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**Lay Health Educators: A Social Marketing Strategy Addresses the
Community Resources and Policy Component of the Chronic Care Model
RWJF Diabetes Initiative Annual Meeting
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Community-based Move More

- Build capacity (trails and walking paths, indoor walking spaces)
- Gym memberships (low cost/no cost)
- Policy/advocacy (schools, community, worksite)
- Non-directive peer support (volunteers)
- Linking patients to community resources
- Website
- Print materials (standardized distribution system)
- Chronic disease self-management classes

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Key Objectives

- Build network of volunteers who can provide non-directive peer support (Movers and Lay Health Educators)
- Social marketing message
- Refer patients to community resources



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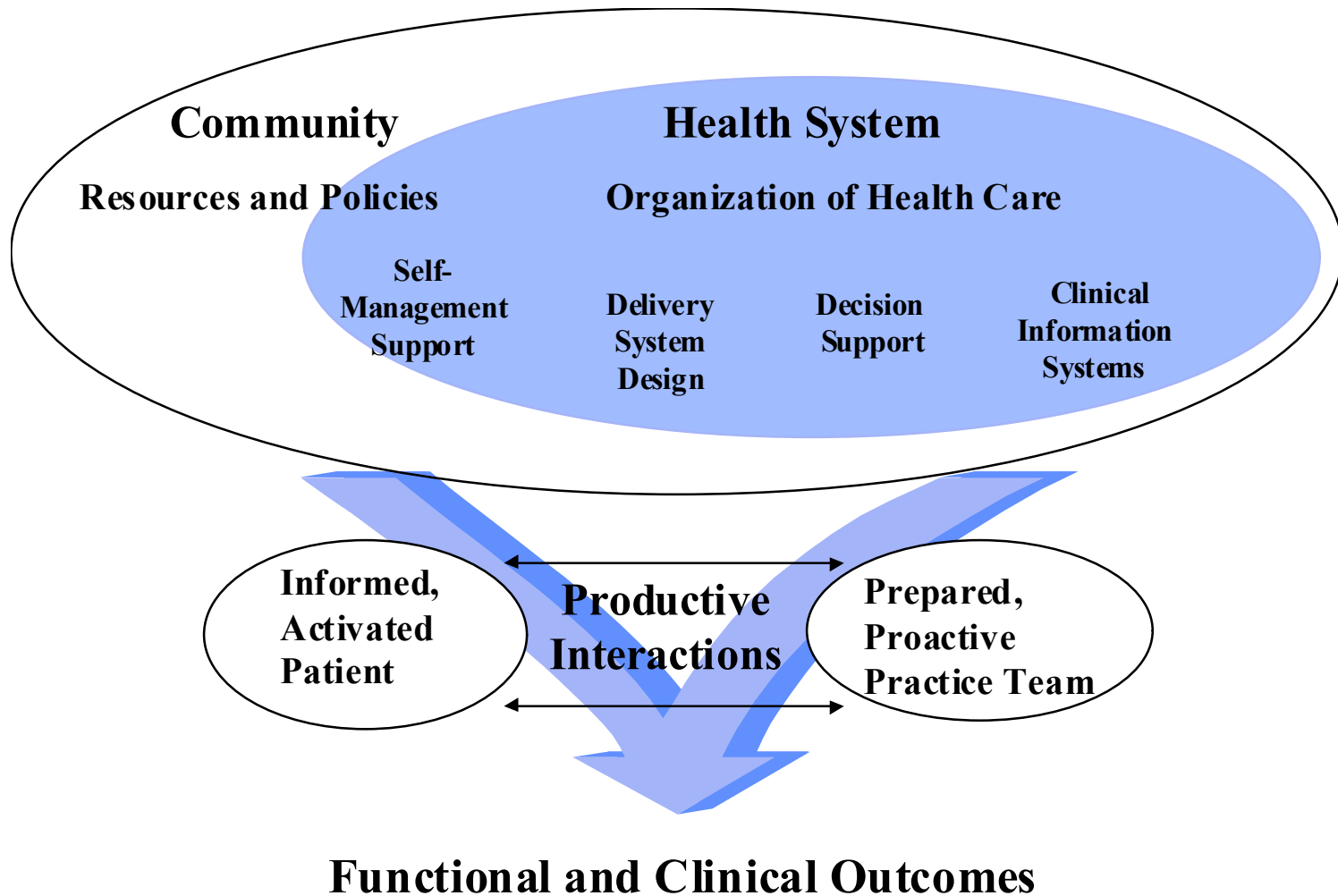
Key Strategies

- CDC Best Practices for increasing physical activity* (Creation of or enhanced access to places for physical activity combined with informational outreach activities, and social support interventions in community settings)
- Social Marketing (The Mover is the messenger)

**The Guide to Community Preventive Services: What works to promote health?* Task Force on Community Preventive Services. Oxford University Press, 2005



Wagner's *Chronic Care Model*



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Barriers

- Stigma in the community of having diabetes
- Explaining to community members and professionals that social marketing is about much more than a mass media campaign.
- Helping health care professionals understand the importance of peer support, and that non-professionals are important in referring patients to community resources and delivering the physical activity message.

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Lay Health Educator Intervention

- Provide non-directive peer support in community and worksite settings... "gentle encouragement"
- Refer patients to self-management resources in the community
- Promote physical activity opportunities
- Lead chronic disease self-management classes
- Enroll patients in Move More



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Most important outcome

RWJF funding provided time and resources to conduct formative research, develop strategies and establish a network of volunteers. Move More is now a low cost program that can be sustained in a rural setting through the use of volunteers.

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Lessons learned

- Lay the groundwork (trails, indoor walking places, website, relationships with partners, etc.)
- Slow and steady work with volunteers, health care professionals and community members are key to sustainability.