

BUILDING PROGRAM PARTNERS WITH AN ARTHRITIS COMMUNICATIONS CAMPAIGN

California increases arthritis awareness to promote participation in evidence-based physical activity programs

Public Health Problem

- Arthritis is the leading cause of disability in the United States.
- Preventing activity limitations due to arthritis in adults with chronic joint symptoms is a Healthy People 2010 Objective for the nation.
- Early diagnosis and appropriate management of arthritis, including self management, can help people with arthritis decrease pain, improve function, and lower health care costs.

Program

- The California Arthritis Partnership Program, California Department of Public Health implemented evidence-based physical activity programs with a statewide perspective rather than a separate approach to each individual Arthritis Foundation Chapter.
- The Arthritis Foundation, Northern California took the lead to implement *Physical Activity. The Arthritis Pain Reliever*, a tested campaign to raise awareness of physical activity as a way to manage arthritis pain and increase function and to increase the trial of physical activity behaviors. Lead responsibilities included educating the other Chapters on how the campaign was previously implemented, offering suggestions for current year implementation, and coordinating the graphics production
- The campaign used radio spots and posters and brochures customized for each Chapter's target populations, generating goodwill with Chapter partners.

Impact

- Consistent messages are disseminated statewide and there is increased statewide collaboration among Chapters.
- Provision of needed physical activity programs is greatly expanded in the Long Beach area from an initial single program offering.
- Campaign implementation targeted areas where evidence-based Arthritis Foundation programs were slated for expansion as a way of ensuring that the expected increase in demand for programs would be accommodated.

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