

# Audience Research on Self-Management Education Phase III

## Attachment 2 to the HMTS Expedited Review Form

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# Concepts



We can learn  
to deal with  
the pain.

Millions of Americans wake up each morning with a chronic health condition that impacts their life. But there is something that they — and you — can do.

Self-management education can help you learn strategies, such as goal setting and self-monitoring, to help you make good decisions about your health. There are many self-management education programs, find the one that fits you.



Millions of Americans wake up each morning puzzling over a chronic health condition that impacts their life. If you're one of them, there are answers.

Self-management education can help you learn strategies, such as goal setting and self-monitoring, to help you make good decisions about your health and feel better.

There are many self-management education programs. Find the one that fits you.

[www.restartliving.gov](http://www.restartliving.gov)

1-800-234-5678



MOM,  
You take care  
of everyone else.  
But what about  
yourself?  
We need you.

Love,  
Ashley, Michael and Dad

# We all have our reasons.



Learn how self-management  
education can give you  
the skills you need to take  
control of your health.

Do it for yourself.  
Do it for them.  
Do it for a healthier future.

[www.restartliving.gov](http://www.restartliving.gov)  
1-800-234-5678



## Logos/Taglines

| Campaign Name             | Logo  | Alternate Taglines  |
|---------------------------|---|---|
| The me in SME             |  <p>FIND THE ME IN SME</p>                             | <p>Everyone has a reason. What's yours?</p> <p>For you and the ones you love</p> <p>For a healthier you</p>   |
| SME                       |  <p>FIND THE SELF-MANAGEMENT PROGRAM THAT FITS YOU</p> | <p>Small changes in what you do. A big difference in how you feel.</p> <p>Start the journey to a healthier future</p> <p>Live life</p>                        |
| Self-Management Education | <p><b>SELF-MANAGEMENT EDUCATION</b></p> <p>LEARN MORE. FEEL BETTER.</p>   | <p>Manage to feel better</p> <p>Helping you learn ways to feel better</p> <p>Key skills for life</p>  |
| Learn More. Feel Better.  | <p><b>LEARN MORE. FEEL BETTER.</b></p> <p>SELF-MANAGEMENT EDUCATION</p>   | <p>[FOR THIS OPTION, THESE ALTERNATES ARE FOR THE PRIMARY TEXT]</p> <p>Be healthy for YOU!</p> <p>For a healthier future</p> <p>Better health starts here</p> |

S | M | E

FIND THE SELF-MANAGEMENT PROGRAM THAT FITS YOU

S M E

FIND THE SELF-MANAGEMENT PROGRAM THAT FITS YOU

A B  
C D

SME

FIND THE SELF-MANAGEMENT PROGRAM THAT FITS YOU

S M E

FIND THE SELF-MANAGEMENT PROGRAM THAT FITS YOU

SELF-MANAGEMENT EDUCATION

LEARN MORE. FEEL BETTER.

SELF-MANAGEMENT EDUCATION

LEARN MORE. FEEL BETTER.

A B  
C

SELF-MANAGEMENT EDUCATION

LEARN MORE. FEEL BETTER.

**LEARN MORE.  
FEEL BETTER.**

SELF-MANAGEMENT EDUCATION

**LEARN MORE > FEEL BETTER**

SELF-MANAGEMENT EDUCATION

A B  
C

Learn more.  
Feel better. 

**SME**

FIND THE **ME** IN **SME**

**sme** FIND THE  
ME IN SME

A B  
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**SME**

FIND THE ME IN SME

**SME**

FIND THE ME IN SME





## Messages

- A. Free yourself from your ongoing health condition and gain back the independence that you remember. Self-management education teaches you strategies and techniques that allow you to control your health. Try a self-management education program.
- B. Nearly 1 in 2 Americans have an ongoing health condition. Don't let your chronic disease take over your life. Learn strategies and techniques, such as goal setting and self-monitoring to help you make good decisions about your health. Choose a healthier future, choose a self-management education program.
- C. You are not alone. Chronic disease affects 1 in 2 Americans but there is something you can do. Self-management education can help you learn the strategies and techniques to live a stronger, healthier life. There are many self-management education programs, find the one that fits you.
- D. Your chronic disease does not have to define who you are. Managing your long term health condition through self-management education can give you more energy and less stress, allowing you the time to do the things you want. Try a self-management education program.
- E. If you have an ongoing health condition self-management education can help you improve your quality of life. Let the people you love know you care about your health. Find out more about self-management education programs.
- F. Today may be a struggle, but tomorrow doesn't have to be. Self-management education can help you develop the strategies and techniques you need to manage your chronic condition and live the life you want to live. Learn how self-management education builds independence, creates less interruption and leads to a healthier future.
- G. Are you managing your chronic disease? Did you know that there are things you can do each day to help you feel more energized and less stressed? Find out how self-management education can lead to a happier, healthier you.
- H. Did you know that 1 out of 2 Americans has a chronic disease? If you have a chronic disease or know someone who does, self-management education may be the answer. Self-management education teaches people how to make good decisions about their health so that they can feel healthier, more energized and less stressed. Find a Self-management education class for you or someone you love.