



AAFP Tobacco and Nicotine Prevention and Control Chapter/Family Medicine Residency Program Mini Grants
Final Report
2016-2017

Each question in this Final Report should be answered thoroughly and completely.

Describe your project. Please answer the following questions.

1. Why did you choose this project? In other words, how was it relevant to your chapter/residency?

Kansas Academy of Family Physicians (KAFF) is recognized statewide as a tobacco champion due to its long-standing, active involvement with local and state tobacco-free advocacy groups, especially the Tobacco Free Wichita Coalition (TFW) and Tobacco Free Kansas Coalition (TFKC). There are dozens of health-related coalitions addressing a wide variety of topics throughout the state of Kansas, and many do not know how to engage healthcare providers even though they are invaluable resource. Healthcare providers can utilize their expertise and reputation to help influence on decision-makers, residents, media, and other providers.

KAFF saw this project as a great opportunity to connect our members and other providers with community-based coalitions for these purposes:

- To amplify accurate and trustworthy health messaging,
- To engage physicians in other public health initiatives, and
- To help make progress in health policy and reform regarding tobacco issues.

Chapter staff have the unique ability to connect local physicians with community coalitions and ensure a more meaningful and beneficial relationship for all parties involved by educating coalitions on how best to engage physicians and at the same time promote public health and the roles physicians play.

2. What did you do and how did you accomplish it?

KAFF chapter staff utilized their existing relationship with the Tobacco Free Wichita Coalition (TFW) to build upon TFW's newly established Medical Advisory Council (MAC) and test strategies for engaging physicians and healthcare providers in health messaging and advocacy. TFW's MAC is comprised of nine physicians, nurses and other healthcare staff that provide medical expertise and guidance on tobacco control initiatives.

After analyzing the communication needs and social media utilization of the physicians and coalition members involved, two training opportunities were developed with grant funding.

Media Training - The first training session, on December 16, 2016, focused on conducting quality media interviews. Nye and Associates, a local media firm that is an active member of the TFW Coalition and understands health messaging, designed and facilitated the half-day training that took place at the KU School of Medicine – Wichita in the Chaney Conference room. The morning began with an update from TFW on current projects and upcoming legislative issues, followed by a media panel, comprised of reporters and staff from local television and newspaper media outlets. (The media consultant recommended this timeline so that the media experts would be able to learn about TFW, provide their insider information, and then depart so interviewing techniques could be openly discussed). Media experts explained what they look for in news stories, and described the best way to capture media coverage. Each participant recorded an individual, on-camera interview and received personal feedback from Nye & Associates. Staff will continue to serve as a resource to schedule interview requests and develop speaking points for MAC members.

Social Media Trainings - Carol Bush, a local oncology nurse and social media expert also known as *The Social Nurse*, developed the social media training sessions on the topic of *Utilizing Social Media Networks to Expand Reach and Impact*. These trainings were provided both in-person and virtually, and each covered the basics of using Facebook and Twitter. The trainings were helpful to participants who reported gaining confidence in writing posts, tweets, and sharing others' postings. The trainings and resources developed for these sessions will continue to be utilized with KAFP and TFW Coalition members.

After completing the trainings and analyzing TFW's media/social media use, KAFP staff expanded its efforts with suggestions from the enthusiastic MAC members to maximize results from the grant funding. MAC members suggested that TFW could connect with more health-related organizations on social media by "following" their pages. In brainstorming, the providers recommended several organizations that staff and coalition leaders had not previously considered. Several providers used their established relationships to expand TFW's network. This simple strategy helped increase TFW's social media following by 500% and its circle of influence substantially. In addition, the group registered the *#KSHealth* hashtag to share health-related news in Kansas. Anyone can use and search the hashtag on Facebook or Twitter at any time to see the latest health-related events and news. After the training and hashtag instructions were developed, staff began encouraging MAC members and other healthcare providers to post and share health messages on social media channels. As this was slow to proceed, midway through the project staff began creating the posts for providers to post or share. Soon, the providers became more comfortable and actively involved. A variety of social media posts were published during the project and were focused primarily towards residents and other healthcare providers.

The hashtag instructions were also shared statewide with community organizations, statewide associations, and health professionals. (Please note: It took somewhat longer than expected to develop the materials and release the hashtag, usage is still ramping up.) At the time of this grant report, the hashtag has been utilized by individuals and several statewide organizations including: Kansas Department of Health & Environment, Kansas News Service, Wichita State University's Community Engagement Institute, Kansas Public Health Association, Safe Kids Kansas, American Heart Association Kansas, Kansas Alliance for Wellness, Kansas Chapter of the American Academy of Pediatrics, Tobacco Free Kansas Coalition, Tobacco Free Wichita Coalition, Tobacco Free Wu & Me, Bike Walk Wichita, Wellness Kansas, AFT Kansas, Kansas Health Institute, Kansas Health Foundation, public health practitioners, healthcare providers, coalitions, and of course, KAFP.

Three KAFP members were empowered by the training and joined TFW's MAC during this project to become more engaged with health messaging use on social media. TFW's social media continues to gain momentum and coalition members are better prepared to handle media interviews and to approach local media outlets. Many physicians are still a bit uncomfortable with social media, and only engage if specifically asked. A few practices are engaging with their patients and encouraging behavior change, but most providers still need social media campaigns and messaging created for them, which requires staff time or other resources.

A tobacco-focused social media campaign geared towards physicians was developed during the project, but is waiting on final approval before being published in June 2017.

3. What were your goals and to what extent did you achieve them?

Two main goals were selected for this project.

Goal 1: By April 30, 2017, KAFP and TFW will engage 25 healthcare providers in community-level, tobacco control efforts in Kansas.

- **Outcome Measure 1:** Number of healthcare providers engaged = 22 healthcare providers.
- **Outcome Measure 2:** Media reach for MAC-generated tobacco content during the project: Facebook reach = 3,499 people; Twitter reach = 13,650. At the start of the project, TFW had 8 health-related organizations

interacting with their page. After the project, 49 health organizations currently follow TFW (500% increase). TFW's Facebook page also saw a 15% increase in people following the page and 30% for Twitter.

Goal 2: By April 30, 2017, engage MAC members and other healthcare providers in advocating for tobacco control policies = 9 providers advocated for a \$1.50 tobacco tax increase (still on-going in legislative session). In addition, during this project's time period, significant legislative efforts have focused on Medicaid Expansion and other vital health reform bills in addition to tobacco-related advocacy.

4. How did you measure your goals?

Training registration records and evaluations were kept for each training provided. Facebook and Twitter provide insights for each post that is published. Advocacy efforts are self-reported by the healthcare providers.

5. How did this project benefit your chapter/residency? Please provide examples.

This grant served as a learning project for the chapter, for members, other healthcare providers, and for coalition members. Those involved in the project better understand how to engage providers and amplify health messaging through traditional media and social media. Expertise provided by the marketing firm and social media consultant helped the TFW Coalition and KAFP chapter establish media relationships and improve social media efforts.

In order to engage more physicians in health messaging, chapter or coalition staff will need to create posts or campaigns due to physicians' limited time. Time and resources need to be incorporated into media/campaign planning.

One additional unexpected benefit to the chapter is that Carol Bush is providing training for Social Media Ambassadors for the upcoming Annual Meeting. The Ambassador and staff will use *#KSHealth* for posts during the Annual Meeting. The trainings have been recorded for future use.

One final unexpected benefit to the chapter is related to developing stronger relationships with the media. As discussed below under challenges, KAFP staff met with the new health new reporter at the Wichita Eagle, and ended up giving her a lead for an article was published on the front page above the fold on May 3. Here is a link: <http://www.kansas.com/living/health-fitness/article148496589.html> While not directly related to tobacco issues, this is one of those challenges that was met head-on and had great benefit to the chapter.

6. What challenges did you face implementing your project and how did you overcome them?

One of the media outlet presenters (NPR) for the December panel did not show up to participate. While it was disappointing, we simply allocated additional time for the three who were there (TV and newspaper) and they were outstanding. It also had the effect of allowing more time for individual on-camera interview practice, which was likely beneficial in the long run.

The Wichita Eagle newspaper health reporter who was on the panel has moved to Kansas City and, as mentioned above, now there is a new health reporter at the Wichita Eagle. KAFP staff met with the new reporter to introduce the chapter and provide insight into many issues of importance to family physicians, including tobacco issues.

7. Explain how you have or plan to disseminate the findings of your project with others.

The project poster has been accepted for display and presentation at the Kansas Public Health Association's Annual Meeting in September. Several hundred health professionals and coalition staff from across the state will attend. KAFP staff will provide discussion and handouts during the poster presentation. In addition, the project results and poster will be shared with more than 40 tobacco and health coalition grantees across the state.

Describe how other chapters/residencies could learn from your project.

8. Do you think that your project could be easily adapted by other chapters/residency programs? Why or why not?

Yes, it could definitely be replicated, although we wouldn't characterize it as easy, it's definitely something that is very important and has many additional benefits and applications for all involved.

9. What recommendations would you have for other chapters/residencies who want to replicate your project?

- Use consultants who are knowledgeable, flexible and responsive.
- Build on existing strengths and relationships with the media.
- Don't be discouraged when a reporter you've built a relationship with moves to another locale. Reporters can still help make connections. Just start again with the new reporter. Don't give up!
- Physicians want to be reassured about participating in Social Media. Providing them with training and expertise from a consultant can relieve their anxiety.

Contact Information

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NOTE: AAFP would like to help disseminate your good work by sharing your project with others via the AAFP Mini-grant web page. Please indicate whether you consent to AAFP sharing on its website your project results, poster, final report and contact information. Yes No