

# Take Good Care Campaign Overview

## The Challenge

Clinical preventive services, like cancer screenings and vaccinations, are one of the most important tools we have to prevent health problems — or to stop them from getting worse. **But 9 in 10 people in the United States aren't getting all recommended preventive services.**<sup>1</sup> And the COVID-19 pandemic has only made this problem worse.

## The Opportunity

To help close this gap, people need clear, actionable information about the preventive services that can help them stay healthy. That's why the U.S. Department of Health and Human Services' Office of Disease Prevention and Health Promotion (ODPHP) created the **Take Good Care** campaign. It leverages the MyHealthfinder assessment tool, which offers recommendations for preventive services based on age, sex, and pregnancy status.

The **Take Good Care** campaign aims to:

- Support audiences' awareness of their recommended clinical preventive services via MyHealthfinder
- Support audiences' intent to get clinical preventive services they may need

## The Audience

The campaign focuses on Black and Hispanic women, ages 45 to 54. ODPHP chose this audience based on the following audience data:

- Black and Hispanic people have a higher risk of certain health problems, like type 2 diabetes, that preventive services can impact. Yet they're getting those services at even lower rates than other groups.
- Women look for and share health information more often than men. They also tend to be caregivers for their families, making health decisions for their loved ones as well as themselves.
- Some serious health problems, like cancer, start to increase for adults in the 45 to 54 age range.



# The Strategy

Audience research showed that members of this group strongly related to the idea of taking care of others — often at the expense of caring for themselves. That’s why **Take Good Care** campaign messages and assets feature a central **caregiving theme**.

**Sample campaign materials** from our **Partner Promotional Toolkit**:



Print materials



Social media copy and graphics



Poster

The campaign focuses on 6 counties in Texas, Florida, and Georgia that:

- Reflect the priority audiences’ racial and ethnic identities
- Have higher rates of diseases preventive services can impact, or saw a decrease in preventive services during the COVID-19 pandemic
- Have large populations with basic or below basic health literacy skills
- Can be reached with both social media and traditional advertising

**Take Good Care** uses a **hyperlocal approach** to the dissemination of ads and outreach with community-based organizations. It will combine the use of digital channels with dissemination through trusted local partners to maximize reach. Examples of partners include Promotores de salud, Federally Qualified Health Centers (FQHCs), and local religious organizations.



<sup>1</sup> Office of Disease Control and Prevention (ODPHP). (2015). Healthy People 2030 objective: Increase the proportion of adults who get recommended evidence-based preventive health care. <https://health.gov/healthypeople/objectives-and-data/browse-objectives/health-care-access-and-quality/increase-proportion-adults-who-get-recommended-evidence-based-preventive-health-care-ahs-08>

