

Strategies to Engage Lower-SES, Working-Age Adults in Health Research: Results from the SMART Life Study

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SMART Life

THE SMART LIFE STUDY

- SMART Life 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.

RECRUITMENT MATERIAL DEVELOPMENT

- 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.

Less Stress ✓ **Better Health** ✓ **Work Stability** ✓ **Financial Security** ✓

SELF MANAGEMENT

The real magic pill.
Looking for a better way to take control of your health and financial future?
Let us help.*
smartlife.web.unc.edu OR
Call Cecilia at 919.962.9865
Payment for participation provided.

*SMART Life is a UNC Research Study for individuals between 40-64 years of age, who live or work in a participating county, and who are working 32+ hours per week.
Eligible participants will take part in a short-term health or financial self-management program and complete questionnaires throughout a 12-month period.

SMART Life
Smarter Life. Brighter Future.

UNC CENTER FOR HEALTH PROMOTION AND DISEASE PREVENTION | PRC Prevention Research Centers | UNC SCHOOL OF NURSING | The SMART Life Study is a member of the Prevention Research Centers Program, supported by the Centers for Disease Control and Prevention cooperative agreement number 1U48DP005017-01

The team avoided pictures of people, as panelists were not engaged by pictures of those they could not relate to.

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

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