

REACHING THE HISPANIC POPULATION WITH A SPANISH LANGUAGE ARTHRITIS CAMPAIGN

Geographic Information System data helps identify neighborhoods for “Buenos Dias, Arthritis”

Public Health Problem

- Hispanic adults experience more arthritis-attributable work limitations and severe joint pain than other ethnic groups.
- Regular, moderate, physical activity is safe, improves function, reduces pain, and is part of a comprehensive self-management program for people with arthritis.
- In a state as large as California, with limited resources, it is critical to target public health communication campaigns to reach as many in the identified audience as possible.

Program

- The goal of the California Arthritis Partnership Program is to improve the quality of life of Californians affected by arthritis and other rheumatic conditions through increased awareness of the importance of physical activity and self-management, and increased access to evidence-based interventions.
- The Centers for Disease Control and Prevention produced *Buenos Dias, Arthritis*, a Spanish-language arthritis campaign designed to reach middle-aged Spanish-speaking people to help them manage their arthritis and reduce disability.
- Working with the Arthritis Foundation’s Southern California Chapter and using GIS technology, U.S. Census demographic data, and county-level arthritis prevalence data from the California Health Interview Survey, the California Arthritis Partnership Program was able to target zip codes in the Los Angeles area to reach a greater number of Hispanics with arthritis and maximize campaign message saturation.
- Three channels of advertising used include bus placards, brochures in community & partner locations, door-hangers & bill stuffers.

Impact

- The California Arthritis Partnership Program received the silver award from the National Public Health Information Coalition for using this technology to effectively implement their campaign.
- Preliminary evaluation results from four sites, including one in California, show positive outcomes - participants had an increase in confidence in their ability to reduce arthritis pain with exercise and in their own physical activity.

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