

# PRESENTATION PROPOSAL

## MORE THAN A MAP: HOW GOVERNMENT AGENCIES ARE COLLABORATING ON GEOGRAPHIC INFORMATION FOR BETTER PUBLIC SERVICES

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Position/Job Title:	Special Unit for Technical Assistance
Organization:	UCSF/CA Dept. of Public Health
Policy Theme:	<i>A Healthy California</i>
Morning or Afternoon:	Afternoon
Presentation Title:	Using Geographic Information Systems for Targeted Implementation of Health Communications Campaigns
Abstract:	<i>See below</i>

### **Purpose of Program/Project:**

To identify an appropriate geographic area and target audience to implement an arthritis Spanish health communication campaign, “Buenos Dias, Arthritis.”

### **Program/Project Description:**

“Buenos Días, Arthritis” is a Spanish health communications campaign to raise awareness of exercise as a way to manage arthritis pain and increase mobility; increase understanding of how to use exercise to ease arthritis symptoms and prevent further disability; enhance the confidence or belief of persons with arthritis that they can engage in moderate exercise; and increase trial of moderate exercise behaviors.

The media campaign includes materials delivered through multiple channels: environmental advertising which might include outdoor billboards, bus placards or radio; printed brochures placed in convenient locations; and direct "home to hand" delivery of materials in bill stuffers, church bulletins, or through direct-mail.

The target audience for the campaign includes Spanish speaking men and women between the ages of 45 to 64.

### **Implementation:**

By combining layers of U.S. Census Demographics data with county-level arthritis prevalence data from the California Health Interview Survey (CHIS), CAPP was able to efficiently target zip codes to implement the multi-channel media campaign.

### **Evaluation Results:**

Using GIS, CAPP targeted the three zip codes in East LA to run the campaign.