

Audience Research on Self-Management Education

Attachment 5 to the HMTS Expedited Review Form

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Attachment 5: Materials for Testing

Audience Research on Self-Management Education

Attachment 5a to the HMTS Expedited Review Form

May 16, 2013

Material 1: Freedom Through Control (A)



Material 2: Freedom Through Control (B)



Material 3: Choice Path (A)



YOUR LIFE.
YOUR PATH.
YOUR CHOICE.

Text about Self Management
Education goes here

Material 4: Choice Path (B)



Text about Self Management
 Education goes here

CHOOSE **MANAGE**
 YOUR **YOUR**
 PATH **ILLNESS**

Material 5: Choice Path (C)



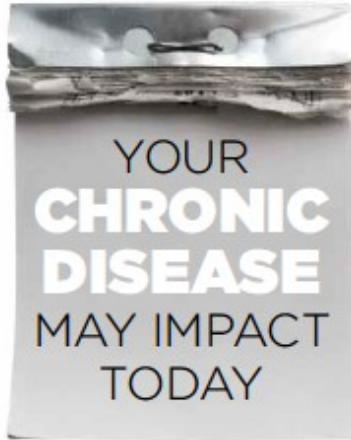
Material 6: You Determine (A)

YOUR **CHRONIC DISEASE**
MAY IMPACT TODAY,
BUT **YOU** DETERMINE
TOMORROW.

Text about Self Management
Education goes here



Material 7: You Determine (B)



BUT
YOU
DETERMINE
TOMORROW

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Material 8: Triumph

**TRIUMPH EVERY DAY.
IT'S POSSIBLE.**

Text about Self Management Education goes here. Tone of "don't give up" and "there is something you can do."

Material 9: Strength



STRENGTH CAN COME FROM **STRUGGLE**

Text about Self Management Education goes here. Tone of "don't give up" and "there is something you can do."

Material 10: Freedom Through Control Messages

FREEDOM THROUGH CONTROL	
Copy	
1a	Free yourself from your ongoing health problem [chronic disease] and gain back the independence you always had. Self-management education teaches you skills such as goal setting, decision making, problem solving, and self-monitoring, that allows you to control your health. Try a self-management education program.
1b	Don't let your ongoing health problem take over your life. Gain back your independence and do the things you want to do. Self-management education gives you the skills to control your health through goal setting, decision making, problem solving, and self-monitoring. Find out more about self-management education.

Material 11: Choice Path Messages

MANAGE YOUR CHRONIC DISEASE CHOOSE YOUR OWN PATH	
Copy	
2a	Nearly 1 in 2 Americans have an ongoing health condition [chronic disease]. Don't let your chronic disease take over your life. [<i>Self-management education gives you the skills to control your health through goal setting, decision making, problem solving, and self-monitoring.</i>] Choose a healthier future, choose self-management education.
2b	It's never too late to manage your ongoing health condition [chronic disease]. [<i>Self-management education gives you the skills to control your health through goal setting, decision making, problem solving, and self-monitoring.</i>] Improve your day to day activities so you can enjoy a healthy, happier life through self-management education.

- In 2005, 133 million Americans had at least one chronic illness. That means one out of every two adults lives with a condition that impacts their lives and their daily activities

Material 12: Defiance/Overcome Adversity Messages

STRENGTH CAN COME FROM STURGGLE

Copy

3a	Don't let your ongoing health problem [chronic disease] control your life. There's something you can do. Self-management education can give you the skills you need to manage your chronic condition and live the life you want to live.
3b	You are not alone. Chronic disease affects 1 in 2 Americans but there is something you can do. Self-management education can give you the confidence and skills you need to manage your chronic condition and live a healthy life.

Material 13: Triumph Everyday/It's Possible Messages

TRIUMPH EVERYDAY. IT'S POSSIBLE	
Copy	
4a	The average American employee takes about 10 sick days off a year. What if you have an ongoing health problem [chronic disease] on top of that? Take charge of your condition and take those healthy days back through self-management education.
4b	Each day is a fight when you have an ongoing health problem [chronic disease]. Don't give up; there is something you can do. Self-management education can give you the <i>independence, confidence and skills</i> needed to live a happy, healthy life.

- U.S. workers took an average of 14 sick days in 2007.
- On average, employees took 10 days off because they were sick or injured and four to care for family members, according to the U.S. Agency for Healthcare Research and Quality

Material 14: Empowerment Messages

YOUR CHRONIC DISEASE MAY IMPACT TODAY, BUT YOU DETERMINE TOMORROW	
Copy	
5a	Chronic disease does not have to define who you are. Managing your long term health condition [chronic disease] through self-management education can give you more energy and less stress, allowing you the time to do the things you want.
5b	Today may be a struggle, but tomorrow doesn't have to be. Self-management education can help you develop the skills you need to manage your chronic condition and live the life you want to live. Give yourself a healthier tomorrow and a healthier future.