

## ***Start Walking: Outcome Report for FY 2005***

Background *Start Walking* was a bilingual communication campaign conducted by the New Mexico Diabetes Prevention and Control Program (DPCP) targeting Hispanic women, ages 35-54, in the Las Cruces, NM area. The purpose of this multiyear campaign was to prevent diabetes in this high-risk group. Based on the data from the Diabetes Prevention Program, it is known that engaging in physical activity for 30 minutes, five times a week, will prevent or delay the onset of diabetes. The communication campaign in FY05 aimed to increase awareness of walking. The DPCP also monitored walking behavior.

### Communication Campaign

DPCP conducted extensive social marketing formative research in previous years and used that data in the development of the communication pieces for this campaign. DPCP mailed out a bilingual magazine and three bilingual postcards to 4,000 Hispanic women in the Las Cruces area. These pieces were mailed between March 15 and June 20, 2005. An additional 4,500 copies of the magazine were distributed by local organizations. A news story about the campaign was released, but the media did not pick it up.

Walk Doña Ana (Walk DA), a partner organization, conducted its own advertising campaign during the same time period. Walk DA mailed out 500-700 flyers, announcing monthly walks, to people on their mailing list once a month. Walk DA also ran an ad on cable television from April through August 2005.

### Evaluation Methods

DPCP conducted a baseline survey and an outcome survey. Each survey was administered by bilingual evaluators to convenience samples of 60 Hispanic women (30 English-speaking and 30 Spanish-speaking) in the target population. The evaluators made an effort to reach a cross-section of Hispanic women in Las Cruces by conducting the intercept interview type surveys at a variety of locations.

In addition to DPCP pre- and post-surveys, Walk Doña Ana, a partner organization, gathered data regarding telephone calls to their organization and number of people participating in their community walks. Walk Doña Ana's logo and phone number were printed on the *Start Walking* magazine as a resource for free information and on the postcards advertising Walk Doña Ana's monthly community walks.

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### Results

Intercept interview-style surveys conducted mid-March 2005 for baseline and early July 2005 for outcome. Thirty English-speaking women and 30 Spanish-speaking women in the target population (Hispanic, ages 35-54, living in Las Cruces, NM) were selected for each survey. Attempts were made to reach a cross-section of the target population by interviewing women in a number of different geographic locations within the county.

Question	baseline		outcome	
	English	Spanish	English	Spanish
1. What do you think is the best form of exercise?	80% walking	90% walking	not asked	not asked
2. Do you walk on a regular basis - (or engage in other physical activity?)	38% yes 62% no	56% yes 44% no	73% yes 27% no	63% yes 37% no
3. If not walking on a regular basis, Would you consider starting a walking program?*	83% yes	83% yes	82% yes	100% yes
4. How often do you walk now? **				
a. $\geq$ 150 minutes per week	a. 10%	a. 47%	a. 30%	a. 20%
b. $\geq$ 60 minutes per week)	b. 23%	b. 10%	b. 33%	b. 20%
c. less than 60 minutes per week	c. 23%	c. 23%	c. 10%	c. 23%
d. not walking	d. 44%	d. 20%	d. 27 %	d. 37%
5. Have you heard of Walk Doña Ana?	73% yes	67% yes	77% yes	80% yes

\* 3. There was some misunderstanding about this question during the baseline survey. Women thought it meant an organized program where women would walk together. They didn't think it meant walking individually.

\*\*4. The baseline survey allowed a wide variety of responses regarding the amount of physical activity/walking. It was a little difficult to know how those responses translated to number of minutes/week.

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### Additional Outcome Survey Questions

	<b>Outcome Survey</b>	<b>Outcome Survey</b>
<b>Question</b>	<b>English</b>	<b>Spanish</b>
6. How did you hear of Walk Doña Ana?  These percentages are approximate - some people sited more than one source. Some people did not site any.	52% TV 22% mail 9% radio 9% newspaper	60% TV 25% radio 13% mail
7. Have you seen the Start Walking magazine and/or postcards?  Note: A "yes" answer was noted if a responder had seen at least one of the 4 mailings. Women were more likely to have seen the postcards than magazine	33% yes  67% no	13% yes  87% no
8. Analysis - Did exercise status have any relationship to having seen the Start Walking magazine and/or postcards?		
Non- Exercisers (answered "no" to question #2) who did not see the magazine and/or postcards	88%	92%
Exercisers (answered "yes" to question #2) who did not see the magazine and/or postcards	54%	84%

## **Impact on Walk Doña Ana of *Start Walking* campaign**

### Number of People Participating in Walk Doña Ana Organized Walks

January	62
February	68
March	72
April	289 (5 walks in April, Start Walking magazine delivered end of March)
May	60
June	69
July	151
<b>TOTAL</b>	<b>771</b>

baseline monthly average participation (January- February): 65  
 monthly participation during campaign (March-July) : 128

### Increase in enrollment in Walk Doña Ana, January - July, 2005

January 500  
 July 700  
 Increase = 40%

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### Marketing by DOH/Diabetes Prevention and Control Program

#### English & Spanish

3/15/05 Start Walking magazine mailed to 4,000 Hispanic women in Las Cruces  
5/17/05 Start Walking reminder postcard #1 mailed to same women  
5/27/05 Start Walking reminder postcard #2 mailed to same women  
6/21/05 Start Walking reminder postcard #3 mailed to same women

### Marketing by Walk Doña Ana

#### English only

Direct mail flyers announcing each walk to the 500-700 people on their mailing list.

### Marketing by DOH/DPCP and Walk Doña Ana

#### English only

April-August, 2005 TV ads on Comcast Cable channels

### Analysis of Source of Phone Calls to Walk Doña Ana

by people wanting to be enrolled in program, June 2005.

82% magazine or postcard

18% TV ads

### Other Variables

1. Weather
2. Number of walks offered each month by Walk Doña Ana. There are 2-5 each month.
3. Size of the walking event. Neighborhood walks are small, with only the people in the immediate neighborhood being invited to participate. Communitywide events are more heavily promoted and attract more people.

## **Analysis**

### ***Increase in Walking***

The number of Hispanic women who are currently engaging in regular walking or other physical activity increased during the time of the communication campaign. Among English speaking women, 38% reported regular walking at baseline and 73% reported regular walking at the endpoint. Among Spanish speaking women, the increase was from 56% at baseline to 63% at the endpoint.

Participation in Walk Doña Ana increased by 40%.

Participation in Walk Doña Ana community walks nearly doubled during the time of the campaign.

### ***Effectiveness of Communication Campaign***

The analysis of phone calls received by Walk Doña during the month of June (at the end of the Start Walking Campaign) showed 82% of the people who called to sign up for the Walk Doña Ana program identified the direct mail magazines/postcards as how they heard about the program. This shows the magazine and postcards were effective in reaching people in the preparation stage of change.

The outcome survey revealed that only 13% of the Spanish speaking women and 33% of the English speaking women had seen the magazine and/or postcards.

An analysis of this rather poor impact of the direct mail campaign revealed some interesting theories.

1. The magazine and postcards appealed to women who were either in the preparation, action or maintenance stages of change (Transtheoretical Model, stages of change). English-speaking women who were active regular walkers were more likely to have seen the print materials than inactive English speakers: 46% of the walkers and 12% of the non-walkers had seen the magazine/postcards. So few of the Spanish speaking women had seen the direct mail pieces that there was little difference between walkers and non-walkers. Eight out of 10 of Walk DA's phone calls were stimulated by the mail pieces.

2. The mailing list did not include many of the target population, especially the Spanish speaking Hispanic women. The sources of information that were used to create the 4,000-name mailing list were utility bills and telephone marketing surveys. The telephone surveys were probably conducted in English, thus excluding people without phones and those whose preferred language is Spanish. It would also exclude people who, because of their legal status or other reasons, may be reluctant to answer any survey questions.

3. The communication campaign did not generate enough repetition of message to "cut through the advertising clutter" and be remembered by the target population; nor was the message given from enough different media channels. Las Cruces is the second largest metro area of New Mexico and gets a high number of media messages. The conventional wisdom of marketers says that a person needs to hear/see a message from 3-9 times before they remember it. Also, hearing/seeing a message from at least 3 different media formats (i.e. TV, radio, billboards, newspaper, mail, flyers, etc.) makes the message more memorable. Even if a woman received the magazines and postcards, there was not repetition of the Start Walking message in any other media or news reports. The fact that Walk Doña Ana ran Cable TV ads in English, and more English-speaking women reported seeing the direct mail pieces provides some support for this theory.

## **Conclusion**

Start Walking worked as a communication campaign that helped increase the number of Hispanic women that engage in regular walking and it helped increase participation in Walk Doña Ana.

Start Walking was not as effective as an awareness campaign. To be more effective as an awareness campaign, the Start Walking message would need to be tailored to pre-contemplation and contemplation stages.

Direct mail would work much better if the mailing lists were inclusive of all the target population and the message was delivered via other media, at a schedule that was frequent enough to stimulate memory of the message.

for further information:

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