

**Big Idea Room: COVID-19 Resilience  
Programs Success Showcase 2022**

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Thursday, Jan. 20, 2022

**MARTI MACCHI:**

Hey everyone. Welcome. My name is Marti Macchi. Thanks so much for joining this group. I'm excited to serve today as your presenter. I am joined by all of you as colleagues and, uh, so I'm looking forward to having a good conversation. I do have support. Kim Miller will be putting information into the chat that you might need to access in terms of some of the links that'll be important to you. Please don't hesitate to send chats through the chat feature if you have questions or if you need some technical support. And we'll just kind of go with that. The overall purpose of these sessions, these breakout sessions is to provide an overview of NACDD's programmatic work.

And it really is an opportunity for us to share with our members and our funders and our partners, the successes and achievements over the past year, and really to have conversations about the work as well as focus on the outcomes and potential, uh, ways to build on this work. So we do want this to be a conversation and we're eager to have your input.

So I'm looking forward to having that as, as we move through the slides. We do recognize that there are other breakouts going on and we know that people will be moving from room to room. So if you can't stay for the entirety of this session, totally understand that. And you can just choose to move to another room and just feel free to do so.

We're pasting. We will be pasting a link into our help, for our help desk room into the chat. So if we can do that, that would be super so that if you have any issues moving from room to room, you can access that help desk. There's also, well, I guess there's, there's 10 other concurrent topics and associated zoom access information.

So, um, if we could place that in the chat as well, it will be easy for people to, to move around and, and, and get to where they need to be. And if you have any questions or any challenges that come up during the session, please just send a chat. That's kind of the best way to communicate. We're all zoom experts so we'll just go with that. And then the other thing is, is please, um, as was mentioned earlier in the opening panel, please don't forget to submit your ideas or questions that we don't get to through the showcase contact form. That really is sort of a catchall for us to get feedback, not only about the

programs and the projects that we present, but also any questions that you may have about our work. So without further ado, I think we'll go ahead and get started. And, um, I'm gonna, uh, just kind of go through this project around managing chronic disease during COVID-19. And I just want to give a little preface about the project before I start to dive into the details, as we all know, when COVID hit back in, essentially we all started becoming aware of it in February of 2020 and things shut down in March of 2020, the emphasis and the funding and the ask of partners, at least from our funders at CDC, it was really aimed at data collection and monitoring of the disease. It was really about looking at cases and, uh, monitoring regions. Um, it was really about the disease and really, as they discovered more and more and more, we, you know, they came up with mitigation strategies and, and recommendations as we all have experienced that, just living in this country. What we at NACDD started to say at the beginning was, well, what about people who have chronic disease? How are they going to continue to manage their chronic disease through this pandemic?

We said that at the beginning, and we were told, well, let's just think about the, what we need to think about first and we'll talk about chronic disease later. And that's sort of our experience with chronic disease, you know, as infectious disease does kind of rear up, um, historically. But we finally got to the point where things were starting to escalate for people with chronic disease and when they got, they alluded to that a little bit in the opening panel discussion. And as that started to happen, and we began to have conversations with the CDC, the CDC indicated to us as, as a public health association focusing on chronic disease prevention and control that they were seeing in the data delays and lack of attention and neglect to chronic disease management.

So what ended up happening was the CDC asked NACDD and and my team to draft some concepts around how we could address the issue and ensure that people don't neglect their chronic disease management through the pandemic. So the problem really was defined as delayed care of chronic diseases. Now that's very broad.

It encompasses a lot of things, but as we dive a little bit deeper into this, it'll become a little clearer, some of the areas of focus that we were focusing, were were bringing to the attention of the CDC, as well as collaborating about how to address it. We all were aware that we were told to stay home.

We were told to social distance. Many medical practices and primary care offices shut down and only COVID related situations were entertained in hospitals. So screenings shut down, a lot of things shut down just as we were trying to, that the country was trying to figure out, you know, how to address this. So many patients with chronic diseases started at that point to neglect the care that they needed.

And yet people still had heart attacks. They still had strokes. They still needed treatments for their cancer, their hypertension, their diabetes, their asthma. They still needed to consider respect or reduction. And because of those delays and neglect, many chronic conditions have worsened or have still gone unchecked during this pandemic, which we know has not ended.

So this is a little bit of an extension of the conversation we spoke about just a little while ago in the opening plenary with the health debt. This project being funded by the CDC is really aimed at messaging for people with chronic conditions to, to continue to manage them in, in collaboration with their healthcare provider.

So we were asked to develop an educational outreach strategy. And it's called an educational outreach strategy because at the time when this was developed, there were many campaigns, there were many messaging strategies that were really aimed at mitigation at, you know, social distancing, at wearing masks and then eventually at vaccinations.

So we thought that, um, we would develop an outreach, an outreach strategy that was educational in nature that had several audiences. And the first audience is the people with chronic diseases and the aim or the solution is really for patients to understand and doctors and physician, um, doctors and nurses and all healthcare providers to understand the chronic disease patients barriers to chronic disease prevention and care.

So we went through a big assessment to get that data, let that data inform an educational outreach strategy that we could develop, and start to roll that out to people in, in sort of a non-traditional way. So we did that through this project. We developed a series of, of, of broadcast and social media messages.

And we did some testing to ensure that those messages would resonate with populations who were essentially most impacted by COVID-19. And that would be people that have racial ethnic barriers, have social economic barriers. And there were many, many things that we learned through that assessment. And you'll see, in, in a minute, what, what was developed to, to speak to those people.

In addition to that, we were asked to create a call to action website where people could go for information related to safe chronic disease management during a pandemic. So I'll show you that website in just a moment, but essentially the idea was to determine what the challenges were, get some feedback from those who were seeing it at the local level, boots on the ground, develop messaging to the populations most affected and then create uh, sort of a repository of information for the general population that we

could send them to. So we gathered up our partners and you can see them here on the slide. Certainly CDC is our funder and very much involved in this message campaign.

You'll see Leavitt partners, they're a health intelligence firm. They conducted our assessment of healthcare provider feedback on the, on the challenge and the problem. We collaborated with Gallup and yes, that's Gallup the data collection company that does a lot of surveying. They, they developed a dashboard of resiliency metrics for us, which I'll show you in a moment.

And then we partnered with CBS broadcasting to develop messages, as well as, uh, two groups that have direct connection to people at highest risk for COVID-19. And that would be Hispanic population and the black and brown population. And we contracted with the Black Creative Group who conducted a very detailed and deliberate social media campaign, as well as the Hispanic Communications Network that has a lot of channels into radio, TV, social media, and other ways to communicate with Spanish speaking populations.

And then you'll see Nicely Built there. That's our contractor and our partner who helped us to create a very interactive website that people were recommended to go to for more information. So this, this is our message strategy. And I really want to highlight this slide and I'll show you in just a moment what this, what all this means.

So we engage local artists to write original spoken word messages. And if you're not familiar with that, these were not just, um, PSA announcements or messaging that were created by traditional means and traditional advertising companies. This is an opportunity to utilize, um, uh, people who come from the populations that we're trying to reach and use what's called spoken word. If you're not familiar with spoken word, it's a very effective strategy that utilizes poetry that encourages expression and emotional processing. It really is intended to foster active listening. And that active listening hopefully will perpetuate behavior change that we wanted to see for people who needed to, uh, uh, manage and prevent chronic disease.

So we developed a website, on that website, you can find all of these spoken word, uh, spots and their authentic images with health literacy levels that, uh, are tailored for all types of folks that we want to reach. And we also have some Spanish speaking digital. So I want to just draw your attention to some of those, and then we'll come right back to this.

So give me just one moment here. I'm going to stop sharing my screen and I am going to, um, show you a few of the spots that I think are interesting and can demonstrate the spoken word. So the first one I want to show you is uh, one that is very authentic and very well received. The poetry, um, spokesperson here is actually a social media

influencer that is very well known in her community. And so this was a very important person to engage in this, in this message testing as well as message delivery. So I'm going to play this for you. It's, they're very short. So I'll play it really, really quickly right here.

I know that COVID is getting a lot of attention, but there are other chronic diseases like diabetes or heart disease that unfortunately, we still need to mention. Now you can always talk to your doctor if you have any questions, because your mask isn't an exemption. It's there for your protection. Please, don't wait. And schedule an appointment today.

Stay healthy during COVID. Talk to your doctor about how you can safely manage your chronic disease. It could save your life.

And then I'll share one more that I think is also a very good example of the spoken word.

If you've received your COVID vaccine, that doesn't mean you get to forget about your exercise routine or stop eating healthy, you know what I mean? You don't get to do whatever you please, especially if you have a chronic disease. Physical activity, healthy eating, everything that's always kept you healthy before, those things are still important. In fact, now, even more.

Stay healthy during COVID. Talk to your doctor about how physical activity and healthy eating can keep you healthy. It could save your life.

So this is the website. I want to just kind of glance at this just very briefly. And you'll see, there are, there's information on how to, uh, continue to manage your chronic condition or risk factor for chronic disease.

You can see these and people can click on these and get information that they need about managing their disease, whether they have to do it from a self-management perspective or engage with their physician. We have, um, other kinds of links here that the CDC asked we put in. You can see that there's very little COVID sort of prevention measures. It's more focused on how you, uh, be proactive in managing your chronic condition, but there are some tips in here about how you can keep yourself safe. Um, and then certainly the vaccinate vaccination here. So there is a lot of, uh, information here about, um, your chronic condition as well as the, um, uh, uh, COVID mitigation efforts.

So let me get back to my slides here. And let's see, where was I? I was right here. So I just wanted to show very briefly some of our early outputs and, um, successes with this program. So, um, CBS television produced six unique videos for us, and you can find all of those on [yourhealthbeyondcovid.org](http://yourhealthbeyondcovid.org).

That's the actual URL. And those six custom videos are there for you to look at. They disseminated those across a combination of CBS television broadcast markets, as well as digital media placements. So CBS has owned and operated markets, and there was quite a, quite an attention to placement. I was actually in New York city once and also in Minneapolis once when I heard that booboo, the drums at the beginning and saw one of these spots. It was really, it was just kind of, uh, engaging. So, um, you can see here, our impressions on all the people that we've been able to reach with this strategy. TV, digital, television, more television, um, in phase two, and then, uh, more digital.

So it's been very successful and very well-received in terms of reach. Here's the picture of our Spanish speaking version and video that we have that caters to this, this man here is a grandfather and that's his little grandson. So you can see that on the website as well. This is our resiliency dashboard that goes along with the project and Gallup developed this, it's based in Tableau.

It has 30 aspects of wellbeing during the pandemic. You can go in state by state. I won't show it to you just based because of our time constraint, but if you go on [chronicdisease.org/COVID](http://chronicdisease.org/COVID), you can go in and move around and, and see some of the self-reported wellbeing index metrics. And that actually has helped some public health officials determine, you know, some strategies that they need and some provide healthcare providers as well, how to better serve people with chronic conditions. So I encourage you to get on online and see that. We're getting ready to enter into phase two, where we'll be drafting and developing new videos with new news folks persons, still using the spoken word.

Um, we're going to be doing a lot of expanded dissemination. We'll be updating the website with new information. So that will be coming. We're actually beginning that right now with CBS broadcasting. And what I wanted to mention just briefly is that this is a really an authentic communication approach.

It's really addressing equity through communication, and it really is about making sure that we're actually addressing health inequities and starting with good communication rather than poor communication so the audience can actually understand this through life experience. So communications include those actors that represent those neighborhoods and populations most impacted by COVID-19 and certainly the way that the poetry is drafted is really an important component as well. So I'll stop there and see if there are any questions, because I know we only have five minutes and see if there's

anything that I can answer. Daphne, do you see any questions in the chat for me? Oh, how do I access the video spots and place them in my state?

So these spots are on our website. As I said before, there are ways to, to place them within television markets or on social media. They cannot be drawn down and placed without going through our contacts here that you see on the slide. There is opportunity for you to work with us to be able to place those in the markets that you are involved with.

We have them placed, like I said before, in all 13 CBS owned and operated markets, but there are also opportunities to place them in other, uh, markets so that they can be run there as well. Um, the other possibility and other things that we have people placing them for is they're placing them in health care settings.

So if someone is in waiting in a waiting room or what have you, and there's a TV stream, these videos can be placed there as well. And so we've seen a lot of success with that, um, in terms of placement. Um, so if you're interested in exploring ways to place the ads or utilizing a social media campaign with these ads and other creative that's come out of this campaign, please reach out to myself or John Patton, who runs the project and we can talk with you about those opportunities. Any other questions? So you'll see the COVID resilience dashboard is in the chat. Again, it's chronic [disease.org/COVID](https://disease.org/COVID). And I encourage you to go there and explore your area with some of the resiliency metric measures.

And with that I will stop sharing and I will let you all go onto your next breakout. So thanks so much for coming and we'll see you at the, at the, at the closing panel.

- END OF TRANSCRIPT -