HEALTH PROMOTION CAMPAIGN:
Diabetes, asthma and cardiovascular case management programs

Chronic conditions such as heart disease, asthma, and diabetes are common and, if unmanaged, costly. With education and proper self-management, individuals can improve health, increase productivity and have a better quality of life.

Mechanics of running a campaign:
• Determine the goal/purpose of your campaign.
• Determine what human and material resources you have/need to successfully execute your plan.
• Determine what activities you want to incorporate into your wellness plan.
• Determine how you will communicate with your members. How will you promote member education and involvement activities?
• Create a campaign calendar containing information release dates and planned activity dates.
• Evaluate your efforts through surveys and measurements indicated on next year’s report card.

Campaign goal:
• Educate members about MESSA’s condition-specific (diabetes, asthma and cardiovascular) case management programs that help members better manage chronic conditions.
• Increase enrollment in MESSA’s case management programs.
• Increase use of Blue Cross Online Visits.
• Decrease emergency department visits for chronic conditions.

MESSA contacts and resources:
• MESSA field representatives can help members get the most value from their health plan. Contact your local representative at 800.292.4910.
• MESSA’s health promotion consultant can assist you with wellness and health promotions. Call 800.292.4910 or email healthy@messa.org.
• MESSA member service representatives can inform members about benefit coverage and in-network providers. Contact them at 800.336.0013.
• Blue Cross Online Visits for medical and behavioral health visits at messa.org/onlinevisits.
• NurseLine is a 24/7 help line staffed by registered nurses. Contact NurseLine at 800.414.2014.
• MESSA case management nurse educators can be reached at 800.336.0022, prompt 3.

MESSA material resources:
• Posters for our asthma, diabetes and cardiovascular case management programs
• Flyers for our asthma, diabetes and cardiovascular case management programs
• Blue Cross Online Visits posters and flyers
• Healthy lifestyle posters
• Posters and flyers for NurseLine
• MESSA phone list magnets
MESSA health promotion consultants:
Your health promotion consultant will advise your group/wellness committee on planning, implementing and evaluating your health/wellness needs and then the campaign(s) to begin addressing these needs.

Campaign activity suggestions:

INCREASE AWARENESS OF MESSA’S CASE MANAGEMENT PROGRAMS
- Include program information in staff newsletters.
- Display posters in prominent staff areas.
- Schedule a health presentation with your health promotion consultant.

INCREASE AWARENESS ABOUT MESSA WELLNESS BENEFITS
- Newsletters
- Flyers
- Posters
- Presentations

INCREASE AWARENESS OF ONLINE DOCTOR AND THERAPIST VISITS
- Newsletters
- Flyers
- Posters
- Presentations

Related activity suggestions:
- Wear Red Day
- Walking/Fitness challenge
- Healthy cooking seminars
- Lunch and learn seminars
- No Weight-Gain Holiday Challenge
- National Health Observance (i.e., Diabetes Awareness Month)