be staying strong – for yourself and those who matter most.

For more information,  
visit [www.cdc.gov/Arthritis](http://www.cdc.gov/Arthritis) or call  
1-800-CDC-INFO (800-232-4636).



Physical Activity. The Arthritis Pain Reliever.

SAMPLE CREATIVE. FOR VIEWING ONLY.

“Physical Activity. The Arthritis Pain Reliever.”

*Print Advertisement*

7" x 10"



*Every morning my arthritis tells me to stay in bed.  
Fortunately, I'm in charge.*

Is arthritis keeping you from living the life you want? Then take charge with moderate physical activity. Sure, it's not easy, but studies show that getting your heart rate up and keeping it up, at least 30 minutes a day, 5 days a week, helps reduce the pain and stiffness from arthritis. It also improves your mood. But it's more than just staying busy, so pick an activity like walking, biking, or swimming — whatever works for you — and you'll notice a difference in just 4 to 6 weeks. Whether you try 30 minutes a day at one time, or 10 minutes at a time, 3 times a day, it all adds up to feeling better.

For more information,  
visit [www.cdc.gov/Arthritis](http://www.cdc.gov/Arthritis) or call  
**1-800-CDC-INFO (800-232-4636)**.



Physical Activity. The Arthritis Pain Reliever.

SAMPLE CREATIVE. FOR VIEWING ONLY.

“Physical Activity. The Arthritis Pain Reliever.”



*Flyer*

8.5" x 11"



*Every day is another opportunity  
to show arthritis who's boss.*

Living with arthritis pain? Time to show it who's boss. Studies show that moderate physical activity — the kind that gets your heart rate up and keeps it up like walking, biking, or swimming — can actually reduce pain and stiffness, and improve your mood. But it's more than just keeping busy, you need to get up and get active at least 5 days a week for 30 minutes each day. You can even do it for 10 minutes, 3 times a day. In just 4 to 6 weeks you'll notice a difference. Get physically active and show arthritis who's in charge.

For more information,  
visit [www.cdc.gov/Arthritis](http://www.cdc.gov/Arthritis) or call  
1-800-CDC-INFO (800-232-4636).



Physical Activity. The Arthritis Pain Reliever.

SAMPLE CREATIVE. FOR VIEWING ONLY.

“Physical Activity. The Arthritis Pain Reliever.”

*Flyer*

8.5" x 11"



*At my house, I'm the breadwinner, protector and occasional bug squasher.*

*I can't let **arthritis** stand in my way.*

You have important things to do; you don't want arthritis slowing you down. Start exercising. Studies show that moderate physical activity — the kind that gets your heart rate up and keeps it up — can reduce your arthritis pain and stiffness and improve your mood. But it's more than just staying busy. Try to walk, bike, swim, or choose any activity that increases your heart rate for at least 30 minutes a day, 5 days a week. You can even try 10 minutes at a time, 3 times a day. With moderate exercise, you'll start feeling better and be able to do more in just 4 to 6 weeks. That way, you can continue to be strong for the people who need you.

For more information,  
visit [www.cdc.gov/Arthritis](http://www.cdc.gov/Arthritis) or call  
1-800-CDC-INFO (800-232-4636).



Physical Activity. The Arthritis Pain Reliever.

SAMPLE CREATIVE. FOR VIEWING ONLY.

“Physical Activity. The Arthritis Pain Reliever.”

*Flyer*

8.5" x 11"



*A lot of people depend on me.  
Even with arthritis, I need to stay strong.*

People are depending on you. Don't let arthritis slow you down. The good news is that it doesn't have to – if you get your heart rate up with moderate exercise. It's more than just staying busy. You need to walk, bike, swim, or choose an activity that gets your heart rate up and keeps it up for at least 30 minutes a day, 5 days a week. You can even try 10 minutes at a time, 3 times a day. In just 4 to 6 weeks, you'll notice less pain and stiffness. It will also improve your mood, and you'll be staying strong – for yourself and those who matter most.

For more information,  
visit [www.cdc.gov/Arthritis](http://www.cdc.gov/Arthritis) or call  
1-800-CDC-INFO (800-232-4636).



Physical Activity. The Arthritis Pain Reliever.

SAMPLE CREATIVE. FOR VIEWING ONLY.

“Physical Activity. The Arthritis Pain Reliever.”

*Flyer*

8.5" x 11"



*Every morning my arthritis tells me to stay in bed.  
Fortunately, I'm in charge.*

Is arthritis keeping you from living the life you want? Then take charge with moderate physical activity. Sure, it's not easy, but studies show that getting your heart rate up and keeping it up, at least 30 minutes a day, 5 days a week, helps reduce the pain and stiffness from arthritis. It also improves your mood. But it's more than just staying busy, so pick an activity like walking, biking, or swimming — whatever works for you — and you'll notice a difference in just 4 to 6 weeks. Whether you try 30 minutes a day at one time, or 10 minutes at a time, 3 times a day, it all adds up to feeling better.

For more information,  
visit [www.cdc.gov/Arthritis](http://www.cdc.gov/Arthritis) or call  
1-800-CDC-INFO (800-232-4636).



Physical Activity. The Arthritis Pain Reliever.

SAMPLE CREATIVE. FOR VIEWING ONLY.

“Physical Activity. The Arthritis Pain Reliever.”

*Bill Stuffer*

5.25" x 3.25"



Every day is another opportunity to *show arthritis who's boss.*

Living with arthritis pain? Time to show it who's boss. Studies show that regular, moderate physical activity can reduce pain and fatigue and improve your mood.

For more information, visit [www.cdc.gov/Arthritis](http://www.cdc.gov/Arthritis) or call 1-800-CDC-INFO (800-232-4636).



Physical Activity. The Arthritis Pain Reliever.

SAMPLE CREATIVE. FOR VIEWING ONLY.

“Physical Activity. The Arthritis Pain Reliever.”

*Bill Stuffer*

5.25" x 3.25"



A lot of people depend on me.  
Even with *arthritis*,  
*I need to stay strong.*

People are depending on you. Don't let arthritis slow you down. Studies show that regular, moderate physical activity can reduce arthritis pain and fatigue and improve your mood.

For more information,  
visit [www.cdc.gov/Arthritis](http://www.cdc.gov/Arthritis) or call  
**1-800-CDC-INFO (800-232-4636)**.




Physical Activity. The Arthritis Pain Reliever.

SAMPLE CREATIVE. FOR VIEWING ONLY.

“Physical Activity. The Arthritis Pain Reliever.”

*Bill Stuffer*

5.25" x 3.25"




At my house, I'm the breadwinner, protector and occasional bug squasher.

*I can't let arthritis stand in my way.*

People are depending on you. Don't let arthritis slow you down. Studies show that regular, moderate physical activity can reduce pain and fatigue and improve your mood.

For more information, visit [www.cdc.gov/Arthritis](http://www.cdc.gov/Arthritis) or call 1-800-CDC-INFO (800-232-4636).



Physical Activity. The Arthritis Pain Reliever.

SAMPLE CREATIVE. FOR VIEWING ONLY.

“Physical Activity. The Arthritis Pain Reliever.”

*Bill Stuffer*

5.25" x 3.25"



Is arthritis keeping you from living the life you want? Then take charge. Studies show that regular, moderate physical activity can reduce arthritis pain and fatigue and improve your mood.

For more information, visit [www.cdc.gov/Arthritis](http://www.cdc.gov/Arthritis) or call 1-800-CDC-INFO (800-232-4636).



Physical Activity. The Arthritis Pain Reliever.

SAMPLE CREATIVE. FOR VIEWING ONLY.

“Physical Activity. The Arthritis Pain Reliever.”



*Bookmark*

2.25" x 6"



My *arthritis* tells  
me to stay in bed.  
***Fortunately,  
I'm in charge.***

Is arthritis keeping you from  
living the life you want?  
Then take charge. Studies  
show that regular, moderate  
physical activity can reduce  
arthritis pain and fatigue  
and improve your mood.

For more information, visit  
[www.cdc.gov/Arthritis](http://www.cdc.gov/Arthritis) or call  
1-800-CDC-INFO (800-232-4636).



Physical Activity.  
The Arthritis Pain Reliever.

SAMPLE CREATIVE. FOR VIEWING ONLY.

“Physical Activity. The Arthritis Pain Reliever.”

*Bookmark*

2.25" x 6"



*I can't let arthritis  
stand in my way.*

You don't want arthritis  
slowing you down.  
Studies show that regular,  
moderate physical  
activity can reduce pain  
and fatigue and improve  
your mood.

For more information, visit  
[www.cdc.gov/Arthritis](http://www.cdc.gov/Arthritis) or call  
1-800-CDC-INFO (800-232-4636).



Physical Activity.  
The Arthritis Pain Reliever.

SAMPLE CREATIVE. FOR VIEWING ONLY.

“Physical Activity. The Arthritis Pain Reliever.”

*Bookmark*

2.25" x 6"



Even with *arthritis*,  
***I need to  
stay strong.***

People are depending on you. Don't let arthritis slow you down. Studies show that regular, moderate physical activity can reduce arthritis pain and fatigue and improve your mood.

For more information, visit  
[www.cdc.gov/Arthritis](http://www.cdc.gov/Arthritis) or call  
1-800-CDC-INFO (800-232-4636).



**ARTHRITIS  
FOUNDATION**  
Take Control. AMERICAN COLLEGE OF RHEUMATOLOGY

Physical Activity.  
The Arthritis Pain Reliever.

SAMPLE CREATIVE. FOR VIEWING ONLY.

“Physical Activity. The Arthritis Pain Reliever.”

*Bookmark*

2.25" x 6"



**Show arthritis  
who's boss.**

Living with arthritis pain?  
Time to show it who's  
boss. Studies show that  
regular, moderate physical  
activity can reduce pain  
and fatigue and improve  
your mood.

For more information, visit  
[www.cdc.gov/Arthritis](http://www.cdc.gov/Arthritis) or call  
1-800-CDC-INFO (800-232-4636)



Physical Activity.  
The Arthritis Pain Reliever.

SAMPLE CREATIVE. FOR VIEWING ONLY.

“Physical Activity. The Arthritis Pain Reliever.”

*Outdoor Billboard*

19' x 48'



SAMPLE CREATIVE. FOR VIEWING ONLY.

“Physical Activity. The Arthritis Pain Reliever.”

*Outdoor Billboard*

19' x 48'



SAMPLE CREATIVE. FOR VIEWING ONLY.

“Physical Activity. The Arthritis Pain Reliever.”

*Bus Shelter Placard*

4' x 6'



**Show *arthritis* who's boss.**

Living with arthritis pain? Time to show it who's boss. Studies show that regular, moderate physical activity helps reduce arthritis pain and fatigue and improve your mood.

[www.cdc.gov/Arthritis](http://www.cdc.gov/Arthritis)

Physical Activity. The Arthritis Pain Reliever.

SAMPLE CREATIVE. FOR VIEWING ONLY.

“Physical Activity. The Arthritis Pain Reliever.”

*Bus Shelter Placard*

4' x 6'



Even with **arthritis**  
I need to stay strong.

People are depending on you. Don't let arthritis slow you down. Studies show that regular, moderate physical activity can reduce your arthritis pain and fatigue and improve your mood.

[www.cdc.gov/Arthritis](http://www.cdc.gov/Arthritis)

Physical Activity. The Arthritis Pain Reliever.

SAMPLE CREATIVE. FOR VIEWING ONLY.

“Physical Activity. The Arthritis Pain Reliever.”



# Brochure

16.25" x 9.25"

### stand in your way.

Most people who stick with a regular physical activity program feel better within 4 to 7 weeks.

It's not just about feeling better, it's about feeling like you can do it. Here are some suggestions on how to get started.



### Here are some activities you can try:

- Walking or hiking
- Biking
- Swimming
- Dancing
- Water aerobics
- Gardening
- Tai chi or yoga classes
- Stand with your feet on a mat or a cushion.



## Physical Activity. The Arthritis Pain Reliever.



### Don't let arthritis

isn't letting you have a good life anymore? Then take charge with moderate physical activity. Studies show that getting your heart rate up and keeping it up, at least 30 minutes a day, 5 days a week for a total of 2.5 hours a week, helps reduce the pain, fatigue and stiffness from arthritis. If 30 minutes at one time is too much, try 10 minutes at a time, 3 times a day.

So get moving, and keep moving.

Getting started is the most difficult part, but don't let your arthritis be in charge. Get started on a regular routine of physical activity. In 4 to 8 weeks, you should be feeling less, moving more easily, and feeling more energetic. Get physically active and show arthritis who's boss.

For more information, visit [www.cdc.gov/arthritis](http://www.cdc.gov/arthritis) or call 1-800-CDC-INFO (800-232-6336).



Support from The Department of Health & Human Services  
The Centers for Disease Control and Prevention  
The Arthritis Foundation

Physical Activity. The Arthritis Pain Reliever.



### Take a Walk.

**Take charge of your arthritis with moderate physical activity.**

More than 48 million Americans live with arthritis, and many of them are discovering that moderate exercise improves the way they feel. You can do it, too. Here are suggestions on how to get started.

**Do more than just keep busy.**

To improve the way you feel, you have to get your heart rate up and keep it up. That means more than just staying busy. You need to walk, bike, swim, dance or choose an exercise that gets your heart rate up and keeps it up for 30 minutes a day, 5 days a week (for a total of 2.5 hours a week). In just 4 to 8 weeks, you'll notice less pain and stiffness. You know you're doing moderate physical activity when you can talk while you're doing it, but you can't sing. Adding strength building exercise 2 days a week can also improve your arthritis.



### Take a Bike Ride.

**Start slowly. Warm up and cool down.**

If it's been a while since you've done regular physical activity, start slowly and gradually work your way up to 30 minutes a day. Start with 10 or 15 minutes at a time. Let your body be your guide. And remember, some activity is better than none. If you can't carry on a conversation, or if you feel severe pain during the activity, you're probably pushing too hard.

Start and end your activity at a slower pace to give your body a chance to warm up and cool down. For example, start and end your walk with 5 minutes of walking at a slower speed. Some activities may be more comfortable if you start with gentle stretching.



### Take a Swim.

**Make it fun.**

There's no reason physical activity can't be enjoyable. Join a group exercise program in your community. Take your grandkids to the pool and swim for 30 minutes. Take a 10-minute walk after dinner with a friend. Go for a 15-minute bike ride in the morning and a 15-minute walk in the afternoon with a neighbor.

Choose activities that you enjoy and will do regularly to make being active part of your life. And keep in mind, strength building exercise can also improve your arthritis.

### Regular Moderate Physical Activity Can Help You:

- Feel less pain
- Move more easily and do more activities
- Feel more energetic
- Improve your mood
- Keep your muscles, bones, and joints healthy

**Did You Know?**

Regular physical activity doesn't just relieve arthritis pain in your knees, hips and ankles, but also in your hands, shoulders and wrists. It also helps you reduce pain, fatigue and stiffness. It even gives you more energy and improves your mood.



To feel the health benefits, make it your goal to get your heart rate up for a total of 2.5 hours a week or 30 minutes a day, 5 days a week. If 30 minutes at one time is too much, try 10 minutes at a time, 3 times a day.



SAMPLE CREATIVE. FOR VIEWING ONLY.

“Physical Activity. The Arthritis Pain Reliever.”

## *Brochure Copy*

VIS: Woman Walking

HL: “Physical Activity. The arthritis pain reliever.”

LOGOS (in the following order): HHS, CDC, Arthritis Foundation

### First inside flap (Two Panels)

HL: Don’t let arthritis stand in your way.

### COPY:

Is arthritis keeping you from living the life you want? Then take charge with moderate physical activity. Studies show that getting your heart rate up and keeping it up, at least 30 minutes a day, 5 days a week (for a total of 2.5 hours a week), helps reduce the pain, fatigue and stiffness from arthritis. If 30 minutes at one time is too much, try 10 minutes at a time, 3 times a day.

Most people who stick with a program of regular physical activity begin to feel better within 4 to 6 weeks.

Sure, it’s not easy, especially when your joints hurt or you haven’t been active for a while. But the sooner you start, the sooner you’ll feel better.

### Inside Spread (4 panels)

HL: Take a Walk. Take a Bike Ride. Take a Swim.

SUB: Take charge of your arthritis with moderate physical activity.

More than 46 million Americans live with arthritis, and many of them are discovering that moderate exercise improves the way they feel. You can do it, too. **Here are suggestions on how to get started.**

### **Do more than just keep busy.**

To improve the way you feel, you have to get your heart rate up and keep it up. That means more than just staying busy. You need to walk, bike, swim, dance or choose an exercise that gets your heart rate up and keeps it up for 30 minutes a day, 5 days a week (for a total of 2.5 hours a week). In just 4 to 6 weeks, you’ll notice less pain and stiffness. You know you’re doing moderate physical activity when you can talk while you’re doing it, but you can’t sing. Adding strength building exercises 2 days a week can also improve your arthritis.

### **Start slowly. Warm up and cool down.**

If it’s been a while since you’ve done regular physical activity, start slowly and gradually work your way up to 30 minutes a day. Start with 10 or 15 minutes at a time. Let your body be your guide. And remember, some activity is better than none. If you can’t carry on a conversation, or if you feel severe pain during the activity, you’re probably pushing too hard.

Start and end your activity at a slower pace to give your body a chance to warm up and cool down. For example, start and end your walk with 5 minutes of walking at a slower speed. Some activities may be more comfortable if you start with gentle stretching.

### **Make it fun.**

There's no reason physical activity can't be enjoyable. Join a group exercise program in your community. Take your grandkids to the pool and swim for 20 minutes. Take a 10-minute walk after dinner with a friend. Go for a 15-minute bike ride in the morning and a 15-minute walk in the afternoon with a neighbor.

Choose activities that you enjoy and will do regularly to make being active part of your life. And keep in mind, strength building exercises can also improve your arthritis.

Call out box:

To feel the health benefits, make it your goal to get your heart rate up for a total of 2.5 hours a week or 30 minutes a day, 5 days a week. If 30 minutes at one time is too much, try 10 minutes at a time, 3 times a day.

Call out box:

### **Regular Moderate Physical Activity Can Help You:**

- Feel less pain
- Move more easily and do more activities
- Feel more energetic
- Improve your mood
- Keep your muscles, bones, and joints healthy

Call out box:

### **Did you know?**

Regular physical activity doesn't just relieve arthritis pain in your knees, hips and ankles, but also in your hands, shoulders and wrists. It also helps you **reduce pain, fatigue and stiffness**. It even gives you more energy and improves your mood.

### Back Panel

#### **Here are some activities you can try:**

- Walking briskly
- Biking
- Swimming
- Dancing
- Water aerobics
- Canoeing
- Group exercise classes
- Yard work such as raking or trimming the shrubs

**So get moving, and keep moving.**

Getting started is the most difficult part, but don't let your arthritis be in charge. Get started on a regular routine of physical activity. In 4 to 6 weeks, you could be hurting less, moving more easily, and feeling more energetic. Get physically active and show arthritis who's boss.

**For more information, visit [www.cdc.gov/Arthritis](http://www.cdc.gov/Arthritis) or call 1-800-CDC-INFO.**

LOGOS: HHS/CDC/AF

A message from The Department of Health & Human Services  
The Centers for Disease Control and Prevention  
The Arthritis Foundation

TAG: "Physical Activity. The Arthritis Pain Reliever."

*Brochure Holder Sticker*

4" x 3"



SAMPLE CREATIVE. FOR VIEWING ONLY.

“Physical Activity. The Arthritis Pain Reliever.”

## *Radio Scripts*

~

### Live Announcer Scripts:

- “In Charge” (*to be read by on-air personality, not pre-recorded*)
  - :60-second live announcer script
  - :50-second live announcer script (taggable)
  - :30-second live announcer script
  - :25-second live announcer script (taggable)

### Pre-Recorded Scripts:

- “Whoopee”
  - :60-second taped radio spot
  - :26/:34-second taped radio spot (taggable)
  - :30-second taped radio spot
  - :30-second taped radio spot (taggable)
- “Anthem”
  - :60-second taped radio spot
  - :28/:32-second taped radio spot (taggable)
  - :30-second taped radio spot
  - :05/:25-second taped radio spot (taggable)

~

## **LIVE ANNOUNCER SCRIPT**

*To be read by the live radio personality*

“Physical Activity. The Arthritis Pain Reliever.”

“In charge”


:60-second version

ANNCR: If you have arthritis, chances are your arthritis tells you to stay in bed every morning. Fortunately, you’re in charge. Studies show that moderate physical activity, 30 minutes a day five days a week, reduces arthritis pain. Sure, it’s not easy to move around when you have arthritis, but in just four to six weeks you’ll have less pain and stiffness. Exercising also improves your mood. You don’t even have to exercise 30 minutes all at once, you can do it for 10 minutes at a time, three times a day. But it’s more than just staying busy, you have to get your heart rate up and keep it up. So pick an activity like walking, biking, swimming — whatever works for you. Get physically active and show your arthritis that you’re in charge. For more information visit [CDC.gov/arthritis](http://CDC.gov/arthritis). Or call, 1-800-CDC-INFO. That’s 800-CDC-INFO. “Physical Activity. The Arthritis Pain Reliever.” A message from the Department of Health and Human Services and the Arthritis Foundation.



### Note

All of the live announcer scripts can be modified to replace the [CDC.gov/arthritis](http://CDC.gov/arthritis) Web site and/or the 1-800-CDC-INFO telephone line with a local Web site and/or telephone number.



“Physical Activity. The Arthritis Pain Reliever.”

“In charge”

:50-second version (taggable)

ANNCR: Your arthritis probably tells you to stay in bed every morning. Fortunately, you’re in charge. Studies show that moderate physical activity, 30 minutes a day 5 days a week, reduces arthritis pain. Sure, it’s not easy to get started, but in just four to six weeks you’ll have less pain and stiffness. Exercising also improves your mood. You can exercise 30 minutes all to once or for 10 minutes at a time, three times a day. But you have to get your heart rate up and keep it up. So pick an activity like walking, biking, swimming — whatever works for you. And show your arthritis that you’re in charge. For information visit [CDC.gov/arthritis](http://CDC.gov/arthritis). Or call, 1-800-CDC-INFO. That’s 800-CDC-INFO. “Physical Activity. The Arthritis Pain Reliever.” A message from the Department of Health and Human Services, the Arthritis Foundation, and {INSERT NAME OF YOUR HEATH DEPARTMENT OR ARTHRITIS PROGRAM/COALITION HERE}.



“Physical Activity. The Arthritis Pain Reliever.”

“In charge”

:30-second version

ANNCR: If you have arthritis, take charge. Studies show that getting your heart rate up 30 minutes a day five days a week, reduces arthritis pain. So walk, bike, swim... whatever works for you. And you'll notice a difference in just four to six weeks. For details visit [CDC.gov/arthritis](http://CDC.gov/arthritis). Or call, 1-800-CDC-INFO. That's 1-800-CDC-INFO. “Physical Activity. The Arthritis Pain Reliever.” A message from the Department of Health and Human Services and the Arthritis Foundation.

“Physical Activity. The Arthritis Pain Reliever.”

“In charge”

:25-second version (taggable)

ANNCR:       If you have arthritis, take charge. Studies show that getting your heart rate up 30 minutes a day five days a week, reduces arthritis pain. So walk, bike, swim... whatever works for you. For details visit [CDC.gov/arthritis](http://CDC.gov/arthritis). Or call, 1-800-CDC-INFO. “Physical Activity. The Arthritis Pain Reliever.” A message from the Department of Health and Human Services, the Arthritis Foundation, and {INSERT NAME OF YOUR HEALTH DEPARTMENT OR ARTHRITIS PROGRAM/COALITION HERE}.

**TAPED SCRIPT**  
*Pre-recorded*

“Physical Activity. The Arthritis Pain Reliever.”

“Whoopee”

:60-second version

WOMAN: So. Guess what I read today?

MAN: Ah, your horoscope?

WOMAN: Seriously, I read where 30 minutes of moderate physical activity, 5 days a week, can actually help reduce arthritis pain.

MAN: Great....let’s go pole vaulting.

WOMAN: If you take a walk or ride a bike or swim and get your heart rate up it can help reduce the pain and stiffness.

MAN: (doubtful) Sure

WOMAN: It’s true. And you don’t even have to do it all at once. You could try 10 minutes at a time, three times a day. And most people notice a difference in four to six weeks.

MAN: Yeah. I think they probably hurt more.

WOMAN: No. They hurt less.

WOMAN: It even improves your mood.

MAN: You’re not talking about me are you?

ANNCR: Sure, it’s not easy to get started, but lots of people are reducing arthritis pain with physical activity. So can you. For more information visit [CDC.gov/arthritis](http://CDC.gov/arthritis) or call 1- 800-CDC-INFO. That’s 1- 800-CDC-INFO. “Physical Activity. The Arthritis Pain Reliever.” A message from the Department of Health and Human Services, and The Arthritis Foundation. “Physical Activity. The Arthritis Pain Reliever.”

“Physical Activity. The Arthritis Pain Reliever.”

“Whoopee”

:26/:34-second version (taggable)

WOMAN: I read that if you have arthritis pain, 30 minutes of moderate physical activity, five days a week, can help reduce it.

MAN: (DOUBTFUL) Right...

WOMAN: Seriously, if you walk, ride a bike or swim and get your heart rate up it can help reduce the pain and stiffness.

MAN: (doubtful) Sure

WOMAN: It’s true. And you don’t even have to do it all at once. You could try 10 minutes at a time. And most people notice a difference in four to six weeks.

MAN: Um-hmm

WOMAN: It even improves your mood.

MAN: You’re not talking about me are you?

MUSIC UP

TAG: (intentionally left blank)



### Note

To allow you to localize the spot by adding the name of your state health department or arthritis program/coalition, or to replace the CDC Web site and/or phone number with a local Web site and/or phone number, you will need a local announcer to record the final :34 seconds of announcer copy, tailored with your localization. Work with your local creative director or radio station representative to record the tag with your local information over the music bed. Adapt the copy below to inset your localization before giving it to your local announcer to record.

ANNOUNCER (Copy to be recorded by local announcer):

Sure, it's not easy to get started, but lots of people are reducing arthritis pain with physical activity. So can you. For more information visit [CDC.gov/arthritis](http://CDC.gov/arthritis). {OR INSERT LOCAL WEB ADDRESS} Or call, 1- 800-CDC-INFO. That's 800-CDC-INFO. {OR INSERT LOCAL PHONE NUMBER} "Physical Activity. The Arthritis Pain Reliever." A message from the Department of Health and Human Services and The Arthritis Foundation. {INSERT NAME OF YOUR HEALTH DEPARTMENT OR ARTHRITIS PROGRAM/COALITION HERE IF DESIRED}.

“Physical Activity. The Arthritis Pain Reliever.”  
“Whoopie”  
:30-second version

WOMAN: I read that if you have arthritis pain, 30 minutes of moderate physical activity, five days a week, can help reduce it.

MAN: (DOUBTFUL) Right...

WOMAN: It even improves your mood.

MAN: You’re not talking about me are you?

ANNCR: Lots of people are reducing arthritis pain with physical activity. So can you. For information visit [CDC.gov/arthritis](http://CDC.gov/arthritis) or call 1- 800-CDC-INFO. “Physical Activity. The Arthritis Pain Reliever.” A message from the Department of Health and Human Services and The Arthritis Foundation.


“Physical Activity. The Arthritis Pain Reliever.”  
“Whoopee”  
:30-second version (taggable)

#### MUSIC BED ONLY



Note

This localizable spot is provided with a full :30-second tag (i.e., no prerecorded copy, music only) to be added to the end of the spot. Work with your local creative director or radio station representative to record the tag over the music bed. Adapt the copy below to inset your localization before giving it to your local announcer to record.



#### ANNOUNCER (Copy to be recorded by local announcer):

You can reduce your arthritis pain with moderate exercise five times a week. Sure, it’s not easy to get started, but lots of people are reducing arthritis pain with physical activity. For information visit [CDC.gov/arthritis](http://CDC.gov/arthritis). {OR INSERT LOCAL WEB ADDRESS} Or call, 1- 800-CDC-INFO. That’s 800-CDC-INFO. {OR INSERT LOCAL PHONE NUMBER] “Physical Activity. The Arthritis Pain Reliever.” A message from the Department of Health and Human Services and The Arthritis Foundation. {INSERT NAME OF YOUR HEATH DEPARTMENT OR ARTHRITIS PROGRAM/COALITION HERE IF DESIRED}.

“Physical Activity. The Arthritis Pain Reliever.”  
“Anthem”  
:60-second version

(MUSIC: SLOW )

Woman: I have arthritis....

Man: I have arthritis....And the pain was bad...

Woman: Unbearable...

Man: It made me feel like I was trapped in my own body...

Woman: Like I'd never live without pain again.

(MUSIC: UPBEAT MUSIC UP)

Man: But I started to exercise.....

Woman: Because studies show that physical activity, the kind that gets your heart rate up...

Man: helps reduce arthritis pain. Thirty minutes a day at least five times a week....

Woman: Sometimes I do 30 minutes in a row, sometimes 10 minutes at a time, three times a day.

Man: I bike, walk, swim, whatever activity I feel like doing.

Woman: It makes a difference in just four to six weeks.

Man: Every morning my arthritis tells me to stay in bed.

Woman: Fortunately, I'm in charge.

ANNCR: You can reduce your arthritis pain with moderate exercise five times a week. For more information visit [CDC.gov/arthritis](http://CDC.gov/arthritis). Or call, 1-800-CDC-INFO. That's 1-800-CDC-INFO. “Physical Activity. The Arthritis Pain Reliever.” A message from the Department of Health and Human Services and the Arthritis Foundation.



“Physical Activity. The Arthritis Pain Reliever.”

“Anthem”

:28/:32-second version (taggable)

(MUSIC: SLOW )

Woman: I have arthritis....

Man: I have arthritis

Woman: And the pain was bad.

(MUSIC: UPBEAT MUSIC UP)

Man: But I started to exercise.....

Woman: Because studies show that physical activity, the kind that gets your heart rate up...

Man: helps reduce arthritis pain. Thirty minutes a day at least five times a week....

Woman: Sometimes I do 30 minutes in a row, sometimes 10 minutes at a time..

Man: I bike, walk, swim, whatever activity I feel like doing.

Woman: It makes a difference in just four to six weeks.

Man: Every morning my arthritis tells me to stay in bed.

Woman: Fortunately, I'm in charge.

MUSIC

TAG: (intentionally left blank)



### Note

To allow you to localize the spot by adding the name of your state health department or arthritis program/coalition, or to replace the CDC Web site and/or phone number with a local Web site and/or phone number, you will need a local announcer to record the final :32 seconds of announcer copy, tailored to your localization. Work with your local creative director or radio station representative to record the tag with your local information over the music bed. Adapt the copy on the next page to inset your localization before giving it to your local announcer to record.

Announcer (Copy to be recorded by local announcer):

You can reduce your arthritis pain with moderate exercise five times a week. For more information visit [CDC.gov/arthritis](http://CDC.gov/arthritis). {OR INSERT LOCAL WEB ADDRESS} Or call, 1- 800-CDC-INFO. That's 800-CDC-INFO {OR INSERT LOCAL TELEPHONE NUMBER}. "Physical Activity. The Arthritis Pain Reliever." A message from the Department of Health and Human Services and the Arthritis Foundation. {INSERT NAME OF YOUR HEALTH DEPARTMENT OR ARTHRITIS PROGRAM/COALITION HERE IF DESIRED}.

“Physical Activity. The Arthritis Pain Reliever.”  
“Anthem”  
:30-second version

(MUSIC: UPBEAT )

Woman: I have arthritis....

Man: I have arthritis

Woman: But I started to exercise.....

Man: Every morning my arthritis tells me to stay in bed.

Woman: Fortunately, I’m in charge.

ANNCR: You can reduce your arthritis pain with moderate exercise five times a week. For more information visit [CDC.gov/arthritis](http://CDC.gov/arthritis). Or call, 1-800-CDC-INFO. That’s 1-800-CDC-INFO. “Physical Activity. The Arthritis Pain Reliever.” A message from the Department of Health and Human Services and the Arthritis Foundation.

“Physical Activity. The Arthritis Pain Reliever.”

“Anthem”

:05/:25-second version (taggable)

( MUSIC: UPBEAT MUSIC UP)

Man: Every morning my arthritis tells me to stay in bed.


Woman: Fortunately, I’m in charge.

TAG: (intentionally left blank)



Note

This spot has room for a :25-second tag to be added to the end of the spot. Work with your local creative director or radio station representative to record the tag with your local information over the music bed. Adapt the copy below to inset your localization before giving it to your local announcer to record.



Announcer (Copy to be recorded by local announcer):

You can reduce your arthritis pain with moderate exercise five times a week. For information visit [CDC.gov/arthritis](http://CDC.gov/arthritis). {OR INSERT LOCAL WEB ADDRESS} Or call, 1- 800-CDC-INFO. That’s 800-CDC-INFO. {OR INSERT LOCAL TELEPHONE NUMBER} “Physical Activity. The Arthritis Pain Reliever.” A message from the Department of Health and Human Services and the Arthritis Foundation. {INSERT NAME OF YOUR HEATH DEPARTMENT OR ARTHRITIS PROGRAM/COALITION HERE IF DESIRED}.

## ***Printing and Reproduction Specifications***

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The CD-ROMs and DVDs provided with this guide include all the creative elements in a variety of formats to help you successfully implement this campaign. Each CD-ROM and DVD is labeled with the disk contents and denotes if the materials are local or national (i.e., non localizable).

### **CD and DVD Disk Reports:**

These reports are a complete listing of the materials on your CD-ROM and DVD. Be sure to ask your printer or graphic designer if they would like a copy of the report before beginning your project. We have found it helpful in guiding designers and printers in finding all the correct files. *The disk reports are available as a separate file on each disk in a folder titled “disk reports.”*

### **Viewing/Printing/Listening to Your Materials:**

**Print:** You can view all of the print materials from PDF files, which are read by Adobe<sup>®</sup> Acrobat<sup>®</sup>. Most office computers have Adobe<sup>®</sup> Acrobat<sup>®</sup> installed, which allows you to view and print all of the non-localizable print executions. If you don't have Adobe, use this link <http://www.adobe.com/products/acrobat/readstep2.html> to download it for free and follow the instructions. The materials provided in InDesign (version CS3) are the versions you can localize and are specifically for use by a designer, a media outlet, or a Kinko's-type company.

The non-localizable print materials are located on Creative Disk 1 and the localizable materials, in InDesign files, are located on Creative Disks 2, 3, and 4. All print materials are available in black and white or color.

Most of the non-localizable versions of print materials are available in high resolution PDFs—this means they are print quality. However, the outdoor billboard and bus shelter placard are provided in PDF low resolution **for viewing only**. Please use the InDesign files located on the CD-ROM for printing.

**Radio:** Your radio creative is provided in hardcopy within this guide in the form of a written script. The CD-ROM labeled “Data CD” can only be played on a computer equipped with MP3 software, such as Windows Media Player or iTunes, or a stereo equipped to play MP3s. Delivering content to the stations is as easy as forwarding the MP3 files in an e-mail or mailing a hard copy of the MP3 CD-ROM titled “Data CD.”

You can listen to the radio spots from the “Audio CD” using any CD player.

### **Localizing Your Materials:**

**Print:** Use the materials in InDesign format to localize your information. Ask your media representative if he/she is willing to localize the materials for you for free. If they cannot, you can take the CD-ROM to a local Kinko's or design shop for customization. If you are adding another logo to the piece, be sure to obtain that logo in the format (jpeg, pdf, tiff, etc.) requested by the media outlet/designer. NOTE: Only health department or Arthritis coalition logos can be added without permission from CDC Technology Transfer Office. See *Section Three-Additional Resources, Appendix M, Frequently Asked Questions* for more information.

*Note: All localizable print materials were created in InDesign version CS3. Your local media representative should have no problem working with this version as it is compatible with both CS3 and CS4 versions of InDesign.*

**Radio:** To localize your radio spots, first try to work with the radio station you are placing the PSA or ad on. If they are unable to localize it for you, find a recording studio in your area.

Based on feedback received during the campaign pilot test, the last paragraph of prerecorded announcer lines were removed from the localizable spots, leaving only music to run through the end of the spot. This was done so that you have the ability to add your local information (i.e., name of state health department or arthritis program/coalition, and/or local phone number and Web site). Your announcer will need to record the entire announcer script tailored with your local information. These scripts are available on pages 73-86 in this section for your reference. Work with your creative director or local radio station to record the announcer copy, including your local information, over the music.

*Note: the :30-second localizable version of the “Whoopee” radio spot is provided on your CD-ROM as music only. If using this version, provide the file to your music director or radio station and have them record the copy provided on page 81, updated with your local information.*

*\*Be aware that even if a media outlet is willing to adapt your materials for you, they may still charge a small fee.*

### **Creating High-Resolution, Camera-Ready Slicks:**

You may also choose to create slicks for distribution in your media kits. Slicks are an easy way for small publications to quickly drop-in your creative. To create the slicks, take the CD-ROM to a local designer or Kinko’s and let them know what you want. Your design shop will work with you to select the best application (PDF vs. InDesign) based on your quality needs.

### **Resizing Your Print Materials:**

Whether you are interested in using the national/non-localizable or local versions of your print materials, you may have a need for a different size than what is provided. Simply work with your media outlet or designer to resize the InDesign versions provided. The InDesign versions include a space for an additional logo. If you do not have an additional logo, just ask them to equally space out the logos.

### **Sending Materials to Media Outlets:**

When sending materials to a media outlet, for either print or radio, e-mail your selected file or burn a copy of the creative onto a CD-ROM. It’s important to speak with your media representative first, as some outlets’ e-mail systems will not accept large attachments.

## Section III

### Additional Resources

## Campaign Materials Tracking Form

### **Tracking Tool:**

Use this form to track the usage of campaign materials. One form should be used for each execution. For example, if you placed a print PSA in a local magazine and paid for an ad in the local newspaper, one form should be completed for each.

### **Type of Media Outlet**

Name of Media Outlet \_\_\_\_\_ City \_\_\_\_\_

Contact Person \_\_\_\_\_

**Description of Media Outlet:** (Audience, circulation, location [if community placement])

**Creative Execution Selected:** (Indicate which radio or print piece was used)

### **Print Ads:**

- “Physical Activity. The Arthritis Pain Reliever.”
- “Show Arthritis Who’s Boss.”
- “I can’t let arthritis stand in my way.”
- “Even with arthritis, I need to stay strong.”

### **Radio:**

#### Taped Spots

- “Whoopee” National
- “Whoopee” Local
- “Anthem” National
- “Anthem” Local

Live Announcer Script (include which version): \_\_\_\_\_

- :25 second spot
- :30 second spot
- :50 second spot
- :60 second spot



**Other Creative:**

- Billboard
- Bookmark
- Bill Stuffer
- Bus Shelter
- Flyer
- Brochure

**Length of Run:** (Indicate how long/many times this piece has or will run)

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**Number of Exposures:** Please remember to strive to reach the recommended minimum number of exposures. *Please see Appendix K for chart outlining recommendations.*

Environmental category (i.e. outdoor billboards, outdoor bus shelters, and radio): strive to reach three times the target population in your target area.

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Pickup category (i.e. brochures, flyers, and bookmarks): strive to distribute enough materials to reach 1/3 of the total target population in your target area.

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Direct to home/hand category (i.e. bill stuffers, direct mailings, newspaper ads, etc.): strive to distribute enough materials to reach 1/3 of the total target population in your target area.

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**Response Rate:** (To help you track which outlets are most effective, indicate if your phone number or Web site traffic increased due to the piece running – if possible. Using national resources may inhibit tracking.)

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*APPENDIX B – Sample Pitch Letter for Public Service Director*

*(Feel free to personalize this letter and put it on your organization’s letterhead.)*

[PUBLIC SERVICE DIRECTOR’S NAME]  
[ADDRESS]  
[ZIP]

Dear Mr./Ms. [NAME]:

Exercise helps relieve pain and fatigue associated with arthritis.

Many people living with arthritis are often reluctant to start exercising because they are unsure of how to get started, what to do, or for how long. The Centers for Disease Control and Prevention has launched a new, nationwide health communication campaign to raise awareness of the proven benefits of physical activity and motivate individuals with arthritis to get and stay active.

[INSERT CITY/STATE] is also launching the campaign to help the more than [INSERT POPULATION] people in our state affected by arthritis to live better. Please assist us in helping those with arthritis improve their lives.

It’s important that people living with arthritis know that all it takes is 30 minutes a day, 5 or more times a week, of moderate exercise to help lessen pain, and can help them become more active and energetic. You can help those in your state take charge of arthritis!

The enclosed PSA(s) will help your [LISTENERS/READERS] learn more about what they can do themselves to relieve pain, fatigue, and disability associated with arthritis. Included is a toll-free [OR LOCAL] telephone number that your [LISTENERS/ READERS] can call to get more information: 1-800-CDC-INFO [OR REPLACE THIS WITH YOUR LOCAL TELEPHONE NUMBER]. We hope that you will help us encourage the many citizens in our community who have arthritis pain and disability to become more active and participate in work and leisure activities, which are critical to quality of life.

I will follow up this letter with a phone call in the next week and can provide you with any additional information and materials or connect you directly to an expert or person living with arthritis. Thank you in advance for your time and your support.

Sincerely,

[NAME]  
[TITLE]  
[ORGANIZATION]  
[PHONE]

**TIP:** YOU MAY WANT TO INCLUDE A CREATIVE PIECE, SUCH AS THE AD, IF FOR NO OTHER REASON THAN FOR THE REVIEWER’S REFERENCE.

*APPENDIX C – Sample Thank You Letter Post Meeting*

*(Feel free to personalize this letter and put it on your organization's own letterhead.)*

[PUBLIC SERVICE DIRECTOR'S NAME]  
[ADDRESS]  
[ADDRESS]  
[ZIP]

Dear Mr./Ms. [NAME]:

Thank you for taking the time out of your busy schedule to learn more about how you can reduce the burden of arthritis affecting [INSERT TARGET POPULATION] in [INSERT STATE].

As the nation's number one cause of disability, arthritis affects one in five Americans. In [STATE], there are more than [INSERT NUMBER] people who are living with arthritis.

We appreciate your willingness to learn how you can support our efforts by spreading the word that moderate exercise can lessen arthritis pain and disability.

We know you receive many requests to support other PSA campaigns and causes and we thank you for considering "Physical Activity. The Arthritis Pain Reliever."

Sincerely,

[NAME]  
[TITLE]  
[ORGANIZATION]  
[PHONE]

*APPENDIX D – Sample Thank You Letter after Media Runs PSA*

*(Feel free to personalize this letter and put it on your organization’s letterhead.)  
(If possible, ask those living with arthritis to send similar letters.)*

[PUBLIC SERVICE DIRECTOR’S NAME]  
[ADDRESS]  
[ADDRESS]  
[ZIP]

Dear Mr./Ms. [NAME]:

On behalf of the [INSERT TARGET POPULATION] residents in the state of [INSERT STATE], thank you for sharing our important public service announcement about arthritis and the benefits of moderate exercise.

We have received a great deal of positive feedback on the PSA and your support is recognized and truly appreciated. [IF POSSIBLE, INCLUDE INCREASES IN CALL VOLUME OR WEB SITE HITS SINCE THE PSA RAN TO SHOW THE MEDIA OUTLET HOW THIS MESSAGE RESONATES WITH THEIR AUDIENCE.]

We hope you will continue to run the “Physical Activity. The Arthritis Pain Reliever.” campaign materials, helping us to spread the word that moderate exercise can help our community overcome arthritis!

Sincerely,

[NAME]  
[TITLE]  
[ORGANIZATION]  
[PHONE]

## *APPENDIX E – Newsletter Article*

### **Show Arthritis Who's Boss! Moderate Exercise Can Help.**

Is arthritis keeping you from living the life you want? In [INSERT STATE], there are more than [INSERT NUMBER] people living with arthritis; yet many do not know that regular moderate exercise can help them take charge and show arthritis who's boss. It's true!

“For many years, everyone thought that people with arthritis should rest to spare their joints. In fact, just the opposite is true. Recent studies show that becoming more active can help people with arthritis feel better,” said [NAME, TITLE] of [STATE]'s State Health Department.

Studies show that regular moderate exercise can help you:

- Improve your mood and feel more in control
- Move more easily and do more activities with friends and loved ones
- Feel more energetic and positive about yourself
- Improve your ability to take care of and provide for your family

Consider Mrs. [BLANK] who has been living with arthritis for more than [XX] years. It used to keep her from taking care of her family/socializing with friends/working. [“QUOTE FROM MRS. BLANK ON HOW ARTHRITIS KEPT HER FROM DOING THE THINGS SHE LOVED,” said MRS. BLANK.] Today, [MRS. BLANK] is more in control of her arthritis. [“QUOTE ABOUT HOW REGULAR MODERATE EXERCISE HELPED HER REGAIN CONTROL OF HER ARTHRITIS,” said MRS. BLANK.]

“If your joints hurt, you may not feel like being active; however, lack of activity can actually make your joints even more stiff and painful,” according to [LAST NAME – same name from state health department as above].

#### What types of exercise are best?

For people with arthritis, low-impact activities at a moderate pace – like walking, riding a bicycle, and swimming – are best. Any activity that increases your heart rate or breathing without putting extra stress on your joints can be good.

If it has been a while since you've done regular exercise, start slowly. In fact, exercising just 10 minutes a day, 3 times a day for 5 or more days a week can make a difference.

#### Add variety by making it fun with family and friends.

Try taking your grandchildren to the pool and swimming for 20 minutes. Then, take a 10-minute walk with your spouse or a friend. Whatever you do, make your goal at least 30 minutes of moderate exercise a day, 5 or more days a week.

Don't let arthritis keep you from living the life you want, take charge and show arthritis who's boss!

To learn more about how you can take charge of your arthritis call 1-800-CDC-INFO (800-232-4636), click on the CDC Arthritis Program Web site at [www.cdc.gov/arthritis](http://www.cdc.gov/arthritis). or you can also access the below resources:

Arthritis Foundation's Web site at [www.arthritis.org](http://www.arthritis.org).

[INSERT OTHER RESOURCES HERE]

[Include appropriate resources for your area. See *Section Three - Additional Resources, Appendix G* for a complete list of Arthritis Foundation resources to include in this section. If available, include local resources (programs, classes), as well as your local Web site and contact number.]

### **CONSIDER YOUR WORD COUNT REQUIREMENTS**

*[IF YOU ARE DEVELOPING THIS FOR A SPECIFIC PUBLICATION, ASK WHAT THE REQUIREMENTS ARE FOR WORD COUNT. IF YOU ARE SENDING THIS TO A NUMBER OF OUTLETS, SHOOT TO HAVE YOUR WORD COUNT BETWEEN 500 AND 1,000.]*

## *APPENDIX F – Template Web Site Copy*

### **Take Charge Of Your Arthritis! Exercise Can Help!**

Is arthritis keeping you from living the life you want? You're not alone. One in five people or 46 million individuals live with the pain of arthritis. If you have arthritis, you have probably tried all kinds of things to relieve your arthritis pain and to help you feel better about yourself. As someone with arthritis, you may even have concerns about not being able to work for a living or take care of or provide for your family. It's true: arthritis impacts the everyday lives of many people and sometimes stops them from doing the things they once enjoyed. But it doesn't have to.

Take charge of your arthritis! Research shows that becoming more active can help. You need to walk, bike, swim, or choose an activity that gets your heart rate up for at least 30 minutes a day, 5 days a week. You can even try 10 minutes at a time, 3 times a day. In just 4 to 6 weeks, you'll notice less pain and fatigue. It will also improve your mood, and you'll be staying strong – for yourself and those who matter.

#### **“Physical Activity. The Arthritis Pain Reliever.”**

[INSERT YOUR ORGANIZATION] and the Centers for Disease Control and Prevention (CDC) recently launched a campaign called “Physical Activity. The Arthritis Pain Reliever.” You may have read about it in a newspaper or heard about it on the radio.

The goal of “Physical Activity. The Arthritis Pain Reliever.” is to inform people with arthritis of ways to manage arthritis pain, increase function, determine appropriate physical activity, and to develop confidence in one's ability to increase physical activity.

#### **Regular, moderate exercise can help you:**

- Improve mood and feel more in control
- Move more easily and do more activities with friends and loved ones
- Feel more energetic and positive about yourself
- Improve your ability to take care of and provide for your family

[INSERT PARAGRAPH: The below section is an example of what you can include if you have local resources to provide]

Click on the links below to view educational materials that will give you more information on different exercise options and the recommended time to spend on them. Here, you will also find more information on how to manage your arthritis.

[INSERT LINKS TO DOWNLOADABLE INFORMATION]

*NOTE: You must have Adobe® Acrobat® software on your computer to view these files. Please enable pop-ups on your browser.*

## **Local Resources**

---

Below is a listing of several organizations in your area that offer resources to help you beat arthritis.

[INSERT CONTACT INFORMATION FOR COMMUNITY RESOURCES AND PARTNERS]

### *Additional Resources Available on the Web*

You can also access the below resources for more information to help you feel more in control!

[INSERT STATE ARTHRITIS ORGANIZATION]

### **Centers for Disease Control and Prevention (CDC)**

<http://www.cdc.gov/arthritis/index.htm>

### *Arthritis Foundation*

<http://www.arthritis.org/>

[CONSIDER LISTING MATERIALS AVAILABLE ONLINE FROM THE Arthritis Foundation]

### **National Institute of Arthritis and Musculoskeletal and Skin Diseases (NIAMS)**

<http://nihseniorhealth.gov/arthritis/toc.html>



## APPENDIX G – Resources Fact Sheet

*Consider putting this on your letterhead, sending it out with all public inquiries and posting on your Web site.*

### **Additional Resources to Help You Take Charge and Show Arthritis Who’s Boss!**

#### **Local Resources:**

[Local live help line phone number]

[Local Web site, listing local programs and resources]

[Local programs designed to assist low-income households]

#### **Resources from the Arthritis Foundation:**

The Arthritis Foundation offers information and tools to help people live a better life with arthritis. Whether it’s advice from medical experts to specialized arthritis self-management or exercise classes, the Arthritis Foundation has your solution and can be reached by dialing 1-800-283-7800.

- Find their local office of the Arthritis Foundation
- For more information on finding great ways to get moving, additional resources on the benefits of moving, and ways to connect with others visit *OA Alliance* (<http://www.arthritis.org/osteoarthritis-alliance.php>), or RA Connect (<http://community.arthritis.org/community/raconnect.htm>) social networking Web sites from the Arthritis Foundation.
- To order FREE literature, which covers health tips to managing arthritis and the building blocks to construct a personal approach to disease management through exercise, pain management, and relaxation, call 1-800-283-7800 or visit [www.arthritis.org](http://www.arthritis.org) (under the Resources link).

Address: P.O. Box 7669

Atlanta, GA 30357-0699

Telephone: 1-800-283-7800

Fax: (*see your local office directory*)

Web: <http://www.arthritis.org>

#### **Resources from the National Institute of Arthritis and Musculoskeletal and Skin Diseases:**

National Institute of Arthritis and Musculoskeletal and Skin Diseases (NIAMS) Information Clearinghouse is funded by NIAMS, part of NIH. The Clearinghouse provides information and resources on all forms of arthritis, musculoskeletal diseases such as fibromyalgia, as well as skin diseases. Contact the Clearinghouse for information on research and referrals to research programs and community resources. Publications are available on the causes, treatments, and prevention of arthritis, lupus, musculoskeletal disorders, and diseases of bones, joints, and skin.

- For information on types of arthritis, diagnosis, finding a specialist, medication, pain management, and other organizations that can help visit the *Living with Arthritis-Easy-to-Read Information for Patients and Families* page on the NIAMS Web site. This page also contains information on related clinical trials and journal articles.

Address: Bldg. 31, Room 4C02  
31 Center Dr. - MSC 2350  
Bethesda MD 20892-3675  
Telephone: 1-877-22-NIAMS (226-4267) (toll-free) 301-495-4484  
Fax: 301-718-6366  
Web: <http://www.nih.gov/niams>

**Resources from the Centers for Disease Control and Prevention:**

The Centers for Disease Control and Prevention (CDC), part of the Federal Government, is the lead federal agency for protecting the health and safety of the American people. The CDC produces fact sheets that help people make informed decisions about their health and health care. Contact the CDC for public information, health statistics, and tips to help you stay healthy. Spanish language resources are available.

- Find latest data and statistics on arthritis, news and events such as arthritis awareness month, basic arthritis information, information about state arthritis programs, and educational resources like podcasts at <http://www.cdc.gov/arthritis/>.

Address: 1600 Clifton Road  
Atlanta GA 30333  
Telephone: 1-800-CDC-INFO  
Web: <http://www.cdc.gov/>

**Resource from the American College of Rheumatology:**

The American College of Rheumatology (ACR) is an organization for physicians, health professionals, and scientists that advance rheumatology through continuing education, research, advocacy, and practice support. Health education materials are available online.

- Get fact sheets on various arthritis diseases and conditions and common medications, a rheumatologist in your area, briefing papers for caregivers who treat patients with arthritis, and factsheets on several common medications used to treat rheumatic diseases at [www.rheumatology.org](http://www.rheumatology.org).

Address: 1800 Century Place, Suite 250  
Atlanta GA 30345  
Telephone: 404-633-3777  
Fax: 404-633-1870  
Web: <http://www.rheumatology.org>

**Resources from the National Institute on Aging:**

The National Institute on Aging (NIA) provides leadership in aging research, training, health information dissemination, and other programs relevant to aging and older people.

- To sign up for regular email alerts about new publications including the *Age Page*, which features arthritis advice and other information from the NIA, visit [www.nia.nih.gov/HealthInformation](http://www.nia.nih.gov/HealthInformation).
- Visit NIHSeniorHealth ([www.nihseniorhealth.gov](http://www.nihseniorhealth.gov)), a senior-friendly Web site from the National Institute on Aging and the National Library of Medicine. This Web site has health

information for older adults. Special features make it simple to use. For example, you can click on a button to have the text read out loud or to make the type larger.

Address: Building 31, Room 5C27  
31Center Drive, MSC 2292  
Bethesda, MD 20892  
Telephone: 301-496-1752  
TTY: 1-800-222-4225  
Web: <http://www.nia.nih.gov>

For additional resources on self-management education and physical activity programs, visit the CDC Arthritis Program Web site <http://www.cdc.gov/arthritis> (under the Intervention Programs link) or e-mail [help@arthritis.org](mailto:help@arthritis.org).

*APPENDIX H – Sample Letter: Response to Public Inquiries*

Dear Mr./Ms. [NAME]:

Congratulations on making the first step toward taking charge and showing arthritis who’s boss! Keep going and you could be hurting less, moving more easily and feeling more energetic in just 4 to 6 weeks.

Recent studies show that moderate exercise 5 or more days a week can help relieve arthritis pain, improve your mood, help you to feel more in control, give you more energy, and make you feel better about yourself. Most importantly, exercise can help you move more easily, do more, or improve your ability to take care of and provide for your family.

But it’s more than just staying busy! Low impact activities, like walking, biking, or swimming, at a moderate pace work best for people with arthritis. Everyday activities like gardening and washing the car can help too, as long as you get your heart rate up while doing them.

You may hurt a little at first, especially if you are not regularly exercising now. But most people who stick with a program feel better within 4 to 6 weeks.

Enclosed, you will find additional information outlining national and local resources, as well as information on moderate exercise to help you get active and manage your arthritis.

Every day is another opportunity to take charge and show arthritis who’s boss!

Sincerely,

[NAME]  
[TITLE]  
[ORGANIZATION]

Enclosures:  
Arthritis Brochure  
Resources Fact Sheet  
[OTHER]

## *APPENDIX I – Health Provider and Consumer Organizations*

The following information provides a list of organizations across the U.S which offer resources and support for health care providers and consumers in the Caucasian and African American populations who are 40 to 65 years old, live in low-income households, and/or have moderate education. These organizations are listed as suggestions and are intended for reference use only. Please feel free to use other organizations available in your local community.

### **Provider Organizations:**

#### American College of Physicians (ACP)

ACP is the nation's largest medical specialty society. Members of ACP specialize in a variety of areas such as in internal medicine, cardiology, infectious diseases, rheumatology, gastroenterology, and oncology. Contact the ACP for referrals. ACP produces *Healthscope*, a film series on public health.

Telephone: 1-800-523-1546 (toll-free) Ext. 2600; 215-351-2600

Web site: <http://www.acponline.org>

#### American College of Rheumatology Association of Rheumatology Health Professionals

The ACR is an organization for physicians, health professionals, and scientists that advance rheumatology through continuing education, research, advocacy, and practice support. Health education materials are available online.

Telephone: 404-633-3777

Web site: <http://www.rheumatology.org>

#### American College of Sports Medicine (ACSM)

ACSM is a scientific and medical association of health professionals interested in exercise. It offers training and certification. ACSM's Active Aging Partnership, focuses on education, research, and improving practice for those committed to working with older adults. For free information on exercise for older adults, send a self-addressed, stamped envelope.

Telephone: 317-637-9200

Web site: <http://www.acsm.org>

#### American Hospital Association (AHA)

AHA is a national nonprofit association representing all types of hospitals and health care networks, as well as patients and families. AHA provides education for health care leaders and information on health care issues and trends.

Telephone: 312-422-3000

Web site: <http://www.hospitalconnect.com>

### American Physical Therapy Association (APTA)

APTA is an organization of physical therapists providing referrals to APTA geriatric certified therapists and information on debilitating ailments like arthritis, stroke, scoliosis, and sudden onset of illness. APTA's Section on Geriatrics offers publications on topics such as osteoporosis, incontinence, neck pain, carpal tunnel syndrome, hip, knee, or shoulder care, and what physical therapists can offer older adults.

Telephone: 1-800-999-2782 (toll-free) 703-684-2782

Web site: <http://www.apta.org>

### National Medical Association (NMA)

NMA promotes the interests of doctors and patients of African descent. NMA offers a physician referral service and the brochure, "Looking for Dr. Right: Guide to Choosing a Physician" using 1-888-NMAPHYSicians.

Telephone: 202-347-1895

Web site: <http://www.nmanet.org>

### **Consumer Organizations:**

#### American Chronic Pain Association

The American Chronic Pain Association offers support and education for individuals with chronic pain and their families.

Telephone: 1-800-533-3231 (toll-free)

Web site: <http://www.theacpa.org>

#### BlackHealthcare.com

A culturally oriented and ethnically focused comprehensive internet-based health and medical information provider dedicated to addressing the special health problems of African-Americans.

Telephone: 301-933-9313

Web site: <http://blackhealthcare.com>

#### National Senior Games Association (NSGA)

NSGA is a nonprofit organization promoting healthy lifestyles for older people through education, fitness, and sports. The organization's Web site announces Association events and activities and offers videotapes of group activities.

Telephone: 225-766-6800

Web site: <http://www.nationalseniorgames.org>

#### United Way of America

United Way is a philanthropic organization providing support for community programs. Contact the United Way to find local chapters linking people with resources such as dental and health services for low-income people or to volunteer for service programs in the community.

Telephone: 1-800-892-2757 (toll-free) 703-836-7112

Web site: <http://www.unitedway.org>

### YMCA

YMCA is a membership organization providing physical fitness and health programs. Local YMCAs nationwide design Active Older Adult programs to meet the needs of older members, provide volunteer opportunities for senior citizens, and offer intergenerational programs.

Telephone: 1-800-USA-YMCA (872-9622) (toll-free)

Web site: <http://www.ymca.net>

### YWCA

YWCA is a membership organization providing health, fitness, and community services for women. Educational workshops, recreational activities, and counseling services are available. ENCORE programs for women after breast cancer surgery combine group discussion with exercise to promote recovery. Informational brochures are available.

Telephone: 1-800-222-4738 (toll-free) 212-922-9500

Web site: <http://www.ywca.org>

## Campaign Materials Tracking Form

### **Tracking Tool:**

Use this form to track the usage of campaign materials. One form should be used for each execution. For example, if you placed a print PSA in a local magazine and paid for an ad in the local newspaper, one form should be completed for each.

### **Type of Media Outlet**

Name of Media Outlet \_\_\_\_\_ City \_\_\_\_\_

Contact Person \_\_\_\_\_

**Description of Media Outlet:** (Audience, circulation, location [if community placement])

**Creative Execution Selected:** (Indicate which radio or print piece was used)

### **Print Ads:**

- “Physical Activity. The Arthritis Pain Reliever.”
- “Show Arthritis Who’s Boss.”
- “I can’t let arthritis stand in my way.”
- “Even with arthritis, I need to stay strong.”

### **Radio:**

#### Taped Spots

- “Whoopee” National
- “Whoopee” Local
- “Anthem” National
- “Anthem” Local

Live Announcer Script (include which version): \_\_\_\_\_

- :25 second spot
- :30 second spot
- :50 second spot
- :60 second spot



**Other Creative:**

- Billboard
- Bookmark
- Bill Stuffer
- Bus Shelter
- Flyer
- Brochure

**Length of Run:** (Indicate how long/many times this piece has or will run)

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**Number of Exposures:** Please remember to strive to reach the recommended minimum number of exposures. *Please see Appendix K for chart outlining recommendations.*

Environmental category (i.e. outdoor billboards, outdoor bus shelters, and radio): strive to reach three times the target population in your target area.

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Pickup category (i.e. brochures, flyers, and bookmarks): strive to distribute enough materials to reach 1/3 of the total target population in your target area.

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Direct to home/hand category (i.e. bill stuffers, direct mailings, newspaper ads, etc.): strive to distribute enough materials to reach 1/3 of the total target population in your target area.

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**Response Rate:** (To help you track which outlets are most effective, indicate if your phone number or Web site traffic increased due to the piece running – if possible. Using national resources may inhibit tracking.)

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## Evaluation of Campaign Reach Template and Example

List each channel you used and resulting impressions by each major vendor for that channel (i.e., 1,250 bookmarks distributed at libraries, 400 bookmarks distributed at churches). *See sample charts from Wisconsin's pilot test program.*

### Template: Summary of Campaign Reach and Impressions

<b>Basic Campaign Information</b>	
Campaign Dates:	
Campaign Target Area:	
Estimate of target population living in target area:	
Recommended Minimum Category 1 Exposures (3X's population):	
Recommended Minimum Categories 2 and 3 Exposures (1/3 population):	
<b>Category 1: Environmental Exposures</b>	<b>Total Impressions</b>
Radio Spots	
Radio Interviews	
Billboards	
Bus Shelter Placards	
Posters	
Magazine ads	
Newspaper/newsletter ads	
Newspaper/Newsletter/Magazine articles	
Other (list)	
<b>Total Impressions for Category 1</b>	
<b>Category 2: Pickup &amp; Category 3: Direct to Home/Hand</b>	<b>Total Impressions</b>
Brochures	
Billstuffers	
Bookmarks	
Flyers	
Other (list)	
<b>Total Impressions for Categories 2 &amp; 3</b>	

The tables listed below include evaluation results of the Wisconsin Arthritis Program pilot campaign. You may find it helpful to use these charts to track campaign results in your area.

**Wisconsin Example: Summary of Campaign Reach and Impressions (*Pilot Test Results*)**

WI Arthritis Program Pilot Campaign Reach Evaluation	
October 19-November 29, 2009	
<b>Category 1: Environmental Exposures</b>	<b>Total Impressions</b>
Clear Channel Bus Shelters	2,870,776
Clear Channel Junior Posters	9,020,908
Clear Channel Posters	3,024,105
Posters at Health Department Clinics	Unknown - H1N1 vaccine recipients
Black Women 50+ magazine full page ad to businesses	29,400
Total African American Population	211,700
Recommended Minimum Exposures (3x's population)	635,100
<b>Actual Reach for Category 1</b>	<b>15,791,589</b>
<b>Category 2: Pickup &amp; Category 3: Direct to Home/Hand</b>	<b>Total Impressions</b>
Black Women 50+ magazine full page ad to subscribers	600
Billstuffers in AF Jingle Bell Run goodie bags	4,000
Billstuffers at 31 senior meal site	4,000
Billstuffers at 3 McDonald's restaurants	16,000
Bookmarks at libraries	1,250
Bookmarks at church bible study groups	250
Flyers	172
Brochures	1,357
Bookmarks attached to Penzy's spices	43
Postcard with Campaign Message in goodie bags	136
Total African American Population	211,700
Recommended Minimum Exposures (1/3 of population)	69,861
<b>Actual Reach for Categories 2 &amp; 3</b>	<b>27,808</b>

**Wisconsin Example: Media Location and Impression Calculation Chart (Pilot Test Results)**

<b>Posters</b>			
<b># Purchased</b>	<b>Locations</b>	<b>Daily Effective Circulation(DEC)</b>	<b>Impressions For Length of Campaign</b>
1	Brown Deer Rd SS 0.3mi W/O 91st St F/W – 1	18,739	787,021
2	Lisbon Av NS 70ft E/O 33rd St F/W – 1	10,612	445,708
3	Silver Spring Dr NS 55ft W/O 76th St F/E – 2	42,652	1,791,376
<b>Total</b>		<b>72,003</b>	<b>3,024,105</b>
<b>Junior Posters</b>			
<b># Purchased</b>	<b>Locations</b>	<b>Daily Effective Circulation(DEC)</b>	<b>Impressions For Length of Campaign</b>
1	Atkinson Av NS 80ft W/O 27th St F/W – 1	3,762	158,018
2	Atkinson Av NS 75ft W/O 8th St F/E – 1	7,363	309,236
3	Burleigh St NS 25ft W/O 37th St F/E – 2	6,615	277,822
4	Burleigh St SS 50ft W/O Holton St F/W – 1	4,158	174,653
5	Capitol Dr SS 10ft E/O 42nd St F/W – 1	17,329	727,822
6	Center St SS 50ft W/O 35th St F/W – 1	7,003	294,108
7	Center St NS 50ft E/O 9th St F/W – 1	6,676	280,410
8	Congress St NS 50ft W/O Appleton Av F/E - 1	1,864	78,304
9	Fond du Lac Av SS 150ft W/O Baldwin St F/W - 1	13,655	573,514
10	Fond du Lac Av SS 150ft W/O Melvina St F/E - 1	15,271	641,386
11	Holton St ES 5ft N/O Townsend St F/S - 1	4,852	203,787
12	Hopkins St WS 20ft N/O Ruby Av F/N - 1	4,329	181,821
13	Keefe Av NS 125ft E/O Port Washington Rd F/E - 1	6,599	277,145
14	ML King Dr ES 50ft N/O 6th St F/N – 1	3,945	165,708
15	ML King Dr WS 50ft S/O Chambers St F/S - 2	6,613	277,744
16	North Av NS 40ft W/O 30th St F/W – 1	7,926	332,884
17	North Av SS 80ft W/O Hubbard St	9,720	408,251

	F/E - 1		
18	Oakland Av WS 100ft N/O Kenwood Av F/S - 1	13,524	567,987
19	Silver Spring Dr SS 30ft E/O 43rd St F/W - 1	13,713	575,950
20	St. Paul Av SS 5ft E/O 26th St F/E – 1	5,054	212,250
21	State St NS 10ft W/O 50th St F/E - 1	4,625	194,263
22	Teutonia Av WS 50ft N/O Roosevelt Dr F/N - 2	10,784	452,936
23	Teutonia Av ES 100ft S/O Atkinson Av F/S - 1	10,784	452,936
24	Villard Av SS 100ft W/O 51st St F/E – 1	6,241	262,114
25	2nd St WS 70ft S/O Florida St F/N – 2	3,291	138,215
26	27th St ES 200ft S/O Burleigh St. F/S - 1	7,553	317,215
27	27th St ES 50ft N/O Clybourn St F/S – 1	11,534	484,428
<b>Total</b>		<b>214,784</b>	<b>9,020,908</b>
	<b>Bus Shelters</b>		
<b># Purchased</b>	<b>Locations</b>	<b>Daily Effective Circulation(DEC)</b>	<b>Impressions For Length of Campaign</b>
1	Capitol Dr NS 40ft E/O Richards St F/W - 2	21,971	922,799
2	North Av NS 13ft E/O ML King Dr F/W - 2	16,417	689,510
3	Wisconsin Av NS 15ft E/O 8th St F/W - 2	8,671	364,182
4	17th St ES 165ft S/O Brown St F/S – 1	3,041	127,705
5	27th St ES 20ft S/O Wisconsin Av F/N - 2	18,252	766,580
<b>Total</b>		<b>68,352</b>	<b>2,870,776</b>
<b>Grand Total</b>			<b>14,915,789</b>

*APPENDIX L – Campaign Feedback Form*

**“Physical Activity. The Arthritis Pain Reliever.” ~ Campaign Feedback Form**

We want to hear from you! Help us learn which components of the campaign are working well, give us ideas for additional materials or just share your experience. Thank you!

Name/Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email address: \_\_\_\_\_

1. In your opinion, which campaign elements were most successful?

- a. Billboard
- b. Bookmark
- c. Bill Stuffer
- d. Bus Shelter Placard
- e. Print Ad (7 x 10)
- f. Flyer (8.5 x 11)
- g. Brochure
- h. Radio

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. Considering the component that was most successful, which campaign goal did this component best help to achieve:

- a. Raised awareness of physical activity as a way to manage arthritis pain and increase function
- b. Increased understanding of how to use physical activity (types and duration) to ease arthritis symptoms and prevent further disability
- c. Enhanced the confidence of persons with arthritis so that they can be more physically active
- d. Increased trial of physical activity behaviors
- e. All of the above
- f. None of the above
- g. Other \_\_\_\_\_

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. In your opinion, “Physical Activity. The Arthritis Pain Reliever.” was well received by the target audience of people with arthritis who are 40 to 65 years old?
- a. Strongly agree
  - b. Agree
  - c. Undecided
  - d. Disagree
  - e. Strongly disagree

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. In your opinion, what component of the campaign did not work well? Explain.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. How helpful did you find the information you were provided in the “How To” guide?

- a. A great deal
- b. Quite a lot
- c. Some what
- d. Very little
- e. None

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. Are there additional resources or materials you feel would have helped you achieve better results? Explain.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Please fax or mail this form to the contact below:**  
**Teresa J. Brady, PhD**  
**Arthritis Program, Centers for Disease Control and Prevention**  
**4770 Buford Hwy NE MS K-51**  
**Atlanta, GA 30341**  
**Phone: 770-488-5856**

## *APPENDIX M – Frequently Asked Questions*

Organizations in your area, especially those interested in partnering with you, may have specific questions regarding the “Physical Activity. The Arthritis Pain Reliever.” campaign, your department/agency, and their possible participation in the campaign. Below are questions area organizations may ask, with some suggested answers. The below still requires customization to meet your specific needs.

### **Frequently Asked Questions**

#### **Questions About the Campaign & Background:**

Q: How is this revised campaign different than the original “Physical Activity. The Arthritis Pain Reliever.” campaign?

A: The campaign tagline, “Physical Activity. The Arthritis Pain Reliever.”, and the call to action, be physically active, remain the same. All campaign materials were revised to strengthen their motivational elements. This change was based on audience research that suggested that most of the target audience were aware that they should be physically active, but the challenge came in motivating themselves to do so. These motivational elements included changing headlines and text to tap into sense of control or responsibility, emphasizing mood benefits from physical activity, using terms physical activity and exercise interchangeably, specifying heart rate indicators of a moderate level physical activity, specifically addressing the “I am already busy all the time” mindset, and demonstrating choice in physical activity through the multiple images in the print ads and flyers. Other specific changes included:

- Expanding the target audience to ages 40-65, educational level up to including some college, and income level up to \$75, 000. Materials were tested, and do resonate, with people up to age 70, but the messaging is incomplete for those ages 65-70 because it does not include balance.
- Increasing the physical activity “prescription” to 30 minutes per day 5 days per week to be consistent with the 2008 Department of Health and Human Services physical activity guidelines. Note: the prescription is described in minutes per day rather than a weekly total because this audience found the daily minutes to be more motivating.
- Adding a web address for more information to many of the materials. The materials include the CDC Arthritis Program web address, which will have campaign specific pages. This can be replaced by the health department or state arthritis program if desired.
- Utilizing the 1-800-CDC-INFO toll free number as the telephone response mechanism. This number can be replaced by a local response number. The key advantage to using the CDC-INFO number is customer service: this line has live operators 7 days per week, 24 hours per day. See a later FAQ for additional information on utilizing the CDC-INFO line as your telephone response mechanism.



Q: What are the advantages and disadvantages to using the 1-800-CDC-INFO line as the telephone response mechanism?

A: A key advantage of using the CDC-INFO line is customer service; this line has live operators 24 hours per day, 7 days per week. The operators respond using prepared responses to common questions so we are sure the key campaign messages are reinforced. Other advantages are that CDC-INFO creates the opportunity to capture some evaluation data on callers by routinely inviting callers to complete a satisfaction survey at the end of their call (which approximately 25% do), and a call back survey to determine how they used the information (which approximately 10-15% do). You can request reports on numbers of calls received and any of the satisfaction or call back data that is captured. An additional advantage to the CDC-INFO line is that it is possible to customize the response slightly; you can provide a state contact number so the live operator can give that number to any callers in your state who want information on physical activity opportunities in your state. Please contact Teresa J. Brady, PhD ([tob9@cdc.gov](mailto:tob9@cdc.gov)) to submit the local contact number or to request evaluation data. The key disadvantage to using the CDC-INFO line as your telephone response mechanism is that it requires callers to make a second phone call to reach a person knowledgeable about local physical activity opportunities. You will need to judge for yourself if this disadvantage outweighs the benefits of the 24/7 live operator customer service, consistency of response, and availability of evaluation data.

Q: What is “Physical Activity. The Arthritis Pain Reliever.”?

A: “Physical Activity. The Arthritis Pain Reliever.” is a health communications campaign designed to promote physical activity as a method of arthritis self-management and is based on extensive audience research.

Q: Who is the target audience?

A: The campaign’s target audience is people with arthritis who are 40 to 65 years old. The campaign was designed to appeal to Caucasians and African Americans with no more education than some college education and an income less than \$75,000/year.

Q: What is the goal of the campaign?

A: The campaign is designed to achieve the following goals:

- Raise awareness of physical activity as a way to manage arthritis pain and increase function
- Increase understanding of how to use physical activity (types and duration) to ease arthritis symptoms and prevent further disability
- Enhance the confidence of persons with arthritis so that they can be physically active
- Increase trial of physical activity behaviors

Q: How long is the campaign?

A: The print campaign materials do not have an expiration date, however radio ads will expire on September 30, 2012, which correlates to the length of our talent agreements. When considering how long to run the campaign in your market, we recommend a minimum of 6 to 10 weeks. You can stretch your investment dollars out if you run the campaign for 2 weeks, withdraw paid ads for 2 weeks, and then run the paid ads for

another 2 weeks. It is better to achieve a higher saturation of your messages during a shorter period of time than to space your campaign out over several months with limited exposures. You may choose to run the campaign again at a later date, just keep the saturation concept in mind.

### **Questions About Partnering with the Campaign:**

Q: How can we help? What does this partnership involve?

A: We believe that partnering with local health and community organizations will help carry out the goal of this campaign. Organizations that focus on health and wellbeing such as yours are in great positions to help deliver health promotion messages and resources. As a partner of the campaign, we would look to your organization to provide expertise and assistance in the following areas:

- Distribute and display flyers, brochures, and bookmarks
- Run ads or articles in newsletters
- Place campaign information and links on your Web site
- Supplement the campaign by conducting community seminars or presentations on arthritis

Q: How will this partnership benefit my organization?

A: You will have the opportunity to accomplish several things:

- Assist in the development of community programs and events that...
  - Address a serious economic, social and psychological threat to members of the community with arthritis
  - Help those with arthritis live a more active life with less pain
- Enhance your presence as an organization committed to improving the lives of arthritis sufferers in the U.S./our city
- Help you meet your mission of serving your community

Q: Is there a financial cost in partnering with the campaign?

A: Not necessarily. It depends on how we decide to partner together and how this campaign can help you reach your organization's goals.

Q: Are partners allowed to provide in-kind support?

A: Yes, in-kind support is very welcome. Perhaps you can include campaign information on your Web site or in your newsletter. In addition, if your organization runs or attends any consumer conferences, perhaps our materials could be distributed at your booth. In the end, what is most important is that we get the message out in a variety of ways to reach as many people in our target audience as possible. We are open to any ideas you have to share.

Q: What other partners are involved in the campaign?

A: List your partners here and consider including information regarding what they are doing to help disseminate the campaign. By seeing how others are contributing, it may spur potential partners to sign up.

**Questions About Supporting Materials:**

Q: What materials are available to support the campaign?

A: The “Physical Activity. The Arthritis Pain Reliever.” campaign elements consist of taped radio spots and live-announcer scripts, a brochure and sticker to be placed as a counter top display, and print advertisements including, outdoor billboards, bus shelter placard, flyer, bill stuffer, and bookmark. All radio and print executions can also be used as either a PSA or a paid placement.

Q: What materials are suggested as a minimum for implementing the campaign?

A: To conduct the campaign, it is recommended to include a mix of media types to ensure broad reach of the target audience. Organizations should partner with a state health department to implement the campaign and at least use brochures placed in community locations and some type of outdoor advertising (radio ads, billboards, and/or bus shelter placards) and some type of print ad or ancillary print materials.

Ideally at least one medium should be utilized from each of the three categories on the below (environmental, pickup and direct to home). Each category should reach at least the specified minimum number of exposures or material disseminates.

	<b>Category 1 (Environmental)</b>	<b>Category 2 (Pickup)</b>	<b>Category 3 (Direct to home/hand)</b>
Description	Community placements where the audience may be exposed to materials with no effort on their part	Placements that require the individual to intentionally take action to obtain the material	Materials that will arrive in the individual’s homes or that are placed in their hands with little to no effort on their part
Materials	<ul style="list-style-type: none"> <li>• Outdoor Billboards</li> <li>• Outdoor Bus Shelters</li> <li>• Radio</li> </ul>	<ul style="list-style-type: none"> <li>• Brochures in community locations (these are mandatory)</li> <li>• Flyers (can take home)</li> <li>• Bookmarks at library</li> </ul>	<ul style="list-style-type: none"> <li>• Bill stuffers</li> <li>• Bookmarks put in grocery bags</li> <li>• Church bulletins</li> <li>• Direct mailings</li> <li>• Newspaper ads</li> <li>• Newsletter/newspaper articles</li> </ul>
Minimum Exposures	Strive to reach three times the target population for your area.	Strive to distribute enough materials from categories 2 and 3 to reach 1/3 of the total target population in your target area (with the exception of newspaper/newsletter ads and articles).	Strive to distribute enough materials from categories 2 and 3 to reach 1/3 of the total target population in your target area (with the exception of newspaper/newsletter ads and articles).

*Note: the examples listed under each type of channel are just examples; feel free to use your creativity to identify new ways to use the campaign materials.*

Creative materials are provided in both hardcopy (within this guide), as well as on CD-ROM. Please refer to *Section Two – Sample Campaign Materials, Printing and Reproduction Specifications*.

Q: Can the materials be localized?

A: You can add the local health department or arthritis program logo and replace the national 1-800 number with a local toll-free telephone number for arthritis information. You can also replace the CDC Web site with a local Web address.

Q: Can corporate logos be added to the campaign materials

A: Health departments, arthritis programs, or arthritis partnership name(s) and logo(s) can be added to the materials. It is possible to add corporate logos, but because the CDC logo is embedded in the materials, the process of seeking approval for this change is complicated and time-consuming.

The CDC Technology Transfer Office needs to approve placement of any corporate logo with the CDC logo. A written request for approval must be submitted. The request should specify a clear plan that identifies the intervention and rationale for addition of the logo and the purpose of the corporate sponsor. These requests generally require several rounds of questions from the Technology Transfer Office. (In general, CDC may approve requests related to activities of the corporate sponsor as “good corporate citizenship,” but will be reluctant to approve requests when it is clear that a goal is purely gain for the corporate partners.