

Evaluating Oregon’s Chronic Disease Communications Infrastructure: Lessons Learned from an Innovative Funding Model

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Program Description

Place Matters Oregon (PMO) is a communications brand administered by the Health Promotion and Chronic Disease section (HPCDP) of the Oregon Health Authority – Public Health Division (OHA-PHD) for purposes of disseminating information about the influence of environment and place on chronic disease risk factors, including tobacco use, physical inactivity, poor nutrition and excessive alcohol use. PMO’s focus on place and environment as determinants of health provides a flexible platform from which to discuss the variety of risk factors and chronic diseases that HPCDP addresses.

Implementation

A “common model” was developed to articulate the mission and vision of PMO, including the underlying factors that shape place and the several channels by which PMO communicates with Oregonians. This common model illustrates the brand’s flexibility to speak across risk factors and diseases to the underlying causes of health disparities. Initially PMO focused on healthy eating, physical activity, and other risk factors for chronic disease that previously lacked dedicated and sustained communications activities while more recent content has explored racism, disabilities, and industry practices.

PMO Campaign Content Themes

- Sugary drinks
- Healthy eating/Nutrition
- Healthy Schools
- Healthy Aging
- Rural Health
- Racism
- Gentrification/Displacement
- Fairness/Equity/Inclusion
- Industry Marketing Practices
- Community Support
- Physical Activity
- Built Environment
- Diabetes/Prediabetes
- Disabilities

PMO Communications Channels

- Website
- Blog
- Biannual Conference
- Social Media
- Webinars
- Paid Media Campaigns

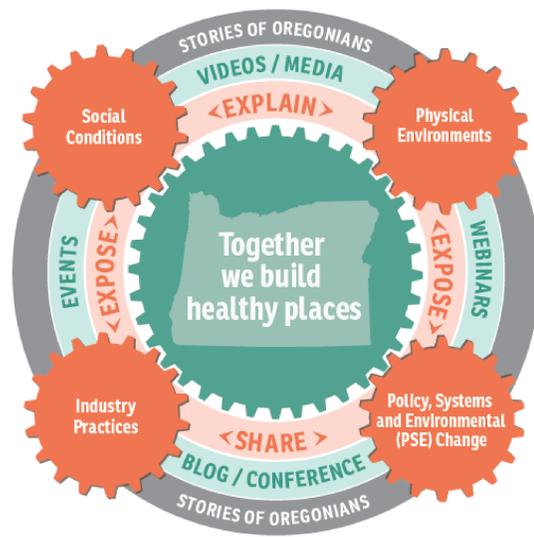


Fig 1. Place Matters Oregon Common Model

Evaluation

To evaluate the development of the Place Matters Oregon communications brand we undertook a concurrent mixed-methods approach which included:

- Focus group of current and past HPCDP staff involved in the development and maintenance of the PMO brand
- Key informant interviews
- Budget analysis
- Campaign metric analysis

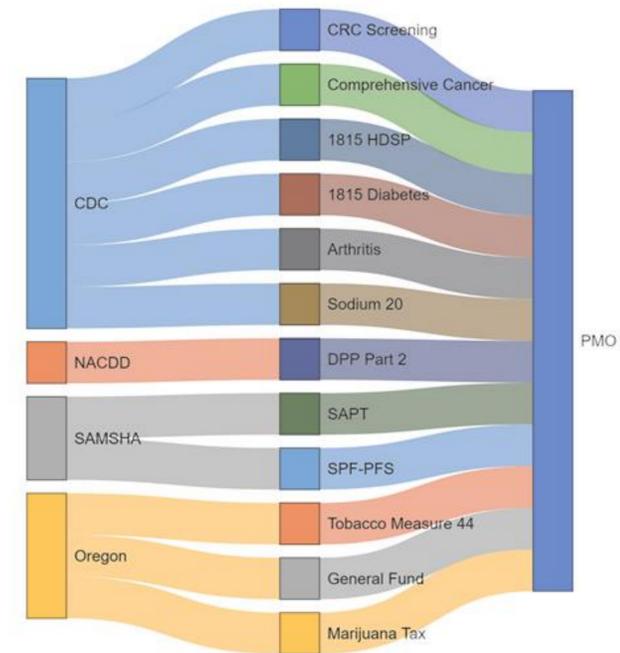


Fig 2. Place Matters Oregon funding streams, 2020-2021

Discussion

- In 2010, HPCDP integrated as a section, de-siloing work and funding streams to allow for greater coordination and flexibility.
- After integration, HPCDP braided funds to create a sustainable and robust funding structure for PMO (Fig. 2). This increased communications capacity through hiring:
 - A dedicated internal health promotions strategist not tied to specific disease or risk factor
 - A communications contractor, increasing quality of content and timeliness of dissemination.
- Reach of a 2018 PMO paid media campaign:
 - YouTube: 528,000 views and 2,052 clicks to PMO website
 - Facebook: 1 million+ views and 2,029 clicks to PMO website
- Focus on place over diseases or risk factors allows for flexibility in topics, including social determinants of health and emerging issues such as COVID-19.
- PMO’s current focus is on strengthening internal and external partnerships through a redesigned website, new content development, and increased opportunities for linkages between partners.