

**Audience Research on Self-Management Education**

**Attachment 5 to the HMTS Expedited Review Form**

**Contents**

Material 1: Freedom Through Control (A).....1  
Material 2: Freedom Through Control (B).....2  
Material 3: Choice Path (A).....3  
Material 4: Choice Path (B).....4  
Material 5: Choice Path (C).....5  
Material 6: You Determine (A).....6  
Material 7: You Determine (B).....7  
Material 8: Triumph.....8  
Material 9: Strength.....9  
Material 10: Freedom Through Control Messages.....10  
Material 11: Choice Path Messages.....11  
Material 12: Defiance/Overcome Adversity Messages.....12  
Material 13: Triumph Everyday/It's Possible Messages.....13  
Material 14: Empowerment Messages.....14

# **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 5: Choice Path (C)



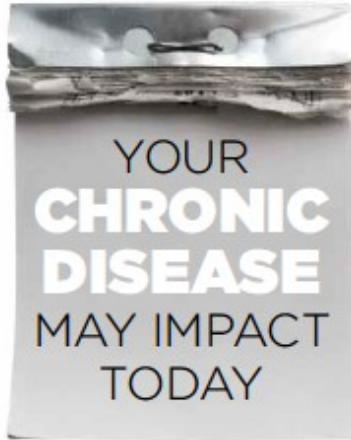
Material 6: You Determine (A)

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

<b>FREEDOM THROUGH CONTROL</b>	
<b>Copy</b>	
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.

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### 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

<b>YOUR CHRONIC DISEASE MAY IMPACT TODAY, BUT YOU DETERMINE TOMORROW</b>	
<b>Copy</b>	
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.