

Healthier Living: Managing Ongoing Health Conditions 2006 Communication Plan

Kaiser Permanente Southern California,
Health Education

GOAL

To increase the number of participants in the Healthier Living: Managing Ongoing Health Conditions workshops. The program is available in both English and Spanish at all our Kaiser Permanente facilities and at our community partner locations.

EXPECTED LEVEL OF RESPONSE

Awareness, behavior change, class referral, buy-in, and support

TARGET AUDIENCE/STAKEHOLDERS

Internal

- ❖ Health Education Department Administrators
- ❖ Physicians and other healthcare professionals
- ❖ Medical Center Program Site Coordinators
- ❖ RHE Project Managers

External community partners

- ❖ community clinics, public health departments, community based organizations, schools and churches
- ❖ Health Education Department Administrators
- ❖ Physicians and other healthcare professionals
- ❖ Program Site Coordinators

OBJECTIVE(S)

To increase awareness of the “Healthier Living: Managing Ongoing Health Conditions” workshop (chronic disease self-care management) among stakeholders to help support and promote the program at Kaiser Permanente and the communities that we serve.

TIMELINE

January 2006-December 2006

PROMOTIONAL ITEMS AND/OR AVAILABLE RESOURCES

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Standard program materials in English and Spanish, brochures, flyers and prescription pads are distributed with internal KP mailings, during presentations and/or at conferences.

GENERAL KEY MESSAGES

Description

- The program is a 6-week self management workshop for people with different chronic diseases to attend together.
- Developed by Stanford University Patient Education Research Center and Kaiser Permanente. In 1997 the program was implemented and evaluated throughout KP.
- Workshop is a health education covered benefit for KP members nationally.
- Facilitated largely by peer instructors (one or both of whom have a chronic condition) using a highly detailed and structured manual.
- The English program is available in all KP Regions, at all SCAL Medical Centers and in Spanish at 8 of our SCAL Medical Centers. It is also available at our community partner sites throughout SCAL.

Outcome Data

- Significant outcome improvements yielded in healthful behaviors such as exercise, symptom management, communications with doctors, self reported general health, health distress, fatigue, disability, and social/role activities limitations.
- Participants spent fewer days in the hospital (0.09 day reduction, trend toward fewer outpatient visits (0.2 fewer visits) and hospitalizations. Data yields cost to savings ratio (1:10 Return on Investment, ROI)
- Participants in the workshops had the following chronic conditions: 20% heart problems, 44% diabetes, 61% high blood pressure, 51% high cholesterol, 57% arthritis, plus a variety of other health conditions.

Utilization

- The program is available at our community partner sites in English, Spanish and Chinese.
- SCAL program-wide 2005 utilization includes 49 Workshops; 670 participants.
- SCAL program-wide 2006 utilization to 9/16/06 includes 74 Workshops; 1544 participants. Enrollment in KP workshops has increased due to KPNS Voicemail Messaging outreach.
- KP Health Education has partnered with 22 community agencies (provided grant funding, training and consultation) to offer the program thereby providing access to KP members to the program at community locations and community member's access at KP locations.

TESTIMONIALS

"The workshop has given me a better understanding in managing my health"

"Helped me to formulate a program that I can use on a daily basis"

"I loved the enthusiasm of the presenters; they were so caring and make you feel welcome"

"I've learned more from the instructors than from the doctors. The class really helped to understand my health"

"Writing out an action plan helped me to know and understand my limitations and how I can take control over my medical problem"

"I am more conscious of the amount or portion of the food I eat and the time I eat. For the past weeks I am managing my blood sugar very well"

"I keep my yoga mat on the floor to remind me to stretch when arising each day"

"I would definitely recommend this class to almost anyone"

Reference:

Lorig, K., Ritter, P., Stewart, A., Sobel, D., Brown, B., Bandura, A., et al. (2001) Chronic Disease self-management program: 2-year health status and healthcare utilization outcomes. *Medical Care*, 39(11), 1217-1223.

Lorig, K., Sobel, D., et al. (1999c). Evidence suggesting that a chronic disease self-management program can improve health status while reducing hospitalization: A randomized trial. *Medical Care*, 37(1), 5-14