The study team consulted an advisory panel of 20 adults who matched the target study population according to the following inclusion criteria:

- Age (40-64 years old)
- Income (<$60,000 annually)
- Place of residence (live or work in study counties)

Five panelists viewed nine prototype advertisements from previous CDSMP dissemination efforts.

Study advertisements were developed according to the five panelists’ feedback and then revised through an iterative feedback process with all 20 panel members.

Findings from the panelists’ feedback are listed to the right and may help inform future program recruitment materials targeting lower-SES, working age adults.

Panelists preferred gain-framed vs. loss-framed messages.

They were persuaded by messages related to their unique financial, physical, and emotional concerns.

Panelists appreciated messages that spoke to building stability while they served a provider role.

Recruitment Material Development

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Current Recruitment Results

- Over 1,100 adults have accessed the registration survey
- Approximately 86% of respondents are female, 44% identify with a minority racial status, and 5% identify as Hispanic, 48% report an annual household income less than $60,000, and the mean age is 48.3 years old

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The SMART Life Study is a CDC-funded RCT testing the effects of the Chronic Disease Self-Management Program (CDSMP) on work productivity, health, and healthcare utilization among working-age, lower-to-middle wage earning adults.

While the CDSMP has been associated with positive health outcomes among working-age participants, the program has traditionally been implemented among aging, higher-socioeconomic (SES) populations.

As a result, CDSMP recruitment materials overwhelmingly reflect the interests of older, higher-SES participants.

In order to engage lower-SES, working age adults, we consulted with an advisory panel to develop recruitment materials tailored to the interests of this target population.