



**COMMITTEE:** Public Education  
**DATE:** Thursday, August 11, 2011  
**Time:** 1:00 PM – 2:00 PM  
**LOCATION:** Teleconference  
 800-791-2345, Conf Code: 87464#

	(Vacant) – Committee Chair	<b>exc</b>	Sharon Zandman-Zeman – ANHC
<b>exc</b>	Martha Pearson – SEARHC, WISEWOMAN	X	Deborah Corker – AK Health Fairs, Inc.
X	Gail Stolz – SOA, Diabetes Prev & Control Pgm	X	Russ Stevens - SOA, Heart Disease & Stroke Prev Pgm
<b>exc</b>	Jayne Andreen – SOA, Health Promotion	X	Julie Bates – SOA, CDPHP Publication Specialist
	Kristie Lemmon – National Kidney Foundation	X	Janice Gray – SOA, Heart Disease & Stroke Prev Pgm
	Gayle Solesbee – PAMC		
<b>exc</b>	Colleen McNulty – SOA, Public Health Nursing		
X	Lisa Sauder – AHA		
	Tina Pleasants – Valley Medical Care, Juneau		
<b>exc</b>	Barb Stillwater – SOA, Diabetes Prev & Control Pgm		
	Clint Farr – SOA, HDSP Epidemiology		Miriam Lemke, Secretary, SOA, HDSP

ITEM	Discussion
Welcome and Roll Call	Janice Gray called the meeting to order at 1305.
Review of the elements of the Know Your Numbers Campaign <ul style="list-style-type: none"> <li>Theory</li> <li>Products</li> </ul>	<ul style="list-style-type: none"> <li>Russ Stevens and Janice Gray reviewed the history behind the Take Heart Alaska (THA) Know Your Numbers (KYN) campaign, the format of the Australian and British blood pressure focused KYN campaigns, and how the THA campaign was broadened to include more numbers from other chronic diseases and risk factors. The campaign is planned to have outreach educational components, community events, and reminder tools. May have monthly promotions with specific events, such as Blood Pressure February.</li> <li>The committee members reviewed the current iterations of the health fair event card and the long term number and medication tracking card.</li> </ul>
Brief overview of Chronic Disease Prevention and Health Promotion (CDPHP) health campaigns focus groups findings	The CDPHP section hired a contractor to hold three focus groups (in Sitka, Dillingham and Anchorage) to find out how the public reacted to five different health campaigns. One of the campaigns reviewed was KYN. Russ Stevens and Gail Stolz attended two of the three focus groups and shared their impressions. The focus groups were read a description of the campaigns without any visual aids. KYN was rated on a 1-10 scale, averaging 6-7 (see attached raw comments). The participants who liked numbers, seemed to like the KYN campaign best. The complete results from the three focus groups still need to be evaluated.
Review Possible Know Your Numbers logos	Julie Bates reviewed some logo possibilities (see attached). The committee members agreed that they liked the green/yellow/red color scheme. Half of the group liked the heart logo, half liked the numbers logo. Everyone agreed that on the numbers logo the “1” and the “?” were unclear and the outlines made the letters easier to read. Julie said that she would create some additional options recreating the “1” and “?” and combining the heart and the numbers logos. She will also create some options separating the words and the logo. (The committee also discussed having Alaska imagery as part of the logo, but the committee decided that including a state outline would be difficult.
Any interest in becoming Public Education Committee chair?	Lisa Sauder volunteered to be the committee chair. ☺ She said that this committee is in line with her AHA/ASA goal for outreach and education. She requested a more in depth conversation with Janice about the committee and what the expectations are for the committee chair.

ITEM	Discussion
Next Meetings: ➤ Second Thursday of the month at 1:30 PM	The committee reviewed the suggested meeting times. The members agreed to meet on the second Thursdays of the month, but change the time to 1:30-2:30 PM. The next meetings will be: ➤ September 8, 1:30-2:30 PM ➤ October 13, 1:30-2:30 PM
Wrap-Up/Close	The meeting was adjourned at 2:00 PM.

## Know Your Numbers Logo Examples:



## FOCUS GROUP RESULTS

### Sitka – July 28<sup>th</sup>, 2011

#### Campaign #2 (Read to participants)

##### “Know Your Numbers”

The “Know Your Numbers” campaign is about four important numbers you need to know to safeguard your health.

**Your cholesterol, blood pressure, blood sugar and body mass index numbers are key indicators of your risk for major illness.**

If you know these numbers, you can take action to reduce your chances of developing heart disease, diabetes, and other major chronic illnesses.

##### **Cholesterol Target: 200 or less**

A sudden heart attack may not be "sudden" at all, but be caused by years of living with high cholesterol and extra fats stored by the body. The normal range for total cholesterol is 200 or less.

You also need to know your "healthy" HDL cholesterol and "lousy" LDL cholesterol numbers. High total cholesterol, high LDL, or low HDL means you need to take immediate action to prevent a possible heart attack or stroke.

##### **Blood Pressure Target: 120/80 or less**

Blood pressure measures the amount of force it takes your heart to pump blood through your body. High blood pressure (or "hypertension") increases your risk of heart attack, stroke, and kidney disease. High blood pressure damages your brain, eyes and arteries, too. Your blood pressure should be less than 120 over 80.

##### **Blood Sugar Target: 80 to 120**

Glucose is sugar stored in the blood as your body's main source of energy. If your glucose is too high or too low, you may have diabetes. The average blood sugar range is between 80 and 120.

##### **Body Mass Index Target: 25 or less**

Body mass index (BMI) measures your weight in relation to your height. It indicates your "fatness" and should be 25 or less. A BMI over 25 means you are overweight, and a number over 30 means you are obese. Extra weight can lead to high cholesterol, heart disease, diabetes, and other chronic illnesses.

##### **Take Charge Of Your Health For A Better Life**

You can take steps now to improve your health and life...

- Control your weight
  - Be more physically active
  - Don't use tobacco products
  - Eat healthy foods
  - ... and Know Your Numbers!
-

## “Know Your Numbers”

Rate this campaign on the following scales:

<b>Impact</b>	<b>6.67 (2<sup>nd</sup>)</b>
<b>Memorability</b>	<b>6.42 (2<sup>nd</sup>)</b>
<b>Effectiveness</b>	<b>6.50 (1<sup>st</sup>)</b>
<b>3 grade mean</b>	<b>6.53 (2<sup>nd</sup>)</b>

What did you think? Give us an initial, brief reaction...

Again, provides excellent info – but is not a campaign that will grab a person’s attention and cause change

People should know their numbers! Some of the infor (eg BMI) is misleading

I like the numbers

Know your numbers is catchy. The cholesterol info is confusing. Too many numbers to remember. First thing I thought was I’m awful with numbers... yuck. Too many different numbers... not easy to remember, but yet important

I like numbers... simple, understandable, measurable. Clean up a few questions... BMI... adjust for build and body type. Blood pressure... how low is bad?

This program can only be effective if those listening know their scores and understand how to improve them. Seems vague.

This campaign is why I know my numbers and have worked to lower them since 2006

Valid, but you need a doctor or nurse to give you the numbers... a friend told me “don’t worry about your numbers, that’s what your doctor is getting the big bucks for”

I’m a numbers person, so this campaign really grabbed my attention. I would add... how does one get these numbers? Promote health fairs where you can get all these things measured.

Taking charge of how you feel about yourself

### Which one of these five campaigns would you say is the ODD ONE OUT?

Safe kids worldwide x4

It starts here x3

Know your numbers x3

3-4-50 x2

### Which was your favorite campaign?

**Let’s move x6**

Change is easiest to make happen before the poor behavior becomes a habit

I personally think it’s easier to get parents and kids active together during fun hikes, sports etc

**Know your numbers x4**

Clear, memorable, high impact. Parents get themselves healthy first.

**Safe kids worldwide x2**

Effective to my stage of life right now

**Which campaign do you remember the details of the best?****Let's move x5**

It got me wanting to move and get outside  
 Specific examples  
 Let's move grabbed my imagination  
 Read it last

**Know your numbers x4**

Only because I'm familiar with this campaign. I do believe it is a very powerful campaign.  
 The name is catchy and there were 4 clear bullets on numbers important to your health  
 I remember and am moved by numbers, data.  
 This campaign made a difference to me five years ago

**3-4-50 x2**

Because it's simple and catchy, but I didn't relate to it despite it being easy to remember  
 My recall isn't the best but for some reason these numbers made the details of the campaign  
 easy to recall

**Safe Kids Worldwide**

At home, at play, on the way

**Generally, what kind of campaigns work best with you?**

<b>Scare tactics</b>	<b>5.83</b>
<b>Humor</b>	<b>7.42 (2<sup>nd</sup>)</b>
<b>Data/Information</b>	<b>6.50</b>
<b>Catchy slogan</b>	<b>7.17 (3<sup>rd</sup>)</b>
<b>Motivational/Inspirational</b>	<b>7.50 (1<sup>st</sup>)</b>
<b>It's the law</b>	<b>5.92</b>
<b>Pnemonic/Numeric</b>	<b>5.67</b>

## FOCUS GROUP RESULTS Anchorage – July 30<sup>th</sup>, 2011

### Campaign #2

#### “Know Your Numbers”

Rate this campaign on the following scales:

<b>Impact</b>	<b>7.33 (3<sup>rd</sup>)</b>
<b>Memorability</b>	<b>6.67 (3<sup>rd</sup>)</b>
<b>Effectiveness</b>	<b>6.50 (3<sup>rd</sup>)</b>
<b>3 grade mean</b>	<b>6.83 (3<sup>rd</sup>)</b>

What did you think? Give us an initial, brief reaction...

Suggestions for each item to help someone change something for each area to improve... perhaps all-in-one clinics to give you your numbers

Read with great impact. I do all these things. Follow this and you will be healthier and happier

Seems targeted towards a specific age group... i.e. middle aged to older

This was easier to follow than #1

BMI defined but method to calculate should be given

Great! Now offer places around town where you can learn these numbers quickly and easily.

Impactful yet simple, once mysterious numbers now accessible

This uses hard numbers, which makes it clearer and easier to assess your present health. Good information

Great for awareness and starting steps, not so good for “how to”

Again, too complicated. Too much to remember... people won't remember all these numbers, confusing. Mix up the numbers.

Not sure enough people know what their numbers are to control them

I like the fact that this sets goals/targets that people can see and have something to work for

Too hard for people to get the numbers... they would have to see a doctor regularly and most people can't afford it

**Which one of these five campaigns would you say is the ODD ONE OUT?**

Safe kids worldwide x7

It starts here! x2

Know your numbers x2

3-4-50

**Which was your favorite campaign?**

**Let's Move! x7**

Seems to address the basics of each area that will help contribute to overall improvement

Has a very effective commercial on TV

Seems most straightforward... simple suggestions that are accessible to most folks

Simple message, focused on eating right and exercise... not complicated with numbers

It was a positive message

It's seems to be simple but aggressive enough to get people interested and participating with the children and community

### **Safe Kids Worldwide x2**

The globalness – could have impact

### **Know your numbers x2**

Was easy to follow

Good information, informative, not negative... empowering to know numbers and learn to manipulate them

### **3-4-50**

Because we Americans seem to act more when we see the data and details and we can set goals

## **Which campaign do you remember the details of the best?**

### **Let's Move! x9**

Basic concepts – easy to remember

Parents involved, Let's Move... get active.

Because it was focused on kids and families... positive

It was simple

Simple details, easy to understand and remember

Tools, action plans, no blaming

Because I liked it and related to it

It's the simplest

It is simple and involves everyone

### **3-4-50 x2**

Pertains more personally

3 things... 50%. Easy to remember.

### **Know your numbers**

## **Generally, what kind of campaigns work best with you?**

<b>Scare tactics</b>	<b>3.00</b>
<b>Humor</b>	<b>7.67 (1<sup>st</sup>)</b>
<b>Data/Information</b>	<b>7.42 (3<sup>rd</sup>)</b>
<b>Catchy slogan</b>	<b>7.67 (1<sup>st</sup>)</b>
<b>Motivational/Inspirational</b>	<b>7.42 (3<sup>rd</sup>)</b>
<b>It's the law</b>	<b>4.92</b>
<b>Pnemonic/Numeric</b>	<b>5.42</b>

## FOCUS GROUP RESULTS Dillingham – July 31<sup>st</sup>, 2011

### Campaign #2

#### “Know Your Numbers”

Rate this campaign on the following scales:

<b>Impact</b>	<b>6.00 (5<sup>th</sup>)</b>
<b>Memorability</b>	<b>6.00 (4<sup>th</sup>)</b>
<b>Effectiveness</b>	<b>6.29 (4<sup>th</sup>)</b>
<b>3 grade mean</b>	<b>6.10 (4<sup>th</sup>)</b>

What did you think? Give us an initial, brief reaction...

This tried to define people based on averages. My husband’s BMI is always off because he is a tall guy and built like a football player. I don’t respond well to advertising based on defining everyone based on typical or averages

I think it’s good for better health

The numbers do not impact people enough to get out and do something about it

Why not put “know your numbers” on top of list if this is what you are stressing?

How do I “know my numbers”? There must be certain tests, etc.

Numbers do not impress me... you get different numbers by different doctors

Not easy to remember statistics or numbers... liked taking charge

#### Which one of these five campaigns would you say is the ODD ONE OUT?

Know your numbers x2

3-4-50

Let’s move

Safe kids worldwide

#### Which was your favorite campaign?

**Let’s Move x3**

Because it got you moving

It covers healthy eating and exercise

Because it involved starting from home and moving to the workplace

**It starts here! X2**

Because it starts with you. You influence kids, your friends, your neighbors.

It starts here, with me and a small number of friends and close neighbors. Forget the ones that won’t listen, first instruct those who do listen to do the same

**Safe kids Worldwide**

(No comment)

**3-4-50**

Provides most details about concerns... most memorable

**Which campaign do you remember the details of the best?****Let's Move x3**

It sticks in my head the best because it involved many areas of the community  
It involved home to workplace

**3-4-50 x2**

Interested in this campaign on a personal basis... it fit what I was looking for.  
It was scary and mostly about death causes... yikes!

**It starts here!**

I agree with it the most

**Generally, what kind of campaigns work best with you?**

<b>Scare tactics</b>	<b>2.66</b>
<b>Humor</b>	<b>6.50 (3<sup>rd</sup>)</b>
<b>Data/Information</b>	<b>7.50 (2<sup>nd</sup>)</b>
<b>Catchy slogan</b>	<b>5.83</b>
<b>Motivational/Inspirational</b>	<b>8.17 (1<sup>st</sup>)</b>
<b>It's the law</b>	<b>4.33</b>
<b>Pnemonic/Numeric</b>	<b>5.00</b>