

# Engaging consumers: Txt4Health & PAM

Crescent City Beacon Community

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# Txt4health Overview

- Provide **targeted outreach** to (at-risk and undiagnosed) adults through mobile devices
- Reduce burden of diabetes in adult populations through **risk awareness, education, and behavior change**
- **Link individuals to care and community resources**



# Txt4health Program

- **Interactive, personalized 14 week text-based program that:**
  - Assesses a participant's risk for developing diabetes
  - Connects individuals to the best resources to help them improve health (e.g. health & wellness programs)
  - Sets goals and tracks weight and activity levels
  - Sends tailored educational and motivational messages to encourage healthy diet and increased exercise based on risk level

# Need for Txt4health

- Louisiana has the highest diabetes mortality rate in the U.S. (35.5/100,000 persons)
- **One out of every 10** adults in Louisiana has been diagnosed with type 2 diabetes, including **one out of every four** people aged 65 and over (CDC, BRFSS, 2009)
- **60%** of adult residents in New Orleans have at least one risk factor for type 2 diabetes (CDC, BRFSS, 2009)
- In 2007, total cost of diabetes for people in Louisiana was \$2.4B

# Social Marketing

## **Formative Research**

- Focus groups, KIIs (consumers, providers, community influencers)

## **Strategic Planning**

- Consumer Advisory Board (13 public/private organizations)
- Public/Private Partnerships (e.g., BCBSLA, Walmart, Novo Nordisk)

## **Implementation**

- Campaign launch event
- PSAs (tv, radio, print, outdoor)
- Community events
- Social/digital media (Facebook, Twitter)
- Earned media (TV & radio interviews)
- Campaign website (CCBC, T4H)
- 1-800-hotline, [gnocommunity.org](http://gnocommunity.org)

# Need for consumer engagement

- Txt4Health provides consumer-level service for a population level approach
- Opportunity for consumer engagement in their health and health care
- Selected PAM to understand consumer-level and population-level motivation and engagement
  - PAM was designed to assess an individual's knowledge, skill and confidence in managing their health and healthcare

# PAM and Txt4Health

- Two main objectives for measuring PAM
  - Understand at the population level community members engagement in self-management of health.
    - What are the populations-level segmentation in GNO?
  - Examine PAM and the levels of patient engagement in Txt4Health
    - Do those with higher PAM scores set and complete goals?
    - What is the association of PAM and levels of satisfaction with the program?

# Using PAM at the population-level

- Target population: Residents of the 4 Parish areas of Orleans, St. Bernard and Plaquemines (N=627)
- Design: Cross-sectional RDD telephone (n=400) and online panel (n=227) survey
- Measures: PAM, knowledge of diabetes, health and healthy choices, demographics
- PAM Hypothesis:
  - The variation in activation levels will reflect the variations of U.S. population levels by race/ethnicity, age and insurance coverage.
  - The higher the engagement in self-management the higher the likelihood of making healthy choices

# Using PAM at the consumer-level

- Target Population: Participants in the Txt4Health program who consent
- Design: Web-based survey
- Measures: PAM, knowledge of diabetes, health and healthy choices, program satisfaction, demographics
- PAM hypothesis:
  - There will be less variation in the program sample.
  - The higher the engagement, the higher the likelihood of setting goals.
  - All things being equal, the higher the motivation to manage their own health the greater the likelihood of completing the txt4health program.