



## Section One: Overview

Once your organization decides to take on Living Well with Chronic Conditions and offer it to your clients or community members, one of the first steps is to create strong partnerships with other organizations, which will provide a strong base for a successful program.

Local partners can support your efforts by:

- Providing a consistent referral of participants into workshops (i.e., health clinics, social service providers, case managers).
- Offering staff or volunteers to be trained as Living Well leaders.
- Providing free meeting space for workshops.
- Providing grants, funding, or in-kind support.
- Offering staff time to assist with day-to-day workshop operations.
- Allowing you to advertise Living Well or providing free or low-cost print or television advertising.
- Participating in a planning or advisory group for the Living Well program in your community—helping to plan for outreach and sustainability of the program long-term.

Tools in this section include:

- **Elevator Speech:** Succinctly describe what Living Well is all about, in a way that resonates with the partner you are trying to develop a relationship with. Start by honing your elevator speech.
- **Benefits to Partners:** Once your potential partners have some basic information about Living Well, you'll want to sell them on the benefits of their involvement in the program. Depending on the type of organization you're looking to partner with, you'll need to tailor the benefits to their mission and priorities.
- **Sharing the Evidence:** When solidifying your partners' buy-in, you'll want to make sure and share some of the highlights about the impact of Living Well. The evidence review should be short and sweet, similar to your elevator speech.
- **Referrals:** Obtaining consistent referrals into your Living Well program can be a time-consuming but important part of partnership building. Tailoring your pitch to your target audience and having some referral tools on hand will help make this process easier to get underway.



## Elevator Speech/Talking Points

Your potential partners will first need to know what Living Well is. Although it is sometimes difficult to explain what Living Well is all about, clear and concise descriptions of the program will help open the door for more conversations about how your organization and the potential partner can work together.

It is important to identify your audience so you can best tailor your messages to make a compelling case. For example, a community partner could be the owner or manager of a facility that could be used for Living Well workshops. The ask is focused on how and why they should partner with Living Well. A hospital is an example of a community influencer, as they have the power to make Living Well workshops a routine offering prior to a patient being discharged.

Below is an example of an elevator speech, as well as talking points to use when meeting with community partners and community influencers.

### Elevator Speech

Living Well with Chronic Conditions is a workshop for people with lifelong health conditions, such as heart disease, arthritis or diabetes. It works: Participants have less pain, more energy and fewer hospitalizations. Some of the topics covered in the workshop include pain and fatigue, eating well, fun ways to get active, and communication with doctors and family members.

### Talking Points

#### **To Community Partners**

Living Well with Chronic Conditions is a workshop for people with lifelong health conditions, such as heart disease, arthritis or diabetes. It works: Participants have less pain, more energy and fewer hospitalizations.

The workshops teach participants how to take good care of their conditions, and create a supportive environment and a sense of community. Some of the topics covered in the workshop include pain and fatigue, eating well, fun ways to get active, and communication with doctors and family members.

Living Well is an evidence-based program developed by Stanford University and supported by the Oregon Health Authority. There's also a culturally appropriate, Spanish-language version called Tomando Control de su Salud.

(If time allows) People really love the workshops. For example, [insert a quick testimonial or story about a real person who took the class and has seen real benefit].



Organizations like yours can host or support a workshop, and we make it very easy. We provide [fill in what you are offering, the workshop, leaders, coordination, etc.]; you just provide the [fill in your ask of this specific partner]. Would you be interested in [reiterate the ask of this specific partner]?

OR

You can find more information by visiting our website at [insert your website or OHA's website] or by calling [phone number].

### **To Community Influencers**

Living Well with Chronic Conditions is a workshop for people with lifelong health conditions, such as heart disease, arthritis or diabetes. Nationally, 80 percent of older adults have at least one chronic condition, and 50 percent have at least two<sup>1</sup>. In 2005, chronic diseases claimed the lives of 19,219 Oregonians and resulted in \$1.4 billion in hospitalization costs<sup>2</sup>.

This can be prevented or lessened by eating well, moving more, avoiding tobacco use and getting regular health screenings. The workshops teach participants how to take good care of their conditions, and create a supportive environment and a sense of community.

It works: An Oregon State University report on the 4,000 Oregonian program participants estimates significantly improved health, reduced hospitalizations and emergency visits, and health care savings of more than \$6.5 million<sup>3</sup>.

Living Well is an evidence-based program developed by Stanford University and run by the Oregon Health Authority. There's also a culturally appropriate, Spanish-language version called Tomando Control de su Salud.

Support Living Well and help create more programs in local communities and make self-management an automatic part of the health system.

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<sup>1</sup> [http://www.nia.nih.gov/HealthInformation/Publications/ClinicianHB/06\\_chronic.htm](http://www.nia.nih.gov/HealthInformation/Publications/ClinicianHB/06_chronic.htm)

<sup>2</sup> <http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/Documents/healthor.pdf>

<sup>3</sup> [http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/LivingWell/Documents/Living\\_Well\\_Program\\_Impact\\_Report\\_Final.pdf](http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/LivingWell/Documents/Living_Well_Program_Impact_Report_Final.pdf)



# How to Communicate Living Well's Effectiveness and Benefits to Partners

After your potential partner has a basic understanding of what Living Well is, you can share some of the benefits of the program so your partner will know how the partnership can benefit its organizational mission or the clients it serves.

As with recruiting participants, a good testimonial can be an excellent way to convey the importance of Living Well to your potential partner. One resource to provide this information is the “Changing Our Lives” video, developed here in Oregon. To access the video, visit <http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/LivingWell/Pages/video.aspx>.

Alternatively, you can consider tailoring your testimonial to the population your potential partner serves, such as older adults or individuals with a specific chronic health condition, like diabetes or cancer. Use a testimonial that will really resonate with your potential partner. See Section 2 of this toolkit for information on gathering testimonials.

Potential partners are listed below along with examples you can share with them about how Living Well can benefit their organization.

## Nonprofit Social Service Organizations

Social service organizations generally have individual or community well-being at the core of their missions. Sharing a strong testimonial will really be helpful with these types of organizations, as they often rely on success stories to secure their own funding and convey a clear message about the important work they do. Some ways that Living Well can be important for social service organizations include:

- Living Well can help individuals take control of their health and their lives.
- Living Well has the potential to not only improve the individual's health, it can improve the health of his or her family as well.
- Living Well uses a peer model, so individuals who have chronic health conditions are a key part of program delivery.
- Living Well is relatively inexpensive to implement, and is a valued community resource.
- Individuals who participate in Living Well often go on to lead longer, healthier, and more productive and satisfying lives. Living Well can help people engage more fully in their communities and the things they love to do.
- Living Well can be a helpful component to the important service your organization provides the community.



### Hospitals, Clinics and Health Plans

Hospitals and clinics will also be interested in participant testimonials, but will probably be more compelled by one that relates more directly to a health condition and/or experience with the health care system (please refer to *Section Three: Financial Sustainability* for detailed descriptions, talking points and issue briefs). Some ways that Living Well can be important for hospitals and clinics include:

- Living Well can help patients communicate more effectively with their health care team.
- Living Well can help patients use the health care system more appropriately.
- Living Well can help patients put lifestyle changes associated with their chronic health condition into place, so they are better able to manage their conditions when they are outside of the health care setting.
- Living Well does not interfere with any medical treatments.
- Living Well can be an excellent complement to disease education because it can help patients put their care plans into action.
- Living Well can help reduce hospitalizations and outpatient visits.
- Living Well can help patients better manage their medications.
- Living Well helps patients improve fatigue, self-reported general health, and their overall self-efficacy.
- Living Well is appropriate for patients with multiple chronic health conditions. In fact, the average participant in Living Well reports having at least three chronic health conditions.

### Local Health Departments

Some local health departments in Oregon provide health services, and some even provide primary care services. Therefore, many of the talking points provided under the Hospitals, Clinics and Health Plans categories will also apply to local health departments (please refer to *Section Three: Financial Sustainability* for a detailed description). Other ways that Living Well can be important to local health departments include:

- Living Well has an ability to reach some of our most vulnerable community members—people living with ongoing health conditions.
- Living Well can be used in a variety of settings for many different populations. It is appropriate for many groups of people.
- Living Well can help prevent the worsening of chronic conditions for people who already have them.
- Living Well is relatively inexpensive to implement, and is a valued community resource.

### Aging Service Organizations

Aging service organizations have a particular stake in the health and well-being of older adults, so your testimonial should come from an older adult participant. Some ways that Living Well can be important for aging service organizations include:



- Living Well can help older adults maintain control of their health, regardless of the conditions they are faced with.
- Living Well can help older adults improve their quality of life and do the things they love to do. It can also help older adults engage more fully in their communities.
- Living Well is suitable in community settings, including senior centers, senior housing, retirement communities, and assisted living facilities.
- Living Well can help reduce hospitalizations and outpatient visits. It has the potential to help people living with chronic health conditions stay longer in their own homes.
- Living Well can help older adults build a community, by providing an outlet for meeting with other community members on a regular basis.

### Employers

Employers, whether a local business or the human resource leadership of one of the partner organizations listed above, are concerned with the health of their employees. Some local businesses may also be interested in building up public relations and a relationship with the community in general (please refer to *Section Three: Financial Sustainability* for detailed descriptions, talking points and an issue briefs). Other ways that Living Well can be important to employers include:

- Living Well has the potential to improve work attendance and productivity.
- Living Well has been shown to improve the health and quality of life of participants.
- Living Well has the potential to reduce hospitalizations and outpatient visits, which can help save on insurance premiums.
- Living Well is an inexpensive, valued community resource.
- Participants in Living Well are better able to engage in their lives and do the things they love to do every day.



## Sharing the Evidence

At some point in your initial meeting with a potential partner, you will want to share information about the research and evidence behind Living Well. It is best to keep this information short and sweet. Unless you are talking with a group of university researchers, most partners will be more interested in the highlights. The following are some example statistics, taken from the *Living Well Program Impact Report*, to share with community partners.<sup>1</sup>

- Living Well has a strong impact on participants' quality of life. Of the nearly 4,000 Oregonians that participated in the program between 2005 and 2009, an estimated 107 years of perfect health were gained among participants.<sup>2</sup>
- Living Well can conserve precious health care resources. Among the nearly 4,000 Oregonians that participated in the program between 2005 and 2009, an estimated \$634,980 was saved in reduced emergency department visits, and \$6,501,088 was saved in reduced hospital days.
- Living Well participants report improved energy levels, reduced fatigue and health distress, improved self-confidence, and ability to engage in social and life activities.

### Track Record in Oregon

After your potential partner has a basic understanding of what Living Well is, why it is important and what impact it can make, you can substantiate this information with Oregon's track record with the program. Again, this information should be kept brief, but it can be a great way to secure validity and support for the program among your potential partners. The following example statistics, taken from the *Living Well Data Report*<sup>3</sup>, can be shared with community partners.

- Living Well has been implemented in Oregon since the early 2000s.
- Between August 2005 and December 2010, nearly 6,000 Oregonians have participated in a Living Well workshop.
- Living Well is available in nearly all Oregon counties, and participants in Living Well have come from all but one Oregon county.
- (Determine if the following statement is appropriate for the partner you are trying to recruit.) Living Well is a priority for both state and federal government. A wide range of government agencies contributes funding and staff time to support the growth of Living Well.
- Many organizations across Oregon are already involved with Living Well—hospitals, clinics, the Veterans Affairs, Area Agencies on Aging, universities, local health

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<sup>1</sup> [http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/LivingWell/Documents/Living\\_Well\\_Program\\_Impact\\_Report\\_Final.pdf](http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/LivingWell/Documents/Living_Well_Program_Impact_Report_Final.pdf)

<sup>2</sup> <http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/LivingWell/Documents/Reports/statedata11.pdf>



departments, churches and community service organizations have taken a role in the program in communities across the state.

**Additional resources include:**

- Living Well County-Level Reports:  
<http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/LivingWell/Pages/pubs.aspx - County-level>
- Living Well Newsletter:  
<http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/LivingWell/Pages/connect.aspx>



# Referral Letter Template to Clinics & Providers

The following letter can be used for sending to health clinics and providers, as it often may be difficult to schedule a face-to-face meeting with a provider. Based on what clinic you're working with, you may consider addressing the letter to the office manager or administrator, who could bring it to the attention of providers as well as front desk and other staff members. Because clinics are very busy and receive a lot of mail, you may want to consider dropping off the letter by hand and following up by phone or in person. Anything you can do to make your communication materials stand out will increase the chances that someone reads it.

Dear [Name of clinic/provider],

I am a [name of position] of the Living Well with Chronic Conditions workshop offered in [city/county] County. Living Well is an evidence-based program developed by Stanford University and supported by [name of your organization], in coordination with the Oregon Health Authority, that helps people affected by a chronic disease learn how to self-manage their disease and maintain a better quality of life.

Living Well workshops take place over six weeks, with one 2.5-hour session held each week. Most classes are low cost or free. They are hosted by community organizations and taught by trained leaders, many of whom have chronic conditions themselves. Participants will:

- Receive support from trained leaders and other workshop participants.
- Learn practical ways to manage their pain and fatigue.
- Learn about nutrition and exercise choices.
- Understand new treatment choices.
- Learn better ways to communicate with doctors and family members.

Nationally, 80 percent of older adults have at least one chronic condition and half have at least two.<sup>1</sup> Learning how to self-manage a chronic disease is especially important since chronic diseases are responsible for seven out of 10 deaths every year.<sup>2</sup> At the end of the six-week workshop, participants have less pain, more energy and fewer hospitalizations.

Would you consider referring patients to the Living Well program? Providing support for self-management is an important aspect of patient-centered care. Health systems, such as Good Samaritan and Tuality, are now routinely referring patients. Living Well does not conflict with a patient's existing treatments or programs and is designed to enhance their treatment, complementing existing disease management programs and provider relationships. Your support of the program

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<sup>1</sup> [http://www.nia.nih.gov/HealthInformation/Publications/ClinicianHB/06\\_chronic.htm](http://www.nia.nih.gov/HealthInformation/Publications/ClinicianHB/06_chronic.htm)

<sup>2</sup> <http://www.cdc.gov/chronicdisease/overview/index.htm>

## Marketing to Potential Partners



makes it possible for individuals to live well, for communities to embrace health and disease prevention, and to reduce the demand on our health care system.

Workshops are open to anyone, or any age, with a long-term health condition. Living Well is also appropriate for people who have multiple chronic health conditions. Workshop information can be found at [website].

[Include brochures]

Thank you,  
[Your name]



# Living Well with Chronic Conditions

The Stanford Chronic Disease Self-Management Program

(Presenter)

(Location)  
(Date)



## What Is Self-Management?

The tasks that individuals living with chronic health conditions must do in order to live a healthy life:

- Working with doctors as health care **partners**
- Getting **support** from family and friends
- **Working through problems** as they arise, including pain, fatigue, frustration or depression
- Learning how to **eat well** and be **physically active**
- Understanding how to **use medications correctly** and **assess new treatments**





## Program Overview

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- 2 ½ hours per week for six weeks
- Groups of 10-15 people
- People with multiple chronic conditions and symptoms in the same group
- Focus on self-efficacy, action planning, problem solving, and effective communication
- Facilitated by **trained leaders** working with Stanford University **licensed organizations**



## Programs Available in Oregon

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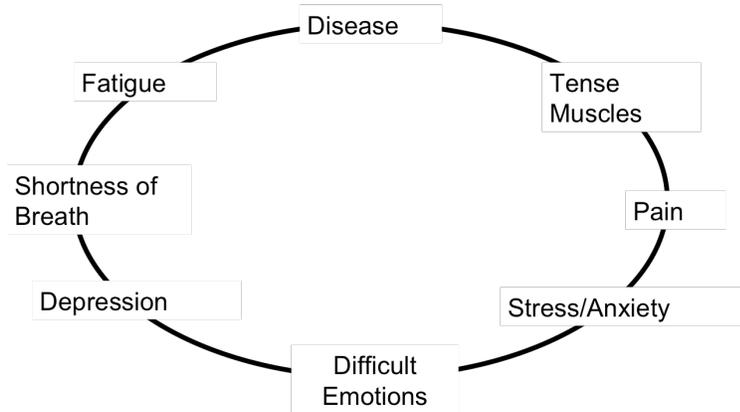
- **Living Well with Chronic Conditions:** English language Stanford Chronic Disease Self-Management Program
- **Tomando Control de su Salud:** Spanish language and cultural adaptation of Living Well
- **Positive Self-Management Program:** Adapted for people living with HIV/AIDS and their caregivers





## The Symptom Cycle

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## Self-Management Toolbox

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- Physical activity
- Medications
- Managing fatigue
- Action planning
- Better breathing
- Understanding emotions
- Problem solving
- Using your mind
- Managing pain
- Communication
- Healthy eating
- Working with health professionals





## Action Planning

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- Something you want to do
- Achievable
- Action-specific
- Answers the questions:
  - What?
  - When?
  - How much?
  - How often?
- Confidence level of 7+ (out of 10)



## Problem Solving

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1. Identify the problem
2. List ideas
3. Select one
4. Assess the results
5. Substitute another idea
6. Use other resources
7. Accept that the problem may not be solvable



## Research to Support Living Well

Randomized, controlled trial of 1,000 Living Well participants found that participants:

- Had improvements in self-reported health
- Increased ability to participate in social activities
- Were more active
- Had greater self-confidence
- Had more energy and less fatigue
- Spent fewer days in the hospital
- Had fewer outpatient and ER visits

Sources: Lorig, KR et al. (1999). *Med Care*, 37:5-14; Lorig, KR et al. (2001). *Eff Clin Pract*, 4: 256-52; Lorig, KR et al. (2001). *Med Care*, 39: 1217-23.



## Estimated Impact of Living Well in Oregon

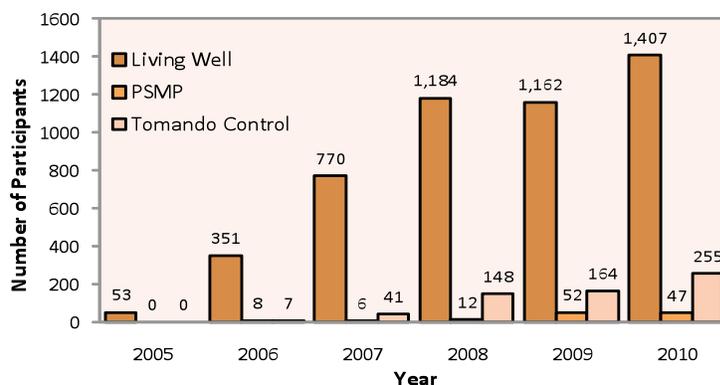
Matching the outcomes found in the original research with program reach to date, it is estimated that Living Well has resulted in:

- Improved psychological well-being, energy and self-confidence to manage one's health condition
- 107 quality adjusted life years gained (one additional week of "perfect" health per year)
- 553 avoided emergency room visits, saving \$634,980 in health care expenditures
- 2,783 avoided hospital days, saving \$6,501,088 in health care expenditures

Source: Bovbjerg, VE & Kingston, SJ. (2010). *Program impact report: Oregon's Living Well with Chronic Conditions*. Oregon State University.



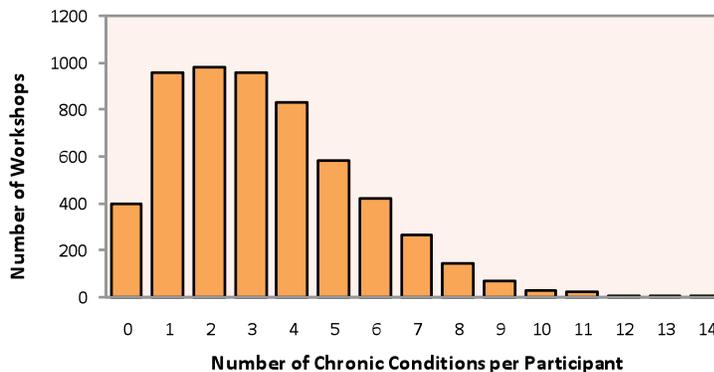
## Living Well Participation in Oregon by Program, 2005-2010



## Number of Chronic Conditions Per Participant



The average participant in Living Well reports having **3.3** chronic conditions.



## Self-Reported Chronic Conditions

Self-Reported Chronic Condition(s)	Ages < 60 (2,440)	Ages >= 60 (3,089)	Total* (5,667)
Arthritis/Fibromyalgia	41% (991)	56% (1,734)	49% (2,782)
High blood pressure	28% (677)	46% (1,417)	38% (2,130)
Chronic pain	43% (1,042)	34% (1,035)	37% (2,113)
Depression	44% (1,071)	25% (777)	33% (1,871)
High cholesterol	26% (628)	32% (1,003)	29% (1,664)
Diabetes	26% (633)	30% (922)	28% (1,585)
Heart disease	7% (167)	22% (679)	15% (866)
Asthma	16% (396)	14% (437)	15% (848)
COPD	7% (168)	12% (381)	10% (563)
Cancer	6% (137)	12% (367)	9% (510)
Stroke	2% (57)	6% (192)	5% (257)
Multiple sclerosis	2% (58)	1% (34)	2% (94)
None of the above, accompanied family or friends	11% (276)	6% (200)	9% (484)



## For More Information

Oregon Living Well Program

[www.healthoregon.org/livingwell](http://www.healthoregon.org/livingwell)

1-888-576-7414

Living.well@state.or.us

