**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**

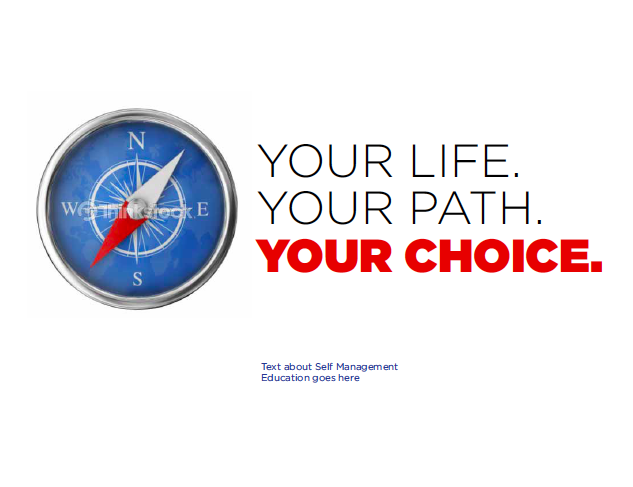
## Material 1: Freedom Through Control (A)

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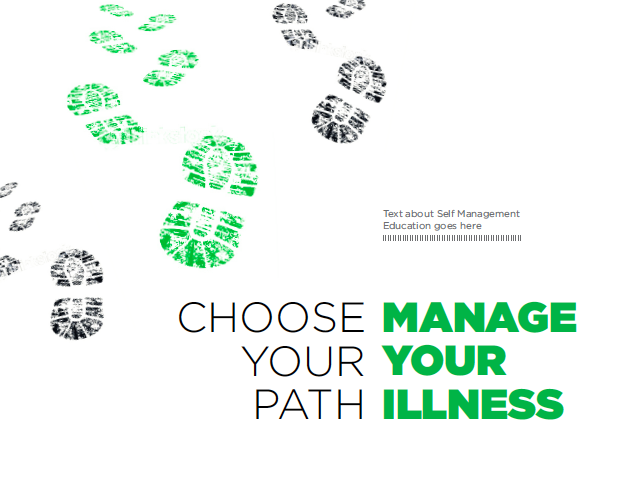
## Material 2: Freedom Through Control (B)



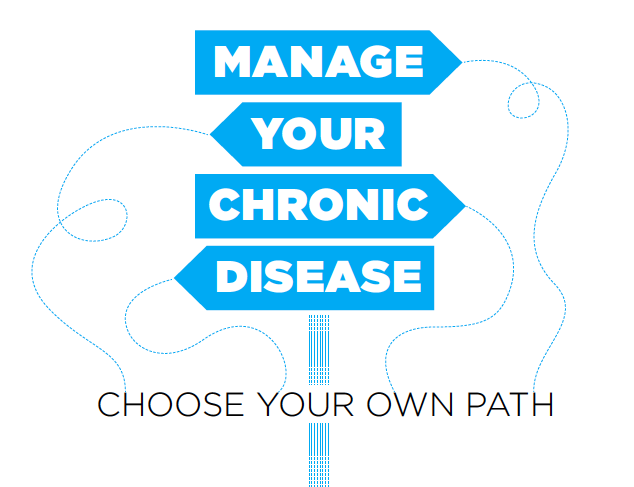
## Material 3: Choice Path (A)



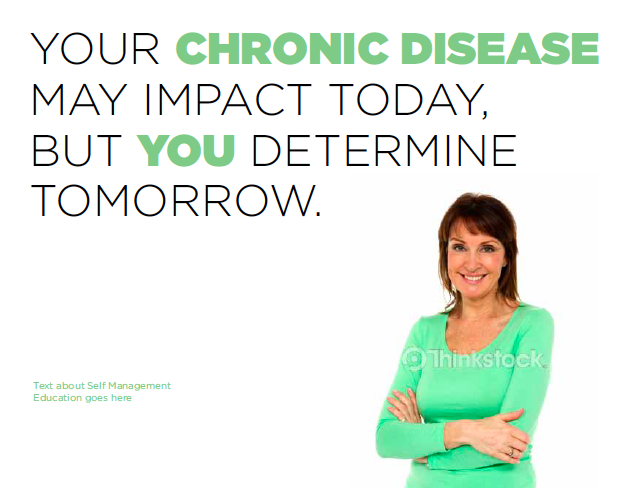
## Material 4: Choice Path (B)



## Material 5: Choice Path (C)



## Material 6: You Determine (A)



## Material 7: You Determine (B)



## Material 8: Triumph



## Material 9: Strength



## 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. [*Self-management education gives you the skills to control your health through goal setting, decision making, problem solving, and self-monitoring*.] Choose a healthier future, choose self-management education. |
| 2b | It’s never too late to manage your ongoing health condition [chronic disease]. [*Self-management education gives you the skills to control your health through goal setting, decision making, problem solving, and self-monitoring*.] 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 *independence, confidence and skills* 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. |