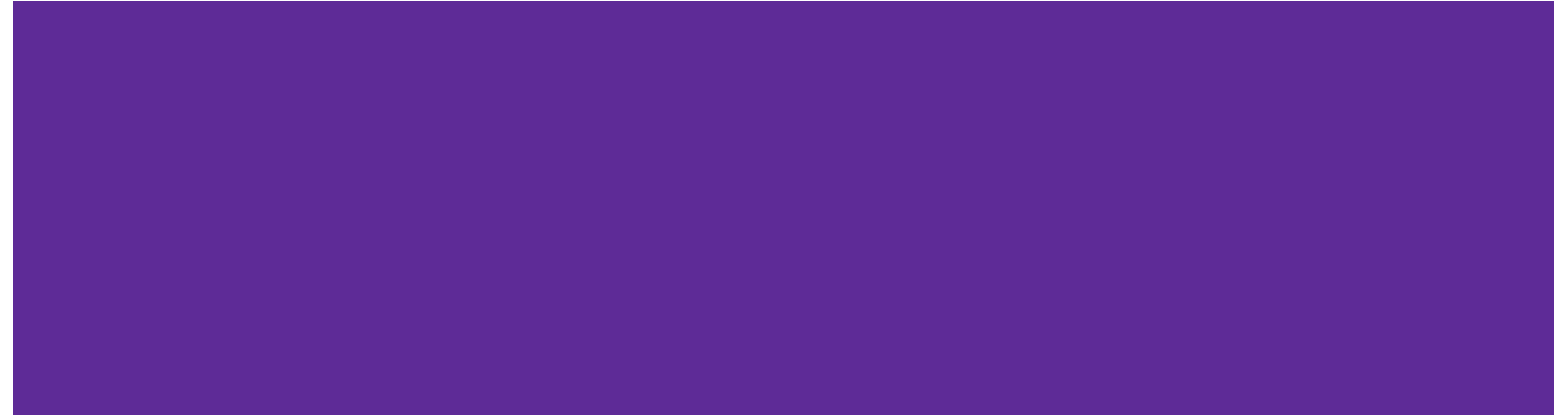


HEALTH COMMUNICATION FOR PHYSICAL ACTIVITY PROMOTION TO ADDRESS OBESITY

Malayna Webb



Outline

- Project Overview
 - Background
 - Theory Description
 - WHWC Project
 - Competencies
 - KSRE Project
-

Project Overview

- Wichita Health and Wellness Coalition
 - PA promotion
 - Health communication
 - Strategic planning
- K-State Research and Extension
 - Vaccine education and equity
 - Health communication
 - Community events

Intro to Wichita Health and Wellness Coalition





- Wichita, KS
- ~400 members
- 17-member advisory council
- Mission
 - To promote PA and good nutrition for every generation living in the greater Wichita area through people, programs, and policies.
- Focus: Obesity prevention, PA promotion
- Shelley Rich
 - MEd Kinesiology
 - Coalition facilitator
 - Kansas Department of Health and Environment

Background ^{2, 24}

- Obesity as a health issue
- **1.9 billion** people worldwide are classified as either overweight or obese
 - Overweight: BMI 25-30
 - Obese: BMI 30+
- **42%** of the U.S. population are classified as obese
- In Kansas, **35%** of adults are considered obese
- Less than **21%** of adults meet recommended levels of PA
 - 150+ minutes of MVPA
 - 2+ days of muscle strengthening activities

Cost of Obesity

Chronic disease

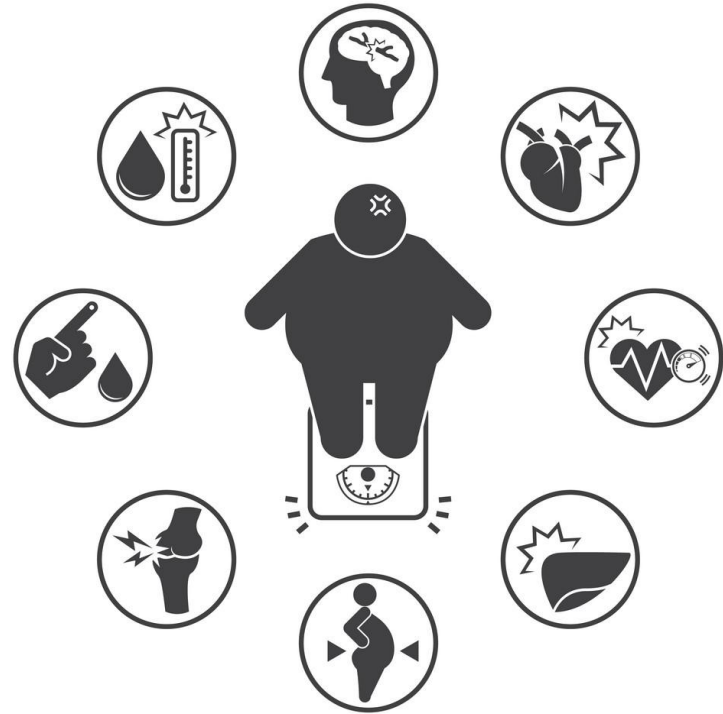
- Physical¹
 - Type 2 Diabetes (T2DM)
 - With each BMI point increased over 25, risk for developing T2DM increases **20%**
 - Pulmonary disease
 - Cardiovascular disease
 - Obese patients are **3.5x** more likely to be hypertensive
 - Kidney/liver disease
 - **91%** of bariatric patients also struggle with liver disease
- Mental¹⁷
 - Depression & Anxiety
 - Positive linear relationship with obesity

Cost of Obesity

- Economic costs¹⁰
 - \$155-419 per person
- Increased medical costs for obese individuals⁴
 - Medicare- **36%**
 - Medicaid- **47%**
 - Private insurance- **58%**

Causes of Obesity ¹

- Genetics
- Chronic disease
- Nutrition
- **Sedentary Behavior**
- **Physical Activity**



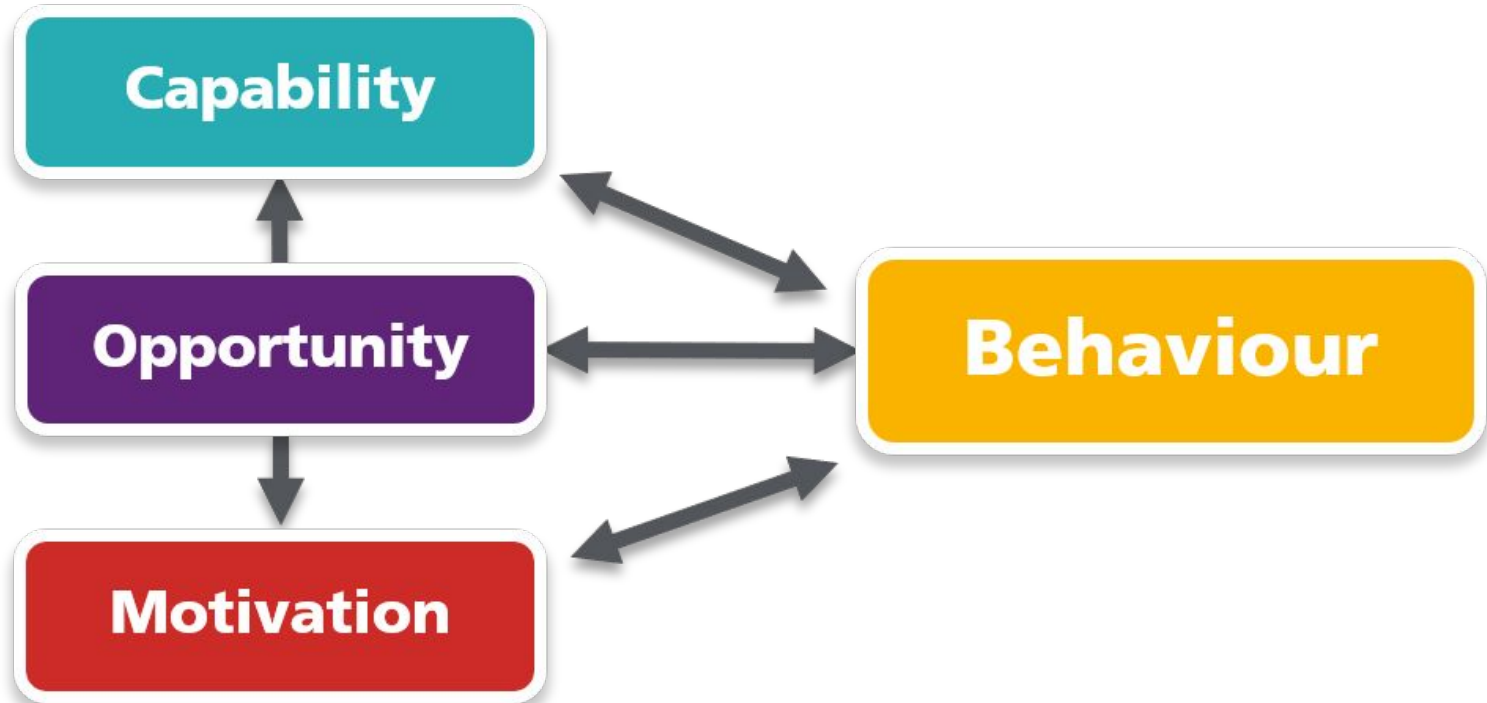
Obesity and Physical Activity

- PA and sedentary behavior
 - Independent and opposite effects ^{9, 12}
- **7.7 hours** is the average time spent sedentary for adults in the US ¹⁸
 - Passive transportation
 - Sedentary occupation
 - **Leisure time**
- **22%** of adults in KS engage in no leisure time PA ²
 - Less than that complete recommended levels for both aerobic and muscle strengthening activities

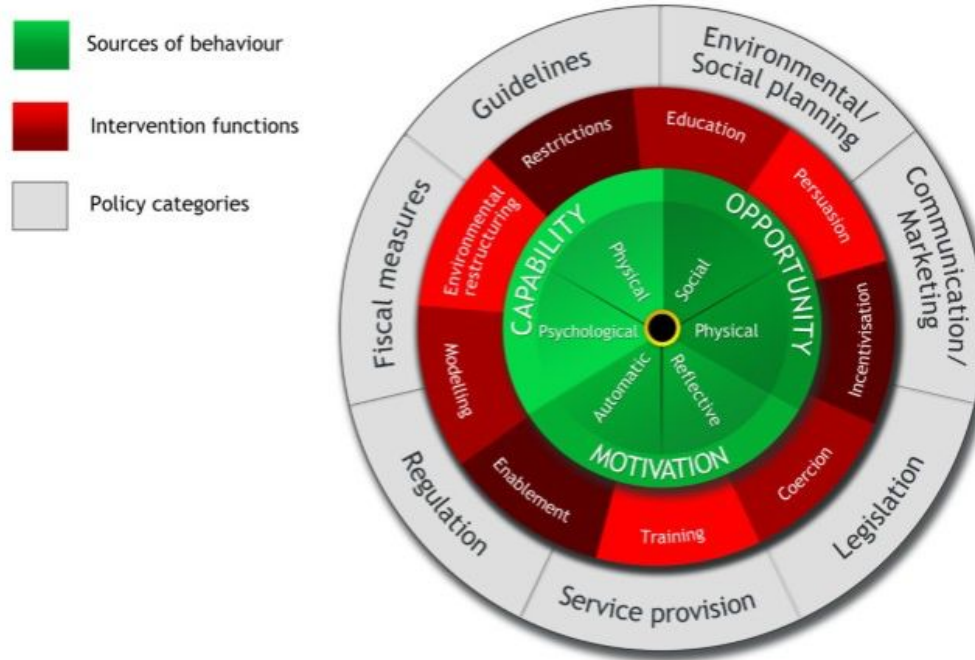
Health Communication for PA promotion

- Pros^{19, 20}
 - Better reach compared to in person PA interventions
 - More cost-effective compared to other PA promotion techniques
- Important considerations²¹
 - Targeting PA messages for specific populations
 - Consistency in PA messaging language and content
 - Long-term continuation for better uptake and recall of PA messages

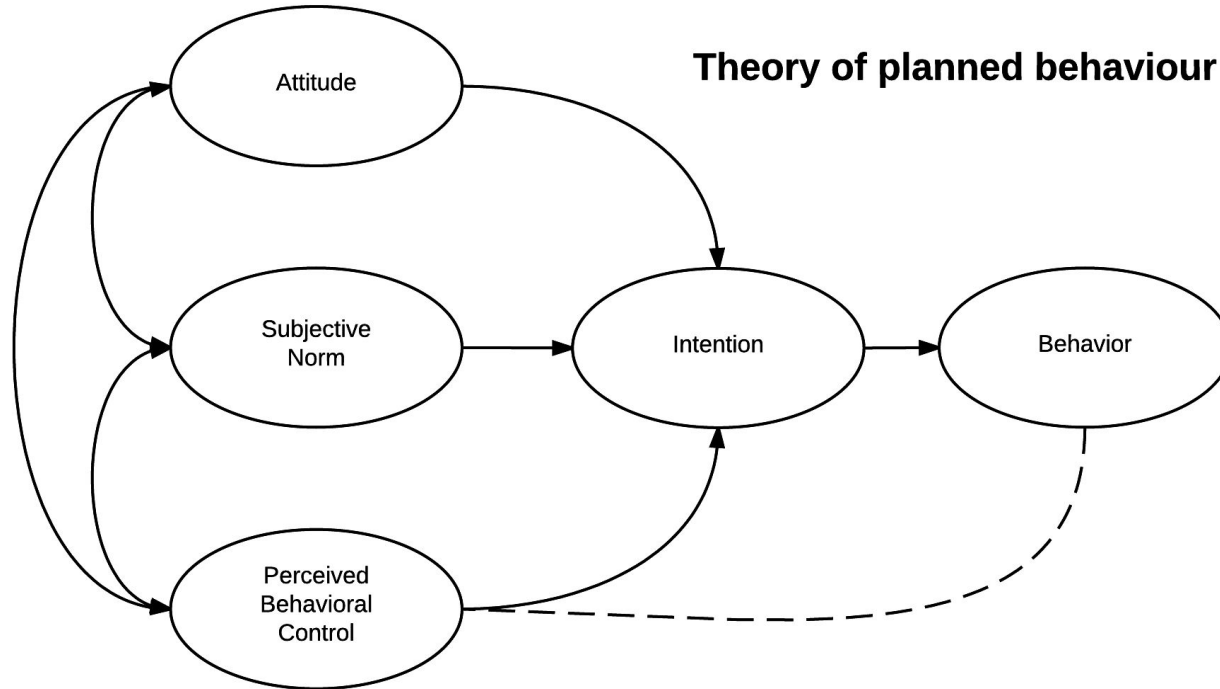
COM-B Model



Behavior Change Wheel



Theory of Planned Behavior



Purpose

- Promote PA through health communication messages
 - Increase awareness of opportunities
 - Change attitudes
 - Increase feeling of capability and behavioral control
 - Aid coalition development through strategic planning
 - Summary of coalition strategies
-

Learning Objectives

1. Create public health messaging for PA promotion aimed at various populations.
2. Implement health messaging for PA promotion
3. Gain an understanding of strategic planning and identify key characteristics of a successful public health organization.
4. Observe the planning process of a public health PA promotion event

Overview of Products

- Health communication
 - Facebook content
 - Monthly newsletter
- Strategic planning
 - Summary of coalition strategies

PA Health Messaging on Facebook

- ~1,700 FB followers
 - Majority in Wichita
 - 80% women
- Post focuses
 - Attitudes
 - Norms
 - Opportunity awareness
 - Perceived behavioral control



Health & Wellness Coalition
Published by Malayna Webb · March 4 ·

The weather is getting warmer and that means our options for being active are growing! Here are some fun, easy ways to get active! [#funactivity](#) [#walk](#) [#hearthealth](#) [#healthytips](#) [#getactive](#)



HEALTH.USNEWS.COM
10 Tips to Spice Up Your Fitness Routine
A fitness expert explains why a variety of exercises is important. Here are 10 tips to ensure ...

101 People reached	2 Engagements	↑ +1.6x higher Distribution score	Boost post
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Health & Wellness Coalition
Published by Malayna Webb · March 24 ·

Have you heard of 12-3-30? Get your sweat on with this new walking workout trend!



LIVESTRONG.COM
Want to Try the 12-3-30 Workout? Here's How to Customize It for Your Fitness Level | Livestrong.com

87 People reached	10 Engagements	↑ +1.4x higher Distribution score	Boost post
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Health & Wellness Coalition
Published by Malayna Webb · March 22 ·

Check out this low-impact home workout- perfect for when you're stuck inside on a rainy day!



LIVESTRONG.COM
A Low-Impact Cardio Workout for Older Adults That's Easy on the Joints | Livestrong.com

77 People reached	3 Engagements	↑ +1.2x average Distribution score	Boost post
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Posts targeting opportunity awareness, capability, and perceived behavioral control using education and modeling



Health & Wellness Coalition

Published by Malayna Webb · February 28 ·



As New Year's resolution motivation dwindles, consider benefits of activity outside of appearance! Here's how physical activity helps your mental health! [#health](#) [#mentalhealth](#) [#MentalHealthMonday](#) [#getactive](#)



SEATTLETIMES.COM

New Year's resolutioners, consider physical activity as a way to enhance mental health

132

People reached

3

Engagements

↑ +2.2x higher

Distribution score

Boost post



Highlighting immediate gratification and encouraging enjoyment of activity

WHWC Monthly Newsletters

- 8,700 people on the email list
 - 20% open rate
 - 15% link click rate
 - No data on audience demographics
- Segments
 - Nutrition
 - PA promotion



Show your Valentine some love by getting out and getting active!

Staying active can improve your heart's health and decrease your chances of disease. There's no time like the present. High blood pressure is not age restricted- nearly 1 in 4 adults aged 20-44 experience high blood pressure.

Every little bit helps- Set aside some time in your day to take a walk with a pet or family member, choose the stairs at work, or even park farther away than usual!

Click [HERE](#) for 5 Heart Healthy Activities!

Summary of Coalition Strategies

- Strategic planning
 - Purpose
- Inclusion criteria
 - Similar mission
 - Focus on PA/nutrition
 - Population served
 - Size/demographics
 - History of success
- Methods
 - Targeted search of successful coalitions based on recommendations
 - Outreach
 - Email
 - Phone calls

Coalition name:

Primary contact name:

Primary contact email:

1. What is the mission of the coalition?
2. Is there a specific focus? If so, what is it?
3. If you have a primary focus, are there other coalitions in the area that cover other issues? What are they?
4. Where is the coalition housed/who manages it?
5. What is your staffing structure? Paid/unpaid staff, number of staff, outsourcing, etc.?
6. Is the primary purpose of your coalition to convene and share ideas, or do you focus more on planning/implementing programs?
7. Which programs/initiatives are you proudest of?
8. Do you have a community health improvement plan, if so, what is the structure/use of that look like?

Results

—

Health & Wellness Coalition
Published by Malayna Webb · February 3 ·

About 1/4 of Kansas adults are considered inactive, but we can change that! Get out and get active with your loved ones today!

DID YOU KNOW?

Being physically active is one of the best things you can do for your health!

So get out and take a 30 minute walk today!

171 People reached 11 Engagements ↑ +2.8x higher Distribution score [Boost post](#)

Health & Wellness Coalition
Published by Malayna Webb · February 25 ·

Happy people are healthy people, so do what you love with those you love!

Happiness
HEALTH

101 People reached 2 Engagements ↑ +1.6x higher Distribution score [Boost post](#)

Health & Wellness Coalition
Published by Malayna Webb · February 20 ·

Show your pet some love while showing your body some love! Get out and get active in the nice weather! [#getactive](#) [#hearthealth](#) [#walk](#) [#funactivity](#)

158 People reached 12 Engagements ↑ +2.6x higher Distribution score [Boost post](#)

Posts targeting attitudes, norms, and the feeling of behavioral control

Facebook

- Overall **page** performance
 - Reach (views)
 - 2021- 884
 - 2022- 1,000
 - Likes, follows, & shares
 - 2021- 60
 - 2022- 72
- Average **post** performance
 - Reach (views)
 - 2021- 90
 - 2022- 117
 - Interaction
 - 2021- 1.6
 - 2022- 4

Week	Page Reach	Actual Page Engagement	Avg. Post Reach	Avg. Post Engagement
Jan. 31	475	17	132	4.5
Feb. 7	346	13	111	3.25
Feb. 14	222	14	107	8
Feb. 21	400	42	137	6
February	915	86	122	5.5
Feb. 28	631	16	165	4
Mar. 6	316	11	107	3
Mar. 13	268	7	107	2
Mar. 20	348	15	67	6
Mar. 27	381	5	123	3.5
March	1,103	58	117.4	6
Apr. 3	333	12	105	2.4
Apr. 10	236	11	85	2
Apr. 17	754	14	141	2
Apr. 24				
April	1323	37	110.3333333	2.133333333

Engagement and reach by week in 2022

Newsletters

- 3 months of PA/nutrition content
 - Feb.- National heart health
 - March- National nutrition month/don't leave your health up to luck
 - April- Keeping up with your health is “no joke”
- Reach as of 2021
 - Over 8,700 recipients
 - 20% open rate
 - No new results for 2022 so far

Summary of Coalition Strategies

- 8 coalitions found; 7 included in final summary
- Responses
 - 3 personal responses
 - All in Kansas
 - 3 non-responses (information gained off website)
 - 1 coalition ended (included website information)
 - 1 no response, no website (not included)

Summary of Coalition Strategies

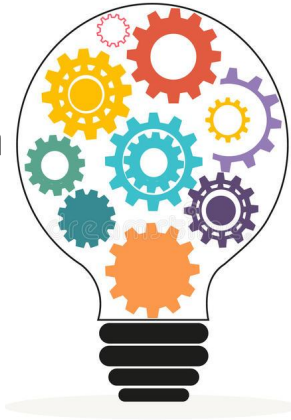
- Findings
 - Missions ranged but all included healthy community and PA
 - Most housed within a state health dept.
 - Rest stand-alone organizations
 - Usually 1-3 full time staff plus volunteers
 - All grant funded under multiple grants
 - All coalitions used a community health improvement plan
- Organization
- Future directions

	What is the mission of the coalition?	501C3 Status	Where is the coalition housed/ who manages it?	What is the structure of the staff?	How is the coalition funded?	What is the primary purpose of the coalition?	What kind of programs/initiatives does it plan/implement	What other coalitions are there that meet other community needs?	Do they have a community health improvement plan?	Contact
Wichita Health and wellness coalition	Promote good nutrition and physical activity for all generations in Wichita	No	The coalition is facilitated by staff paid through the Chronic Disease Risk Reduction grant. Grant funds are held at the Medical Society of SC.	Facilitator has approx. 10 hours per week to focus on Coalition per grant guidance. Volunteers serve on committees.	Routine expenses (website hosting, Constant Contact) are paid from revenue from annual Working Well Conference. Currently no other funding via grants.	PA/Nutrition promotion	Working Well Conference, Bike Month, Walktober, Food Council policy advocacy	Health Alliance meets to support the CHA/CHIP, Bike Walk Wichita promotes biking and walking, Aging Network, Youth Advocacy Council, Mental Health and Substance Abuse Coalition, LGBT Health Coalition, Safe Streets Drug Prevention, Tobacco Free Wichita www.hwcwichita.org/community-partners/	Yes	Shelley Rich: shelleyrich@med-soc.org
KC Healthy Kids	Composed of over 30 local food, farm and policy councils, the Kansas Food Action Network (KFAN) is a statewide advocacy network focused on building resilient local and state food systems in Kansas. The Network provides technical assistance, coaching, peer-to-peer learning and network opportunities to support growth and development of food system leadership in Kansas.	Yes	Stand alone organization	Director- Miranda, 1 FT staff and 2 part time consultants	2 grants one from KHF, and the other from the National Association of Chronic Disease Directors.	Strengthen local and state food systems through policy, systems, and environmental change	We convene the food councils across the state and support their work as they implement programs that lead to PSE change	There are approximately 30 local food policy councils in Kansas. We provide training, technical assistance, and networking opportunities for said councils	No, but the other orgs they work with usually do	Miranda Klugesherz: mklugesherz@kchealthkids.org
Activate Omaha	To Create awareness, advocacy and excitement about activity and the importance of designing our community for active lifestyles	No	Robert Wood Johnson Foundation	Coalition ended	5 year grant from the Robert Wood Johnson Foundation for Active Living by Design	Promoting active living through the built environment	Walking Works, Citizen's Handbook (neighborhood groups to identify barriers/walking environment), Club Possible (afterschool programs), Keystone Gateway to Active Living (childrens biking initiative), Safe Routes to School	Metro Omaha Tobacco Action Coalition, Nebraska Coalition for Lifesaving Cures, Green Omaha Coalition (environmental health), Coalition RX (substance abuse), NeMHAC (mental health and aging), strong nebraska (womens advocacy/health), Project Extra Mile (alcohol awareness)	No	Activate Omaha morphed with The Wellness Partners after the grant ended. Head of Activate Omaha went on to start bike-walk Nebraska
Wellness Now Coalition- OKC	To advocate for best practices in policies that support the objectives of workgroups and partnerships toward achieving optimal and equitable PH outcomes	Unsure				Promote health equity and wellness for all	Community health workers, Equity, Faith-based, Health at Work, Mental Health, Nutrition and PA, Tobacco prevention	OK Womens Coalition, Metro Literacy Coalition, OK Action (healthcare through nursing), Keep Moving OKC (wellness initiative)		https://www.wellnessnowokc.org/
Flint Hills Wellness Coalition (Riley County)	To create a healthy, equitable community for residents through policy, system, environmental, and personal change	Yes	registered with the Kansas Secretary of State's Office but a stand alone nonprofit organization	9 Directors, 3 full time the rest volunteer. Paid through the Pathways grant	Pathways to a Healthy Kansas grant from Blue Cross Blue Shield (\$50,000 per year for 4 years) after which they will be eligible to apply for a larger grant	Work cooperatively with citizens throughout Manhattan to develop community norms that support healthy behaviors and environments	Pathways to Healthy KS, Food & Farm, Active Transportation, Mental Health, Health Equity, Access of Services, Community Needs Assessment	Kansas Equality Coalition, MARPC (risk prevention- drug/alcohol use) Coalition for Equal Justice, Flint Hills Veterans, KS Breastfeeding,	Yes	Debbie Nuss: debnuss@gmail.com https://www.flinthillswellness.org/
Healthy King County- Seattle	Eliminate health inequities that cause disparities	Unsure		9 members on the governance team, 1 full time the rest volunteer	Several grants, currently a partnership to improve community health grant with 2 other organizations and a communities of opportunity grant from the Seattle Foundation	Develops leaders and provides resources that build capacity for achieving health equity through policy, systems, and environmental change	Healthy Eating, Built Environment, Drugs (including tobacco), Equity Committee	There are tons of coalitions in the Seattle/King County area that cover many issues including education, environment, health- mental health, nutrition/hunger, cancer and other illnesses, disabilities, physical activity, health equity, access to healthcare-homelessness, civil rights, and policy	Yes	hkccdistribution@cschc.org https://www.healthykingcounty.org/
Cleveland Food Policy Coalition	Promote a just, equitable, healthy and sustainable food system in the City of Cleveland	Unsure	Cleveland Dept. of Public Health	Voluntary. 2 Co-Chairs and a steering committee	Several grants	Food policy advocacy for better food environment	Affordable food access, reducing wasted food	Coalition for Homeless, Green Ribbon (environmental), Mental Health and Addiction, Re-Entry Coalition, School Reform, Neighborhood progress	Yes	cccfoodpolicycoalition@gmail.com https://www.cleveland-cuyahogacountyfoodpolicycoalition.org/

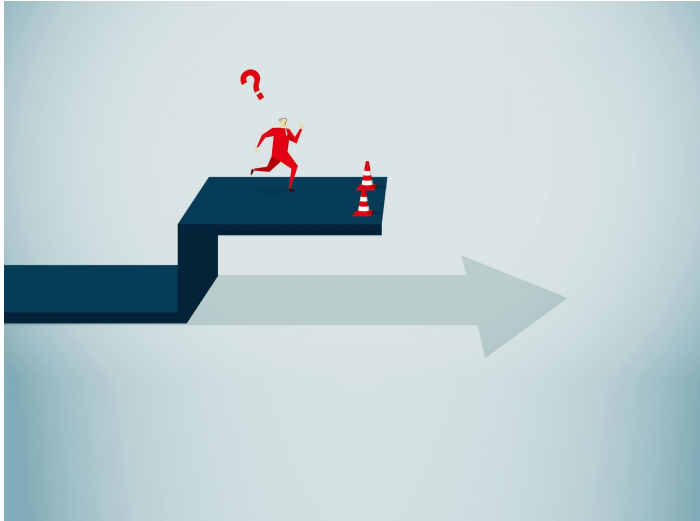
Big picture/organization

Lessons Learned

- Importance of consistency & continuation in PA/health communication²¹
- Need for defined population for targeting health messages
 - Tailoring messages for specific populations¹³
- Interdisciplinarity of the public health field
- Importance of evaluation to determine success of communication campaigns



Limitations



- Lack of targeting specific audiences
- Ill-defined outcome goals
- Time constraints
 - Long-term continuation for messaging
 - Strategic planning process
- Limited results
 - Lack of evaluation
 - Time constraints
- Budgeting
 - Paying for promotion(FB ads)
 - Paying allows you to choose your audience

Performance

Reach 0

Total

2,605

Worst



Best

This post reached more people than **100%** of your 50 most recent Facebook posts and stories.

Reach

2,605

Reactions, comments and shares 0

Total

34

Worst



Best

This post received more reactions, comments and shares than **100%** of your 50 most recent Facebook posts and stories.

Reactions

20

Comments

11

Shares

3

Results 0

Total

564

Worst



Best

This post received more link clicks than **100%** of your 50 most recent Facebook posts and stories.

Link clicks

564

Paid results



Boost: Link clicks
July 29

Ad completed

\$50.00
Spent

[View](#)

Results of a \$50.00 paid promotion of a post in July 2021

Next Steps

- Define audience for PA promotion & health communication
 - Create subgroups
- Create a long-term continuation plan
- Navigate budget constraints using collaboration ⁸
- Process Evaluation
 - Determine which messages are better
- Outcome Evaluation



(Hays et al., 2022)

Emphasis Area Competencies

—

#	Product	Course	Explanation
1- Population health	Facebook PA promotion Newsletter Coalition summary	Kin 610- Program Planning/Eval Kin 805- PA & Human Behavior MPH 720- Admin Hlth Care	I investigated the impact of health outcomes related to physical activity/inactivity and learned the importance of effectively combating these issues.
2- Social, behavioral, and environmental influences	Facebook PA promotion	MPH 818- Soc/Behav Bases Kin 616- Obesity and Activity MPH 802- Env. Health	In these courses I discussed the interdependence of these factors and their effects individual and compounding on negative health outcomes and PA.
3- Theory application	Facebook PA promotion Newsletter	Kin 805- PA & Human Behavior Kin 655- Indv. Health Promotion	Every project I have done through the MPH program has been based on theory, and the basis of this project was also driven by theory.
4- Developing and evaluating PA interventions	Facebook PA promotion Newsletter	Kin 610- Program Planning/Eval Kin 805- PA & Human Behavior	PA promotion programs are a big part of public health physical activity. In these classes I learned how to plan and evaluate programs, and applied it in this project.
5- Support evidence-based practice	Facebook Newsletter Coalition summary	Kin 610- Program Planning/Eval Kin 612- Policy/Built Env & PA Kin 805- PA & Human Behavior	In public health it is very important to base strategies on evidence so that it will effectively promote PA and create better health outcomes

MPH Foundational Competencies



#	Product	Course	Justification
6- Discuss how structural bias, social inequities, and racism undermine health and create challenges to achieving health equity at organizational, community, and societal levels.	PA promotion Coalition summary	MPH 818- Soc/Behav Bases MPH 720- Admin Hlth Care Kin 616- Obesity and Activity	In these classes we discussed inherent barriers being posed due to systemic inequities. It is important to consider these factors when creating health communication and many of the coalitions focus on writing these inequities.
8- Apply awareness of cultural values and practices to the design or implementation of public health policies or programs	PA promotion	MPH 818- Soc/Behav Bases Kin 616- Obesity and Activity	There is always a need to be culturally aware, these classes as well as creating content that would be posted to a wide population required care and awareness of values and perspectives different from mine.
13- Propose strategies to identify stakeholders and build coalitions and partnerships for influencing public health outcomes	Coalition summary	MPH 818- Soc/Behav Bases MPH 720- Admin Hlth Care Kin 612- Policy/Built Env & PA	With strategic planning, although the goal was not to create further coalitions, it was to identify similarities between them including identifying each other's stakeholders and using this information to better the health outcomes the WHWC currently works towards
18- Select communication strategies for different audiences and sectors	PA promotion Newsletter	Kin 610- Program Planning/Eval MC 750- Strategic Health Com.	This comes back to the importance of targeting your messages as specifically as possible to relate to your audience for better health messaging uptake and recall.
21- Perform effectively on interprofessional teams	Newsletter Coalition summary	AAI 801- Interdisciplinary Studies MC 750- Strategic Health Com.	The public health field is a very interdisciplinary field. One that requires systems thinking to understand and navigate. I understood this when taking these classes and worked on such teams with these products.

KSRE Project

A brief overview of the second part of my APE



Project Overview

- Preceptor
 - Dr. Elaine Johannes
- Vaccine education and promotion
 - SW Community Health Corner newsletter
 - Get Caught Up campaign

Purpose

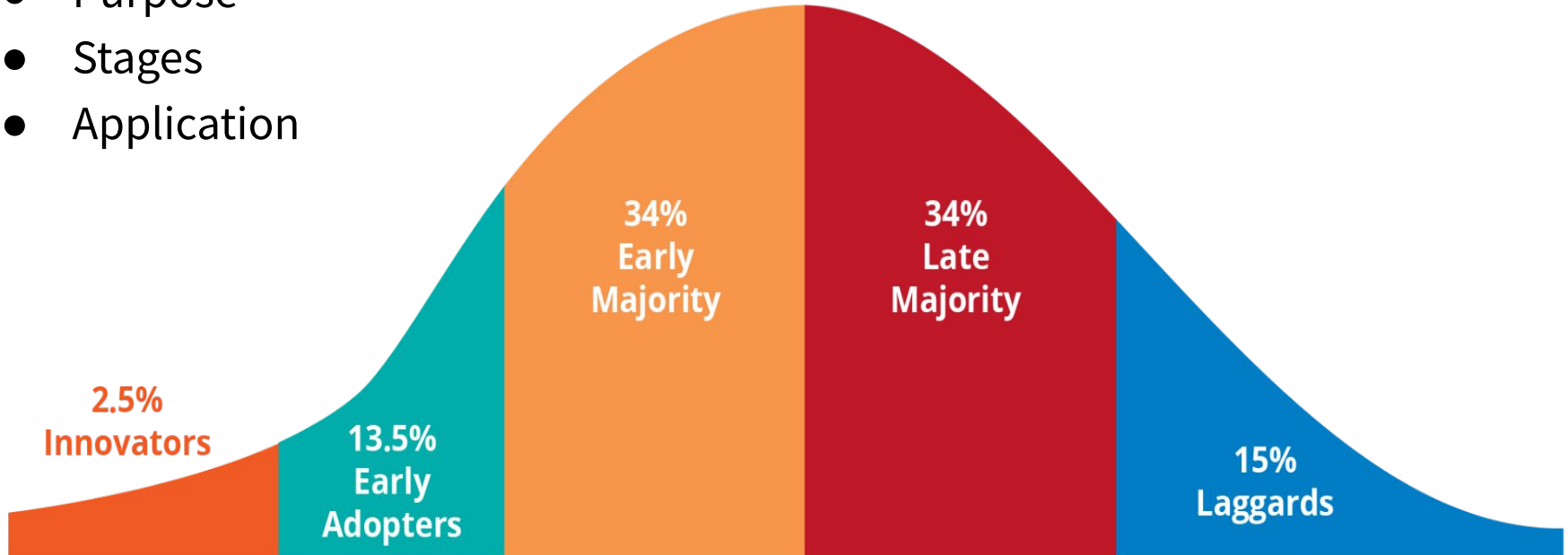
- Attitudes surrounding all vaccines
 - Address vaccine hesitancy
- Vaccine education
 - Consider health equity

Background

- SW Kansas
 - Rural & Hispanic population
- Health issue focuses^{6, 22}
 - Vaccine fulfillment
 - Health literacy
 - Health care access
- Targeting women^{5, 14}
 - **80%** of health decisions for a family are made by women
 - **1/3** of women are solely responsible for making health decisions for their children

Diffusion of Innovation

- Purpose
- Stages
- Application



Social Determinants of Health

- Constructs
- Purpose
- Application



Overview of Products

- Community Health Corner Newsletter
- Get Caught Up Campaign
 - Material
 - User Guide
 - Webinars

Community Health Corner Newsletter

- Targeted latina women in the SW region of KS
- Sections
 - Women's Health
 - Vaccine Information
 - Cultural Health Equity
- February issue
- Dissemination

ISSUE 2

SW REGION COMMUNITY HEALTH CORNER

A Monthly Newsletter by K-State Research and Extension, the Immunize Kansas Coalition and local partners supporting women's wellness



Healthy Heart, Happy Heart, Happy Life!

Did you know that February is Heart Health Month? Every year, the United States sets aside an entire month to bring awareness to the risks of **heart disease** and promote heart health in Americans' daily lives.

Unfortunately, heart disease is the leading cause of death in women, and every 100 seconds, a woman in the U.S. suffers a **heart attack**. Having heart disease can also increase your risk of having a **stroke**. However, most people can avoid heart disease, heart attack, and stroke with lifestyle changes.

Lifestyle changes should include eating healthy and moving your body. You can also try setting goals for yourself, such as walking for 30 minutes a day or filling half your plate with green leafy veggies! Simple things like this are a great way to have a healthy heart and can cut your risk of heart disease in half. Remember, it's never too early to start working towards heart health, so include your kids in daily activity and make sure they have veggies and lean protein on their plate!

Another important step you can take to have a healthy heart is knowing your **risk factors**. For women, heart disease risk factors include smoking, diabetes, high cholesterol, high blood pressure, or a history of these while pregnant. Working with your doctor is the easiest way to find and deal with risk factors!

HEART ATTACK

Warning Signs

- Chest pain and/or shortness of breath
- Sudden pain, pressure, or pain spreading
- Heavy and/or cold sweats
- Feeling dizzy, lightheaded, and/or extremely tired
- Pain in arms, neck, back, or jaw
- Sneezing a lot or cold sweats

If you have any of these symptoms, don't wait, CALL 911!



Supported by a grant from the Immunize Kansas Coalition (IKC). K-State Research and Extension is an equal opportunity provider and employer.

My Healthy Plate



Food Access

Finding Healthy Affordable Food.

Have you ever been unsure if you will have enough food to feed your entire family? Have you ever felt disappointed in how healthy your food options are? If so, you may be experiencing **food insecurity**, an issue that affects over 350,000 people in Kansas each year. Unfortunately, food insecurity has been magnified by the COVID-19 pandemic and high unemployment rates over the past three years.

Another issue facing many people is not having access to foods important to their families. Every culture is unique and should be celebrated through things like food. Many Hispanic and Latino cultures have a rich history of nutrient-dense, fresh, plant-based meals that are good for health and used as medicine. Foods popularized as "superfoods" like maca powder, chia seeds, spirulina, and cacao, have been used in many cultures for generations. Access to culturally important foods improves whole-body health and longevity.

Unfortunately, Southwest Kansas is full of **food deserts** which can present residents with huge barriers when trying to get healthy & culturally relevant foods into their regular diets. However, there are several things you can do to overcome these barriers. One is to buy in bulk every time you go to a large grocery store. Another is to utilize the many resources that exist in your area. Things like **food pantries**, community gardens, farmers' markets, and **government programs** can provide financial support for buying food.

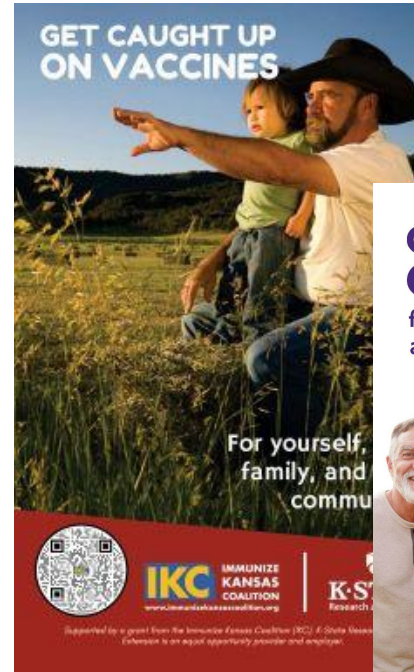
Struggling with a limited budget or not having the items you need and want in the grocery store is a real issue for many Kansas families. Visit the **Kansas Department for Children and Families** to learn about programs that can help!

K-STATE Research and Extension **IKC** Immunize Kansas Coalition



Get Caught Up Campaign

- In collaboration with IKC
- Aimed at raising awareness of vaccine needs and to combat misinformation
- Materials developed
 - Flyers, business cards, yard signs
 - Cultural considerations/inclusivity



GET CAUGHT UP ON VACCINES

for yourself, your family,
and your community!



GET CAUGHT UP ON VACCINES

for yourself, your family,
and your community!



IKC

IMMUNIZE
KANSAS
COALITION
www.immunizekansascoalition.org

K-STATE
Research and Extension

Supported by a grant from the Immunize Kansas Coalition (IKC). K-State Research and Extension is an equal opportunity provider and employer.

Get Caught Up Campaign

GET CAUGHT UP ON VACCINES

for yourself, your family,
and your community!



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Research and Extension

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User Guide

- Developed to help with the implementation of the campaign materials
- Includes:
 - Information about the campaign
 - Suggestions about how to use material
 - Talking points for community conversations
- Distributed with orders of materials
- Impact evaluation

Get Caught Up Campaign

March 2022
Greetings Kansas Extension Agents:

The development and use of wellness vaccinations have been a success of modern science that benefit all. Vaccination schedules for adults, teens, and young children are updated regularly and reflect the scientific advancements for our health, the health of our families and our communities. The vaccination rate in Kansas has decreased for all vaccines in recent years- the flu vaccine for example has decreased by nearly 10% in the last year. Our goal is to change that downward trend for all vaccines.

Get Caught Up is the KSRE and IKC (Immunize Kansas Coalition) campaign to remind everyone that vaccination is an important step towards health and well-being. Use this page to inform your use of campaign materials and guide conversations in your community towards an attitude of acceptance and understanding of the important role vaccines take on in the health of our families and communities. The campaign goals are to:

- Build awareness
- Share local resources and opportunities
- Inspire a conversation about the benefits and importance of staying up to date on vaccinations

Informational flyers, business cards, and yard signs were created to help spread awareness and information about vaccines of all kinds. Each element has many different design options so you can choose the one that will best relate to your community. The materials stress the importance of getting and staying up to date on all vaccines. They also feature a QR code that leads the viewer to the IKC website that is packed with information and resources for vaccines including a schedule for clinics, webinars, and more. On the website is also several toolkits and information for special populations such as pregnant women and youths.

Thank you for becoming involved in this campaign! Together, we can increase vaccination rates in Kansas and spread awareness of the benefits of modern science.



If you need the yard signs to be shipped to you, contact Elaine Johannes at ejohanne@ksu.edu

Talking points

Getting vaccinated conditions your body to be prepared to fight off any virus it may come across, and also helps prevent the spread of illness. Keeping up to date with your vaccines can not only help you feel your best year-round, but it is also important for the health of your family and your community.

In 2020, only 51% of adults in Kansas received the basic flu vaccine. Protecting our families and communities from seasonal illness is one way we can all work together to improve the wellbeing of our social circles.

Any absence is an absence- even if it is excused. Keeping up to date on your vaccines can help you stay healthy and lead to fewer days missed at school or work.

The main obstacle most people face when it comes to vaccination rates is access. Not knowing where to go, when to go, or what vaccines they need can prevent someone from keeping up to date on their vaccines. It is important that we as health professionals create opportunities to spread awareness and get more people in our communities caught up on their vaccines.

Use this QR code to complete a brief, confidential survey to let campaign leaders know how you used the campaign materials:



or use: [THIS LINK](#)

Have more questions? Contact:
KSRE- Elaine Johannes (ejohanne@ksu.edu)
KSRE- Gayle Price (gprice@ksu.edu)

Webinars

- Targeted at Extension professionals
- To brush up on vaccine knowledge in order to have productive conversations and combat misinformation
- 3 sessions:
 - Vaccine history
 - Community conversations
 - Vaccine access and equity
- Impact evaluation

GET CAUGHT UP ON VACCINES

Webinar Series

Presented by the Immunize Kansas Coalition
and Kansas State Research and Extension

April
19 History of Vaccines
12:00 PM - 1:00 PM

April
26 Community Conversations:

- Navigating Challenging Topics

12:00 PM - 1:00 PM

May
3 Vaccine Access and Equity
12:00 PM - 1:00 PM

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Thank you

