Mason City, This Is Home: A Health Communications Campaign to Promote Healthy Aging

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TABLE OF CONTENTS

Mission Statement

This is Home will demonstrate to the Mason City community that remaining in Mason City is a desirable option for the future, thus setting the stage for thinking about healthy aging and retirement in Mason City as a possibility. Further, it will demonstrate that there are resources available to enable aging citizens to live high quality, healthy lives without ever needing to leave they place they call home.

Background

As greater proportions of the US population enter old age, healthy aging has become an increasingly important public health issue. The World Health Organization (WHO) encourages governments to develop age-friendly communities that support the health, well-being, and social participation of all citizens regardless of age or ability (WHO, 2015). By enabling people to live independently longer, governments can help their citizens live healthier and more active lives throughout late adulthood. This "aging in place" initiative helps address the challenges associated with aging populations, such as mitigating rising healthcare costs, reducing disability, and increasing productivity (Menec et al, 2015). Additionally, elders provide incredible value to their long-term communities through volunteer service, organizational membership, and community engagement; these resources are lost when elders move or enter institutional care.

The vast majority (90%) of adults aged 50 and over prefer to remain in their homes or communities as they age (AARP, 2007). Thus, aging in place is also a goal for many people, but not all of those approaching seniority are actively planning an age-friendly retirement. Unfortunately, the question of whether our communities can support us in old age is often asked too late, or when it is apparent that our communities do not meet our needs. By that time, it may

be harder to make the necessary modifications or arrangements to support independent living. As a result, many people leave their homes or communities earlier than desired.

Successful aging requires both communities that support aging in place and personal planning for healthy aging many years before retirement. Preparing for retirement entails financial planning and careful consideration of local resources and services that facilitate active and healthy aging, such as home modification services, social opportunities, and availability of age-friendly amenities. Retirement preparedness therefore has important implications for aging in place. Lack of awareness of community-based senior services is associated with anticipating the need for relocation (Tang & Pickard, 2008) in later life. Similarly, retirees that perceive their communities as able to support healthy aging feel more inclined to age in place (Stimson & McCrea, 2004). Furthermore, aging in place requires communities in which people wish to remain, and therefore must facilitate residents' emotional and social connections to a place. As more people enter and remain in retirement longer than ever before, encouraging retirement preparation is vital for both aging in place and the health of a rapidly aging population.

To address these challenges associated with aging in place, we designed a social marketing campaign to encourage 45-55 year olds in Mason City to begin contemplating retirement within the city. This campaign engaged the emotional attachments and local sentiments of those living in Mason City with the aim of increasing our target audience's desire to remain in Mason City as they age. With the continuation and widespread implementation of this campaign, we hope to lay the key foundational work towards initiating Mason City residents in the long-term process of planning for retirement.

Campaign Overview

Aging in place refers to people's willingness and ability of staying in their current residence as they age. Aging in place is an alternative solution to high-cost institutional care, yet the decision to remain at home is affected by various social, behavioral, perceptual and emotional factors. The awareness of community agencies and services that provide aging support is crucial for the desire to stay (Stimson & McCrea, 2004). Additionally, previous research indicates that emotional attachment and the personal meanings of homes, neighborhoods, and communities influence elders' perceptions of aging in place (Wiles et al, 2012).

The purpose of the *This is Home* campaign is to prompt middle-aged local residents, especially residents between ages 45 to 55, to start thinking about their retirement plans and increase their willingness to age in Mason City. The campaign will engage local Mason City citizens by utilizing posters, flyers, and social media posts. Through this engagement, the citizens will also be provided with information on resources and services related to healthy living, aging, and retirement in Mason City. By conveying information through posters, flyers, and social media, the campaign will inform local people about available resources and services for retirement, thus enhance their perceived self-efficacy to retire in Mason City. By conducting interactive activities such as photovoice and photo narratives (described later in **Description of Activities**), the project aims to increase positive feelings about Mason City, develop a positive connection between residents and community, and promote a sense of belonging among community members to Mason City. The goals of the campaign are to increase positive attitudes, normative beliefs, and self-efficacy regarding living in Mason City and to ultimately promote healthy aging and retirement long-term.

Audience Segmentation

In social marketing, audience segmentation refers to a campaign strategy that divides people into similar subgroups based on certain defining characteristics (Williams & Flora, 1995). It is well recognized that audience segmentation is significant to achieve effective campaign outcomes. Audience segmentation is key to effectively targeting audiences with the most salient messages, which is essential for both campaign implementation and outcome evaluation. In addition to grouping audience members by demographics and locality, social marketers also suggest that distinctive patterns of psychological and behavioral factors are also effective for audience segmentation (Slater, 1996).

Although this campaign could increase positive attitudes about Mason City among community members in general, we targeted middle-aged residents (age 45 to 55) who have not yet begun preparing for retirement. We defined the target audience due to the following reasons. First, according to the Social Security Administration (n.d.), the typical retirement age in United States varies from age 65 to age 67, which means our target audience generally have 10 to 20 years before retirement. Therefore, preparing for retirement is a general need for this age group. Further, middle age residents are usually mid-career and have stable income, so they are able to be financially prepared, or starting to prepare, for their post-working years. Finally, middle-aged populations who live in rural community usually have stable social networks (e.g., family, friends, neighborhoods, coworkers, etc.). Therefore, they have strong social connections to the community, and can be influenced by social norms and other community members.

Stakeholder Engagement & Partnerships

Our primary stakeholders are Cerro Gordo County Department of Public Health (CGCDPH) and the Iowa Initiative for Sustainable Communities (IISC). We have worked closely with our partners at these organizations to ensure this campaign aligns with the overall Aging in Place initiative CGCDPH has developed.

Another stakeholder in the project is the audience segment itself. During the formative development of the campaign, we worked directly with residents of Mason City to learn why they enjoy living in Mason City. Through quotes and pictures we developed materials for other residents and members of the market segment to see. The resident stakeholders were able to be a part of the campaign creation itself and to assist us in creating a better product for their peers.

Additional stakeholders include individuals, local businesses, nonprofits, and government agencies that expressed interest in participating in the photo narrative and photovoice projects. These stakeholders are listed in Table 2 of Appendix G. We contacted these stakeholders to distribute flyers and participate in our campaign development activities and formative research in order to help us recruit more residents to be a part of our project. They will also be beneficial resources for facilitating the dissemination of campaign materials as the campaign is fully implemented throughout Mason City.

Theoretical Framework

This campaign was built on two main theoretical frameworks: The Theory of Planned Behavior, and the Transtheoretical Model. Our campaign goal is to influence people's attitudes and beliefs about living and retiring in Mason City and these frameworks give us the tools to do

so. Combining these theories help us to create a stronger campaign with evidence to support our campaign design.

The Theory of Planned Behavior (TPB) allows us to address the attitudes, beliefs, and efficacy a person might have related to aging and retiring in Mason City. TPB has been successfully used to predict and increase intentions to begin financial planning and planning retirement (Nosi, D'Agostino, Pagliuca, & Pratesi, 2017; Warren & Kelloway, 2010). The theory has three main constructs: attitudes, normative beliefs, and perceived behavioral control (i.e. self-efficacy; Glanz, Rimer, & Viswanath, 2015; Ajzen & Fishbein, 1980). The campaign messaging is designed to increase positive attitudes about living and/or retiring in Mason City. Normative beliefs are the beliefs an individual has about a behavior which are influenced by the perceived attitudes of other individuals in the community. Currently, many community members, family, or friends of Mason City residents may not perceive it to be the norm to retire in Mason City; the campaign will utilize community participation and key messaging to market positive attitudes of why Mason City is loved by its residents and the reasons why some consider retiring there. Perceived behavioral control is an individual's belief in their control of a behavior. The campaign will have examples of why other people want to, or plan to retire in Mason City, which shows the individual that others are capable of making that change and planning for retirement. Additionally, via social media interaction, the campaign will provide resources to direct viewers towards retirement planning, so they can take control of their behavior following the campaign and take the next steps in retirement planning if they choose to do so.

The Transtheoretical Model (TTM) gives us the framework to define both our audience segment and target behavior change for our campaign audience. TTM has been shown to be a useful tool when designing programs and recruiting older adults (Hildebrand & Neufeld, 2009;

Lach, Everard, Highstein, & Brownson, 2004). TTM states that individuals go through several

stages of change while adopting a new behavior: these stages include precontemplation,

contemplation, preparation, action, and maintenance (Glanz et al., 2015). Our focus is on

individuals in Mason City who are in precontemplation or contemplation stages because

planning for retirement is important for our audience segmentation. Precontemplation means

they have not begun thinking about retirement. Similarly, contemplation means they have started

to think about retirement, but have not made any steps to move forward in planning. Individuals

in these groups must begin to think about retirement, or take steps to set up retirement, in order

to successfully retire in Mason City and stay in their homes. However, before people can begin

to plan for retirement in Mason City, they must have a desire to stay. Our campaign will work to

increase positive attitudes toward living in Mason City, in order to encourage individuals to think

about staying there long-term. By targeting these two stages of people in the audience segment,

the campaign aims to move them forward a stage and have more adults in Mason City thinking

about or planning for retirement.

The goal of the campaign is to use our messaging to influence the attitudes, norms, and

perceived control a person has in their retirement planning, and to move them to the next stage in

TTM. The precontemplators will begin thinking about retirement in Mason City, and the

contemplators will begin preparing to take steps in their retirement planning.

Description of Activities

Formative Research

In order to maximize the relevance, reach, and effectiveness of the campaign, we

conducted formative research of our target audience and health problem. We reviewed scientific

literature to identify previous research and programming that (a) defined and modeled successful

"aging in place", (b) targeted improving the health of older adults, (c) had attempted to increase

local retirement, (d) identified key health behavior theories important for aging in place, and (e)

identified reasons why older adults choose to either age in place or relocate. Through searching

the literature on aging in place, we developed campaign activities and messaging strategies that

might be most compelling to older adults living in Mason City. These activities are described in

detail in the following sections.

In addition to reviewing the scientific literature, we held several meetings with our

campaign partners, the CGCDPH and the IISC, throughout the campaign to generate the

overarching objectives for the campaign and to work out logistical issues associated with

campaign activities. Meetings were conducted in-person and virtually, via *Zoom* video

conferencing.

Formative research was performed using in-person interviews conducted with community

members who have been living in Mason City for many years and who fit our target audience.

These community members represented business owners, nonprofit organizations, and

government agencies. The purpose of these activities was to develop relevant and engaging

message strategies promotes changes in community members' attitudes, normative beliefs, and

perceived behavioral control regarding living and retiring in Mason City (according to TPB).

Through the interviews we developed themes related to the comments from community members

and incorporated the themes, quotes, and pictures of community members into the final products

(see Table 3, Appendix H). In addition to the in-person interviews, the photovoice submissions

from community members aided our formative research activities by illustrating the places,

people, sentiments, and aspects of Mason City that are important to address when creating

messages directed at improving healthy aging.

Recruitment

Strategies to recruit community members to participate in campaign activities included

the dissemination of *This is Home* flyers and posters, and email correspondence using established

networks (via CGCDPH community connections). *This is Home* flyers (of which an example is

provided in Appendix B, Figure 1) were developed to encourage residents of Mason City to

participate in the Photovoice project by sending in photos and short essays that describe

important details about the photograph. These flyers were disseminated via email and in-person

handouts.

Photovoice

Photovoice is a participatory research method, first described by Wang & Burris (1997),

which allows individuals to portray their personal perspective of their community through the

lens of a camera. By using photographs and journals, in which individuals record and reflect

upon their community's strengths and needs, this highly participatory method aims to promote

critical dialogue and increased awareness for important health issues in a community.

There are several reasons why photovoice may be effective at achieving improved

outcomes in the targeted audience. First, it allows public health practitioners, policymakers, and

other important stakeholders to view the world from the perspective of individuals who live

much different lives than what is shown in traditional media. Community members can

photograph and describe any location, moment, or idea that they deem important when it comes

to the health issue at mind, which, for our campaign, is healthy aging and retirement in Mason

City. Second, photovoice is also a powerful tool for collecting formative evaluation data from

community members, such that campaign messages and tactics can be adapted and improved

throughout implementation of the campaign. Third, photovoice enables individuals to

communicate the ideas, stories, and lives of community members, thereby driving discussion and

dialogue on the issue of aging in place (van Hees et al., 2017). Fourth, this project will provide a

tangible product to the community, offering an immediate benefit in terms of finding and

strengthening the community's voice to stimulate social action. Finally, photovoice can shed

light on the strengths and assets of a community, in addition to the community's concerns and

needs.

The photovoice project relies heavily on community engagement, and as such recruitment

is critical to its success. The *This is Home* flyers played an important role in recruiting Mason

City residents to participate, in addition to the recruitment tactics described in the previous

section. Mason City residents were encouraged to use their smartphones or other personal

devices to take the photos and send them to the campaign team's email account. Photovoice

participants were asked to describe the photos they took using the following prompts: (a) What is

displayed in the photograph?; (b) When was the photograph taken?; (c) Where was the

photograph taken?; (d) Why do you consider this content to be important when thinking about

healthy living and retirement in Mason City?; and (e) What does this photograph mean to you

personally? Photovoice submissions from community members have been incorporated into the

This is Home posters and they will be used in future posters and/or social media posts. A pilot

test of the *This is Home* poster, which uses the photovoice submissions, was conducted in order

to understand community members' perceptions of the product and to identify areas of potential

improvement. Other suggested products using the photovoice submissions include storefront

decals, bumper stickers, reusable shopping bags, and postcards.

Photo Narratives

In addition to the photovoice project, we conducted a *This is Home* photo narrative project. This project involved the use of structured photos of community members of Mason City, taken by campaign team, and targeted the emotional, sentimental, or otherwise intangible aspects of Mason City that make it a place where individuals want to live and retire.

The term narrative is used to describe "any cohesive and coherent story with an identifiable beginning, middle, and end that provides information about scene, character, and conflict; raises unanswered questions or unresolved conflict; and provides resolution," as it is defined by Hinyard & Kreuter (2007). These narratives are stories or testimonials that allowed community members to describe why it is they want to continue to live in Mason City, and why they believe it is important (and feasible) to retire in Mason City. This project worked alongside the photovoice project to amplify the expression of how emotion, history, culture, and sentiment play an important role when it comes to describing one's home and community. We use narratives in our everyday lives to communicate with one another, and this form of communication is often the primary means for receiving social and political information, along with health information. Narratives, therefore, are a natural, comfortable, and familiar way of obtaining and disseminating information (Hinyard & Kreuter, 2007).

The use of narratives to change health behaviors fits well with our chosen theory, TPB. Through the use of photo narratives, in which an individual who is seen as important and credible in the community can share their story and perspective, we hope to improve community members' normative and behavioral beliefs regarding healthy living and retirement in Mason City. By depicting an opinion leader and describing his or her attitudes and behaviors towards living a healthy life and retiring in Mason City, community members' subjective norms and

perceived behavioral control are expected to improve. As they begin to see that other important individuals in their lives have begun to think about retiring in Mason City or that they have taken steps to successfully retire in Mason City, this might empower community members and give them the important knowledge and tools to make changes that would allow them, too, to retire in Mason City in good health.

Data Collection Procedures and Participants

      Photovoice data collection. The photovoice project was conducted by having community members send photos and short essay submissions to the campaign's email address. Team members viewed and discussed the photographs, then followed up with the photographer with any questions concerning the content of the photo or short essay.

      Photo narrative data collection. The photo narrative project was conducted in a well-known, shopping mall in Mason City. Participants were recruited using word of mouth and poster advertisements. Eleven local community members (eight female & three male) participated in photo narratives. Interviews were conducted in person with each participant, starting with a broad, open-ended question "Why do you like Mason City?" Participants were asked to determine positive aspects and age-friendly properties of Mason City. A couple of interviews were conducted with multiple participants. Interviews were lasted from 5 to 20 minutes. All of the interviews were recorded using audio equipment for future transcription.

      Following the interview, campaign team members took a photograph of each participant holding a house-shaped sign that said "This is Home." Each structured photograph was accompanied by a short narrative taken from the interview transcript with the subject of the photo, in which he or she described why they believe Mason City is a great place to live and retire. After the photo narratives project, participants were sent an email from campaign team

and asked how they wanted the photos to be used. With the written (via signed form or email) permission of participants, some of the photo narratives were used in campaign presentation, and will be used to create the posters, window decals, and social media posts that will be disseminated in the Mason City community with help of the campaign partners.

Data Analysis

       Photovoice data analysis. Submissions from the photovoice project were analyzed by the research team for reoccurring themes. This was limited by a small sample size (N=2, see Appendix G, Table 1). However, quotes from the photographers in their short essays were incorporated into the final campaign product and presentation to our community partners.

       Photo narrative data analysis. Photo narratives were subjected to thematic analysis in order to identify the positive aspects of Mason City that make it a place where individuals want to live and retire. All interview audio records were transcribed by *Trint*, an online audio transcribing service, and then proofread by interviewers. To ensure the coding consistency, the research team discussed and determined a coding scheme based on initial impressions of the data. Once the coding scheme was finalized, four coders read interview transcripts independently, and coded line-by-line to identify main themes relevant to positive and age-friendly aspect reported by interviewees. A preliminary list of themes was generated by individual coding. Coding discrepancies were identified and resolved through coder discussion described later in the results section.

Results

       Photovoice results. We were not able to conduct a systematic analysis on the photovoice submissions due to the low response rate. However, we were able to incorporate the few submissions into campaign poster materials that were piloted in later phases of the campaign.

Notably, the two submitters agreed in their photo essays that Mason City is contains a lot of

natural beauty and opportunities to socialize, engage in local culture, and develop long-term ties,

and that many of these places hold sentimental value.

      Photo narrative results. The themes identified in the photo narrative study were

organized into two broad categories: physical features and contextual factors. Table 3 in

Appendix H shows these broad categories, as well as the sub-themes within each. For each

theme, we selected quotes from interviews that exemplified the theme.

      The first category, physical features, includes three sub-themes: location/size,

infrastructure, and local resources. The majority of participants identified Mason City as

centrally located in the state with certain driving distance to big cities. Several interviews

mentioned that the interstate and the newly built airport are convenient for travel, which gave

them options to experience a bigger city without the hassle of living there. The infrastructure

provides not only traveling convenience for local residents but also has the potential to facilitate

local tourism. An interviewee told us one of her clients took a flight from Mason City to Chicago

in the morning and took a flight back in the afternoon same day, and managed to watch a live

baseball game in between. Mason City is a moderate size that provides a variety of resources and

opportunities for residents that make them satisfied with their location. Specific resources

mentioned included schools, shopping malls, grocery stores, the library, theaters, restaurants,

playgrounds for kids, and so forth. Interviewees also specifically identified the local quality

healthcare system that promoted health and wellbeing as a key facilitator to living in Mason City.

      In addition to the physical environment, interviews also captured several contextual

factors: history, culture, leisure activities, community connections, cost of living and local

support. Mason City has a unique history of music, and local arts are still a thriving part of the

local culture. The majority of participants talked about how local culture creates a positive community identity among local residents. Architecture and public art works, such as the bridge, the Prairie style houses, and the Music Man Square symbolize community identity and promote a feeling of pride. A women said in the interview "We've got some beautiful Victorian houses, in the bridge, in the library, I mean I could go on and on about all that stuff." Another interviewee expressed her approval of the local efforts of preserving history, "they [the local government] are refurbishing downtown, and they're not tearing down the history. They are trying to preserve it then so that people in future generations can know what it was really about." In addition to well-established works that emphasize history and respect the past, interviewees also talked about a variety of current leisure activities, such as theater activities and independent film festival that can enrich local culture and arts, as well as weeklong 4th of July celebration and homemade wine festival that can foster the sense of community connections.

The sense of community is an influential factor for aging in place. A sense of community may come from the connections with other community members, and the perceived local support. Most interviewees talked about having family and close friends that lived either in the city or nearby. Several participants indicated that living in Mason City give them a positive sense of community. For instance, participants described the city as "a good place to call home", "I've been comfortable (living here)", and that fellow residents made "good neighbors". In addition to community members, several interviewees expressed their recognition of local support they received from the local government and businesses. An interviewee told us she works for hometown business because she needs a flexible schedule to take care of her ill parents. She said, "this is a hometown business. My boss is [..] like my life saver. I would rather work for this hometown business than corporate again because with all the things I have to do with my parents

right now. I can leave if I need to, but I couldn't if it was a corporate. I won't have my job."

Another interviewee mentioned a local property improvement program, "[the program] is nice

for people so they can fix up their property and do not have to pay the taxes for at least five years

[...] We actually just finished the house." The community connection and perceived local support

are the key elements for local residents determine the aging in place.

The issue of affordability is important since it determines the quality of life. Financial

concern is one of the biggest determinants when people considering retirement, and financial

barriers can be a major impediment for aging in place. Mason City, however, is an affordable

place with several places to work and play. Some interviewees said the cost of living in Mason

City is relatively lower than bigger or similar-sized cities in the state. An interviewee compared

living cost of Mason City to Cedar Falls and said the living cost in Cedar Falls is "considerably

higher than here".

Pilot Test

Following the development of the campaign materials, a pilot test survey was created (see

Appendix C). This survey asked participants about their perceptions of the campaign message,

logo, and poster examples. At the time of the pilot testing, only one photo was available for the

posters. The survey was sent by email to staff members of CGCPHD and asked in person of

community members in Mason City. There were 17 responses and 33.3% of them were over age

45. Overall, the feedback was positive. When asked if the poster accurately represented Mason

City, 53% of respondents rating a 4 or 5 on a scale from (1) being "not at all" to (5) being

"completely." In a similar scale, when asked if respondents personally related to the message,

58.9% rated a 4 or 5.

When respondents were asked if they liked the house logo, in a 1-5 scale from "not at all" to "completely," 41.2% rated it a 3, 23.4% rated a 4, and 23.5% rated a 5. Many commented they liked the heart at the end of the phrase "Mason City. This is Home." However, there were conflicting opinions regarding the Frank Lloyd Wright style house. Some liked the house, yet others associated it with local tourism and not with the community itself. The top choices for the house included tan or ivory colors, and the sketch version of the house.

The first poster presented in Appendix E, Image 13, was the pilot tested poster. In 1-5 scale from "extremely dislike" to "extremely like" 58.8% of respondents rated the poster a 4 or 5. The respondents were provided 3 poster formats, with the same information. The top two posters were utilized for poster development formatting, as shown in the appendix. Some concerns were noted, including the alcohol shown, and the age of the persons depicted in the photo. Positives expressed included noting the poster showed Mason City had a lot to offer, and that the respondents liked the overall message.

Product Dissemination & Implementation Plan

Due to the time constraints of the semester, *This is Home* was not able to reach the dissemination and implementation phase. However, we have developed a plan for those continuing this work to bring the *This is Home* brand into community awareness. We will describe this plan below in the following sections: 1) developing visual content, 2) dissemination of the *This is Home* brand, and 3) referral to resources to facilitate Aging in Place.

Developing visual content. We note that our approach to soliciting photographs via the photovoice method from the community yielded a poor turnout. Since photovoice is a participatory method that requires strong community ties in order to gain continued participation, we contribute this low response rate to the fact that the researchers were "outsiders" to the

community. We argue that participation may be improved by using community leaders to help

disseminate and coordinate the photovoice project. Taking the time and effort to disseminate the

photovoice project with active community leaders and utilizing existing social networks may

help those working on the campaign tap into positive local resources and sentiments around

aging in place.

Additionally, we recommend that future work on the campaign also utilized social media

platforms to solicit and collect photographs. Websites such as Facebook and Instagram are

venues that people in Mason City already use to post beautiful and sentiment-rich visual content

about the places in Mason City that they love. One Instagram user provided us photos and quotes

for the campaign. Had the *This is Home* continued longer, the researchers would have explored

these venues as another method for developing posters and other visual media for the campaign.

Brand Dissemination. Using the products generated from the *This is Home* photo

narrative and photovoice projects described above, we generated a working poster, a general

poster template, and a general *This is Home brand* that can be later adapted to new photographs

as the campaign grows. Had this campaign continued into the dissemination and implementation

phase, we would have worked with our community partners at the CGCPHD to develop

strategies to disseminate the brand in several cost-effect ways. Primarily, the researchers aims to

disseminate the brand via storefront posters, stickers, and window decals similar to the Raygun

Iowa Native/Iowa Captive stickers that can be displayed by local organizations and businesses.

Furthermore, we would have developed a social media presence and digital content for social

media such that the *This is Home* campaign materials and brand can be distributed to Mason City

residents with the help of the campaign partners. By placing *This is Home* posters and storefront

decals (with the permission of willing participants) around the community, and social media

content via websites such as Facebook and Instagram, the campaign can increase the

community's positive feels towards living in Mason City. As community members see these

posters placed in public settings and storefront decals, their normative beliefs about the

desirability to remain in Mason City should improve, and discussion surrounding the topic of

healthy aging and retirement in Mason City will likely ensue.

Social media, specifically Facebook, has been found to be an effective method of

information dissemination for the targeted audience (Neiger et al., 2012), and the use of social

media will allow for a highly interactive discussion to take place on the topic of aging in place.

Community members will be able to "like," share, and comment on the social media posts,

thereby increasing the reach and level of engagement of the campaign. Social media also allows

for efficient methods of process evaluation regarding the reach, dose, exposure, and engagement

of campaign messages, as described by Neiger and colleagues (2012) regarding the key

performance indicators of social media use for health promotion.

Referral to resources to facilitate aging in place. As discussed previously, the *This is

Home* campaign was intended to refer those who engage with it to further resources that facilitate

planning for retirement and aging in place. Particularly the social media post should cross-link

the campaign with resources promoted by the CGCPHD and the greater Aging in Place initiative.

Another campaign group in our class developed a comprehensive resource guide for elders

looking to prepare for an active retirement; CGCPHD could consider using *This is Home*

campaign materials as a vehicle for referral to this resource guide upon its completion.

Regardless of whether this resource guide is implemented in our campaign or not, providing this

link is crucial to improve perceived self-efficacy within our audience, which is part of the TPB

model used in this campaign.

Outcome Evaluation

Outcome evaluation should be performed using a single-group posttest-only design in which a questionnaire (see Appendix F) will be sent to community members. The questionnaire uses a series of questions including dichotomous questions, Likert scales, multiple choice questions, and open-ended questions to measure community members' attitudes, normative beliefs, and perceived behavioral control regarding living in and retiring in Mason City. In addition, the questionnaire measures respondents' intentions to retire in Mason City, any planned or completed actions taken to retire in Mason City, and it inquiries about any positive or negative feedback about the campaign that can be used in formative research for future campaign materials and community events.

In addition to the questionnaire, campaign awareness and community engagement with the *This is Home* campaign should be evaluated using social media metrics. After products are placed on a dedicated Facebook page, measurements such as (a) number of "likes", comments, and shares; (b) qualitative analyses of comments and subsequent campaign-related posts, and (c) number of subsequent photovoice submissions to the Facebook page will be used. These metrics will provide information on the reach, dose, and reactance to campaign materials.

Campaign awareness and reach of the offline products (e.g. posters, decals) should also be evaluated. Measurements should include (a) number of campaign materials distributed, (b) number of stores in Mason City that have placed *This is Home* products in their storefront window displays, and (c) a quota-sampled survey of community members' awareness of the campaign materials. This survey should be sent to individuals in the community to determine whether they have seen *This is Home* products online or in print, and it collect information

regarding their attitudes, beliefs, and perceived behavioral control for healthy aging and retiring in Mason City.

Executive Summary

The purpose of the *This is Home* campaign was to ultimately prompt residents of Mason City, specifically those aged 45 to 55 years old, to begin taking the necessary steps to plan for a healthy aging and retirement in Mason City. The campaign used the TPB to guide our communication strategies. The target audience was segmented by age and their readiness for behavior change (TTM), in which messages attempted to initiate community members in thinking about and planning for retirement. *This is Home* used an overarching message based upon emotion, history, culture, and sentiment to motivate residents of Mason City to perceive their hometown to be a wonderful place to live and eventually retire. Emotionally charged strategies, involving the use of photos and personal testimonials of fellow community members, are employed to improve residents' attitudes, beliefs, and perceived behavioral control for aging in place within Mason City. While the *This is Home* campaign still requires more community engagement and partnership in order to be fully implemented, we have laid the foundational work for a community-driven health campaign. *This is Home* strives to improve the long-term health of an aging community by pointing to the fact that healthy retirement in Mason City is a possibility and there are resources available to enable aging citizens to live high quality, happy lives without ever needing to leave they place they call home.

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APPENDICES

Appendix A: Logic Model

INPUTS

Community Partnerships, Funding ($1,500), Formative Research, Time and Materials

ACTIVITIES & OUTPUTS

Stakeholder Recruitment	Photovoice	Photo Narratives	Product Dissemination	
-*This is Home* flyers distributed to stakeholders. -In-person meetings held with stakeholders. -Stakeholder participation in campaign activities.	-Captioned photos taken by community members. -Shared perspectives and knowledge with viewers. -Community discussion about photos.	-Structured *This is Home* photos of key stakeholders/opinion leaders taken by campaign team members. -Photos used for poster, decals, and social media posts.	-*This is Home* posters placed throughout Mason City. -*This is Home* decals placed in storefront windows. -Community awareness and identification with *This is Home* campaign.	-*This is Home* social media posts prepared by campaign team. -Posts shared on client social media sites. -Online and offline community engagement with social media posts.

OUTCOMES - IMPACT

Short-Term:
- Increase awareness of the *This is Home* campaign.
- Increase awareness of the need to plan for retirement (increase precontemplation and contemplation).
- Improve attitudes towards living and retiring in Mason City.
- Improve normative beliefs about living and retiring in Mason City.

Medium-Term:
- Increase perceived behavioral control and planning for retiring in Mason City.

Long-Term:
- Increase retirement in Mason City.
- Increase healthy aging in Mason City.

Appendix B: Campaign Material Development

Figure 1. *This is Home* Recruitment Flyer

Appendix C. *This is Home* **Poster: Pilot Test Survey Questions**

1. What is your overall impression of the *This is Home* poster?

    Likert scale: Extremely Dislike (1) to Extremely Dislike (5)

2. Do you like the house icon used in the poster?

    Likert scale: Not at all (1) to Completely (5)

3. What would you change about the house icon used in the poster?

    Open-ended response

4. What do you think about the heart in the house icon?

    Open-ended response

5. Which house icon color do you like the best?

    Open-ended response

6. Which poster choice do you like the best?

    Multiple choice (Poster 1, 2, or 3)

7. What is your impression of the photograph used in the poster?

    Likert scale: Extremely dislike (1) to Extremely like (5)

8. What do you like or dislike about the photograph in the poster?

    Open-ended response

9. Do you believe the *This is Home* poster accurately represents Mason City?

    Likert scale: Not at all (1) to Completely (5)

10. Do you personally relate to the *This is Home* message?

    Likert scale: Not at all (1) to Completely (5)

11. What comes to mind when you see the *This is Home* poster or logo?

    Open-ended response

12. What other comments do you have about the *This is Home* poster or logo design?

    Open-ended response

13. What is your age group?

    Multiple choice: A. 0-18, B. 19-30, C. 31-45, D. 46-60, E. 60+

Appendix D: Budget and Timeline

Budget Proposal

A total of $1,500 has been allocated for the *This is Home* campaign. Costs associated with outcome evaluation will total $100 (6.7%). Development of campaign materials with an independent graphic designer cost $270 (18%). It is estimated that printing costs associated with the posters and decals will total $400 (26.7%).

For printing campaign posters and flyers, any local printing business is sufficient. For decals, local Mason City business, LeDoux Signs, is able to print a 3 inch by 11.50 inch decal for $1.50 each in an order over 50. An online company, StickerMule (stickermule.com), can print smaller sizes, such as 3 inch by 3 inch, for less than a dollar per decal in an order over 100.

Additionally, optional funds can be allocated to online advertising, in which social media posts by the CGCPHD can be promoted in order to increase the number of community members reached. This leaves a majority of the budget left unused which can be returned to the funder.

Timeline

September 5, 2017	Introductory Meeting with Key Partners (CGCPHD and IISC).
September 12, 2017	Project topic chosen by campaign team.
September 26, 2017	Annotated bibliography completed and provided to Dr. Campo.
October 17, 2017	*This is Home* campaign proposal submitted to Dr. Campo for dissemination to partners.
October 21, 2017	Meeting with CGCPHD in Mason City: formative research, flyer dissemination, in-person community recruitment, *This is Home* photo narrative photoshoot.
November 10, 2017	Follow-up meeting (virtual, via Zoom video conferencing) with campaign partners (CGCPHD, IISC).
November 7, 2017	Campaign materials prototypes sent to campaign partners

(CGCDPH, IISC).

November 14, 2017   Follow-up meeting (in-person) with campaign partner (IISC).

November 29, 2017   Campaign photovoice pilot test survey sent to CGCPHD.

December 2, 2017   Campaign materials pilot testing in Mason City (in-person visit by campaign team).

December 5, 2017   Presentation to campaign partners (CMC, CGCPHD, IISC).

December 12, 2017   Final campaign report submitted to Dr. Campo and campaign partners.

Appendix E: Campaign Materials

The following are all examples of poster and logo materials developed. All photos, templates, and posters have been provided to the CGCPHD for dissemination. Multiple logos were used in the example posters in order to provide the funders with options. The templates allow for modification of the logo.

The first 7 poster images are designed for social media posts and do not have text included on the image. The next 3 are logo examples. Then 6 horizontal examples and 6 vertical examples.

Image 1
(FB 1)
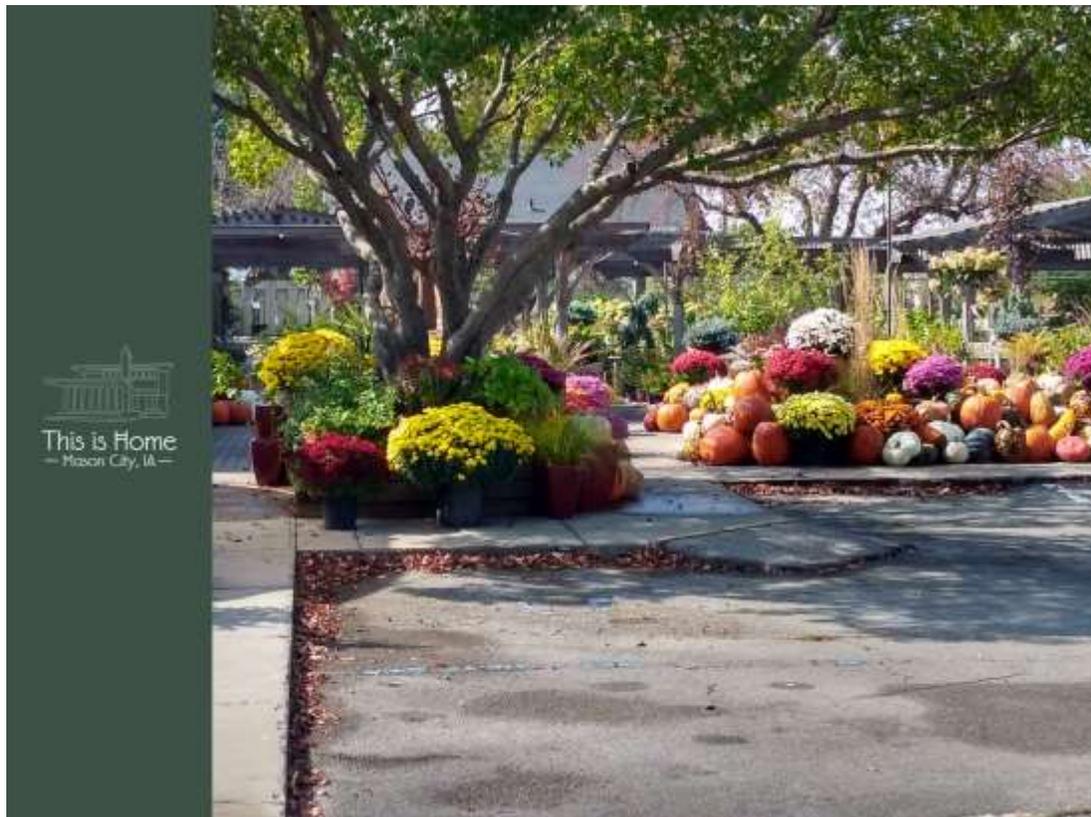
Image 2
(FB 2)
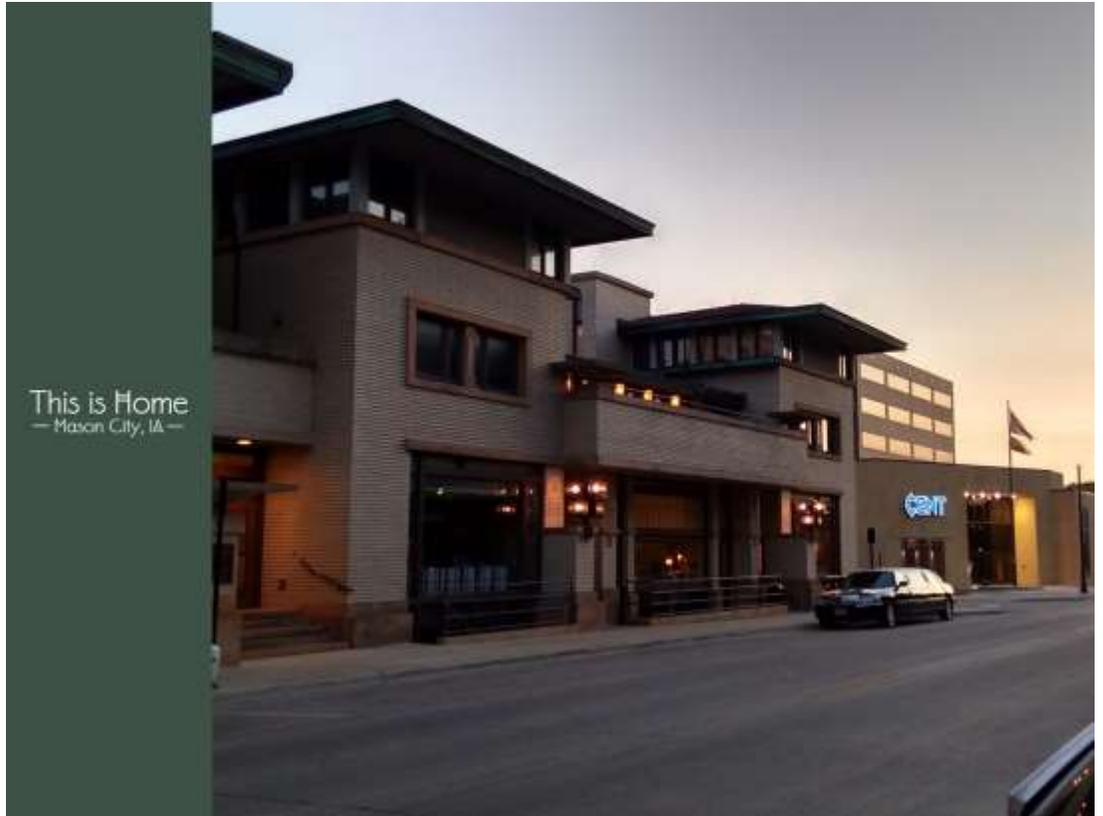
Image 3
(FB 3)

Image 4
(FB 4)

Image 5
(FB 5)

Image 6
(FB 6)

This is Home
— Mason City, IA —
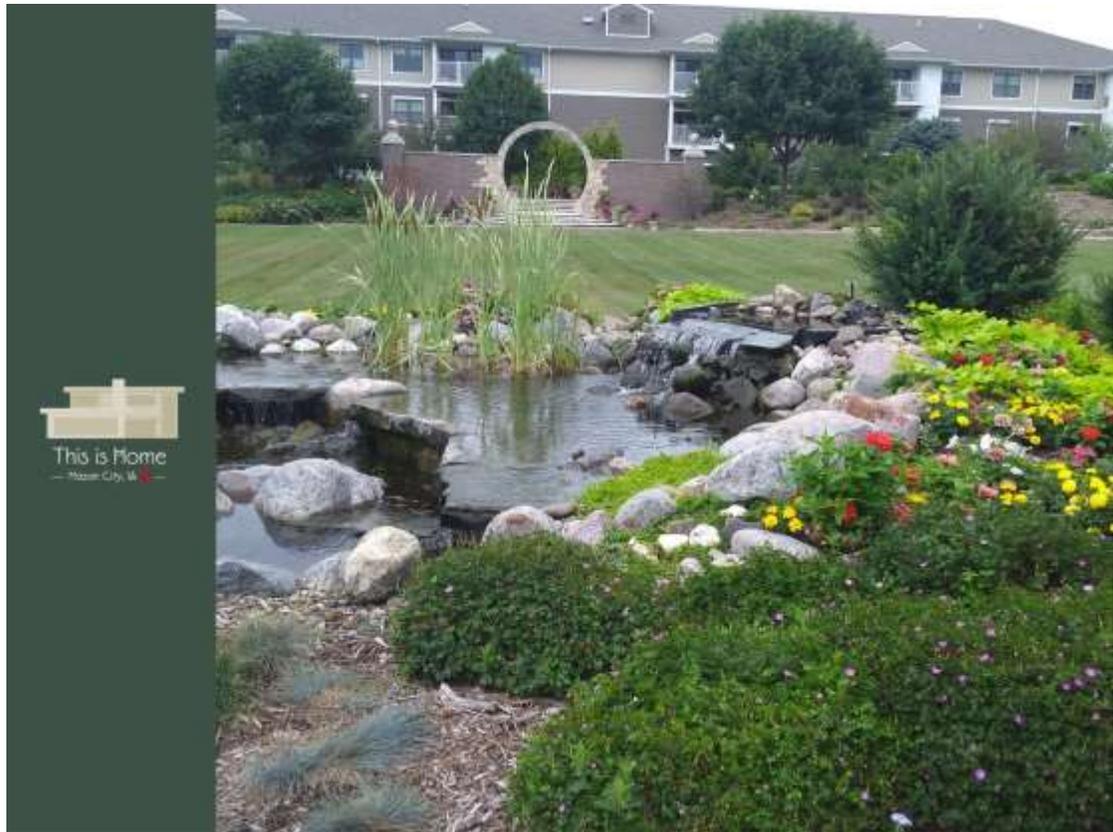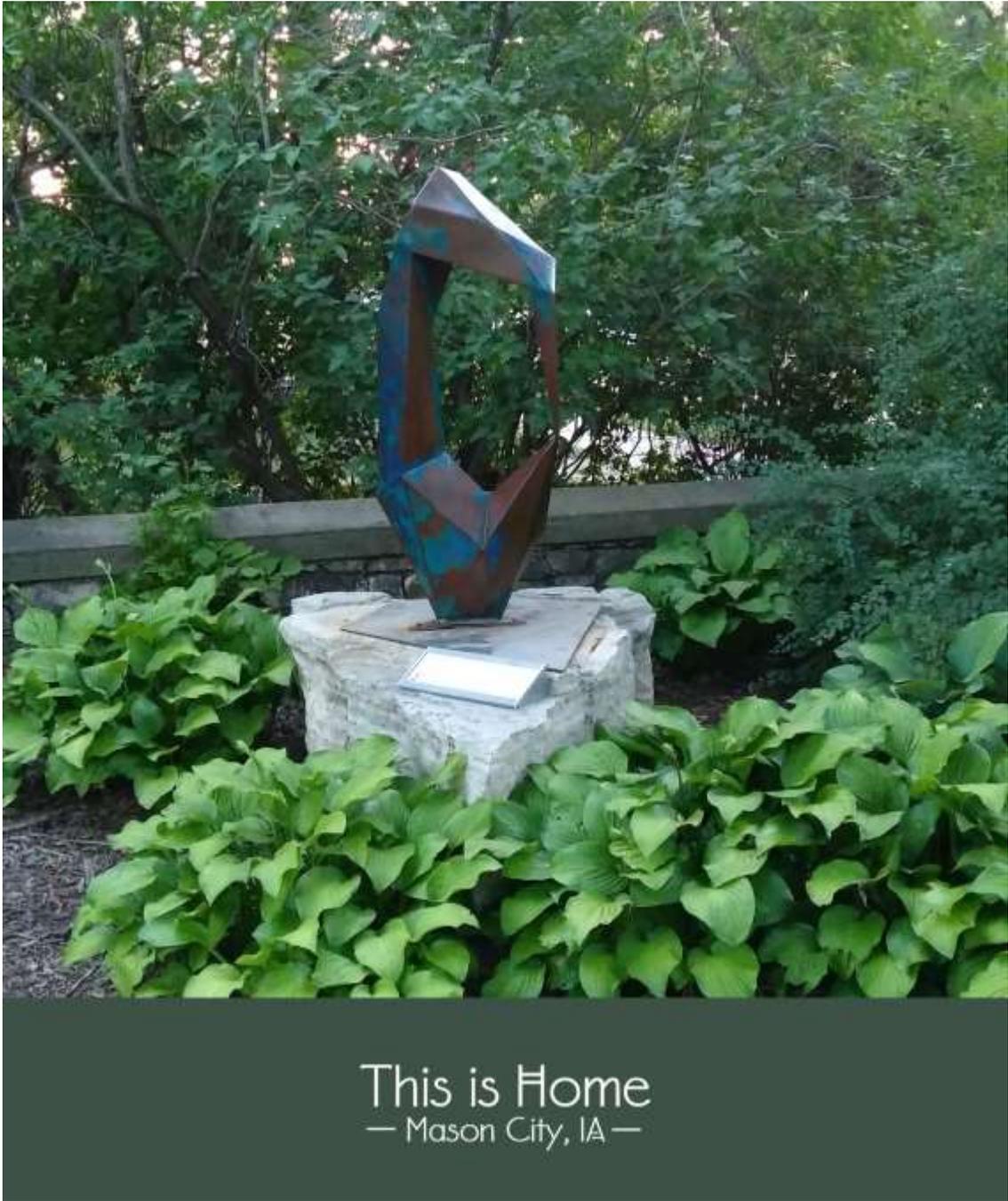
Image 7 (FB 7)

Image 8 (Sketch logo)

Image 9 (Tan pixel logo)

Image 10 (Colored pixel logo)

Image 11 (Horizontal 1)

Image 12 (Horizontal 2)


Image 13 (Horizontal 3)

Image 14 (Horizontal 4)
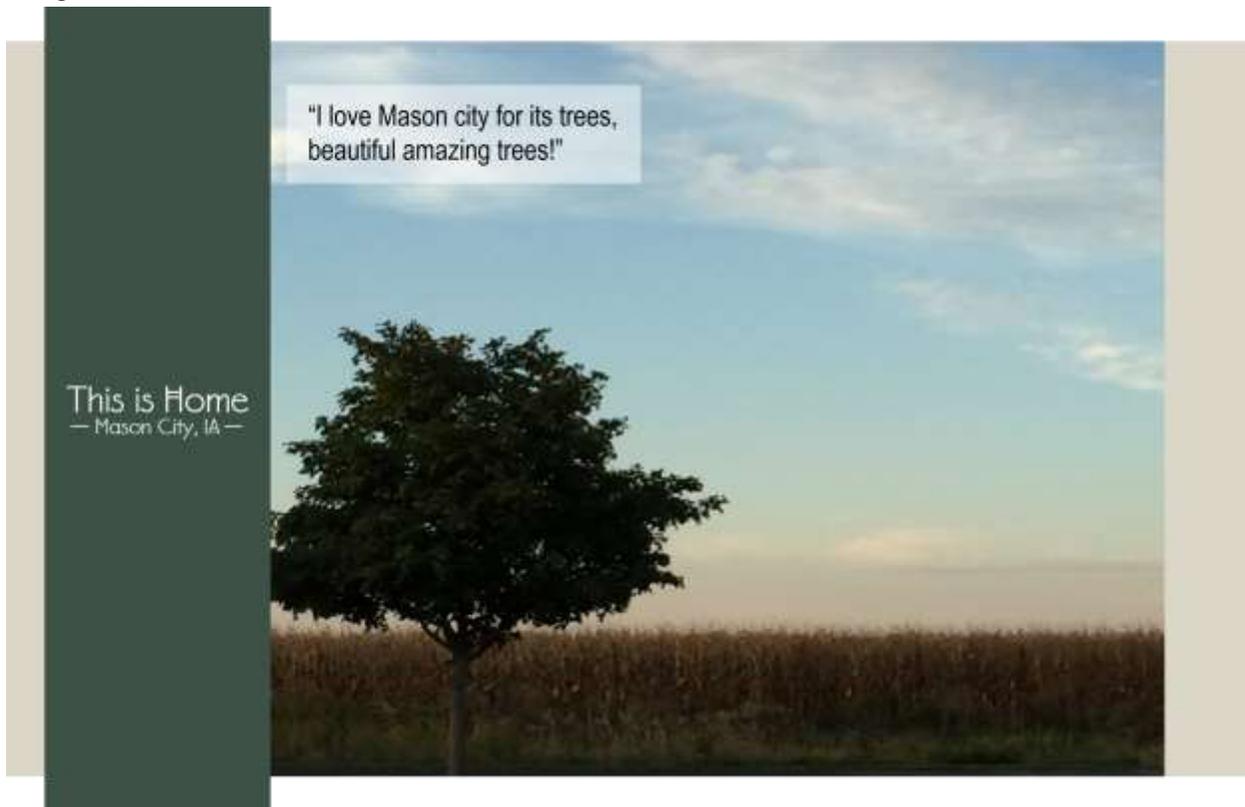

Image 15 (Horizontal 5)
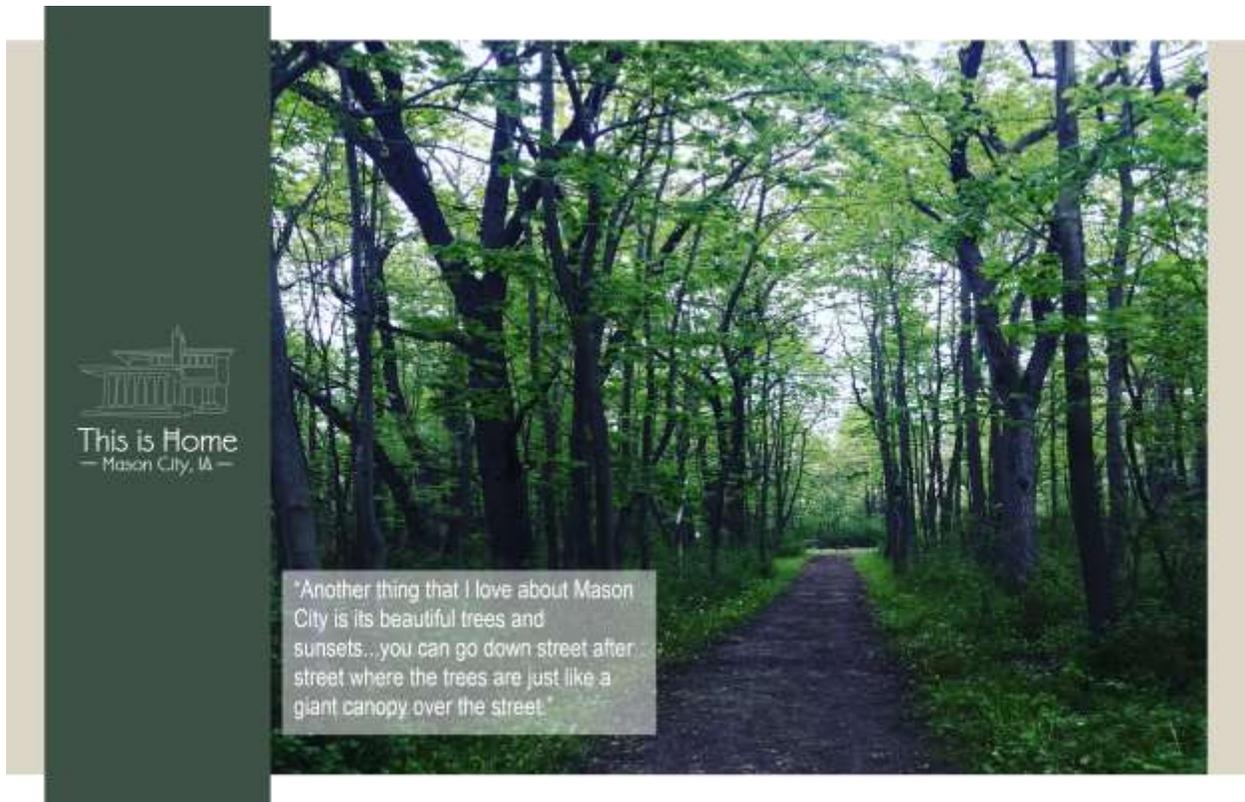
Image 16 (Horizontal 6)

Image 17 (Vertical 1)

I love Mason city for its trees, beautiful amazing trees!
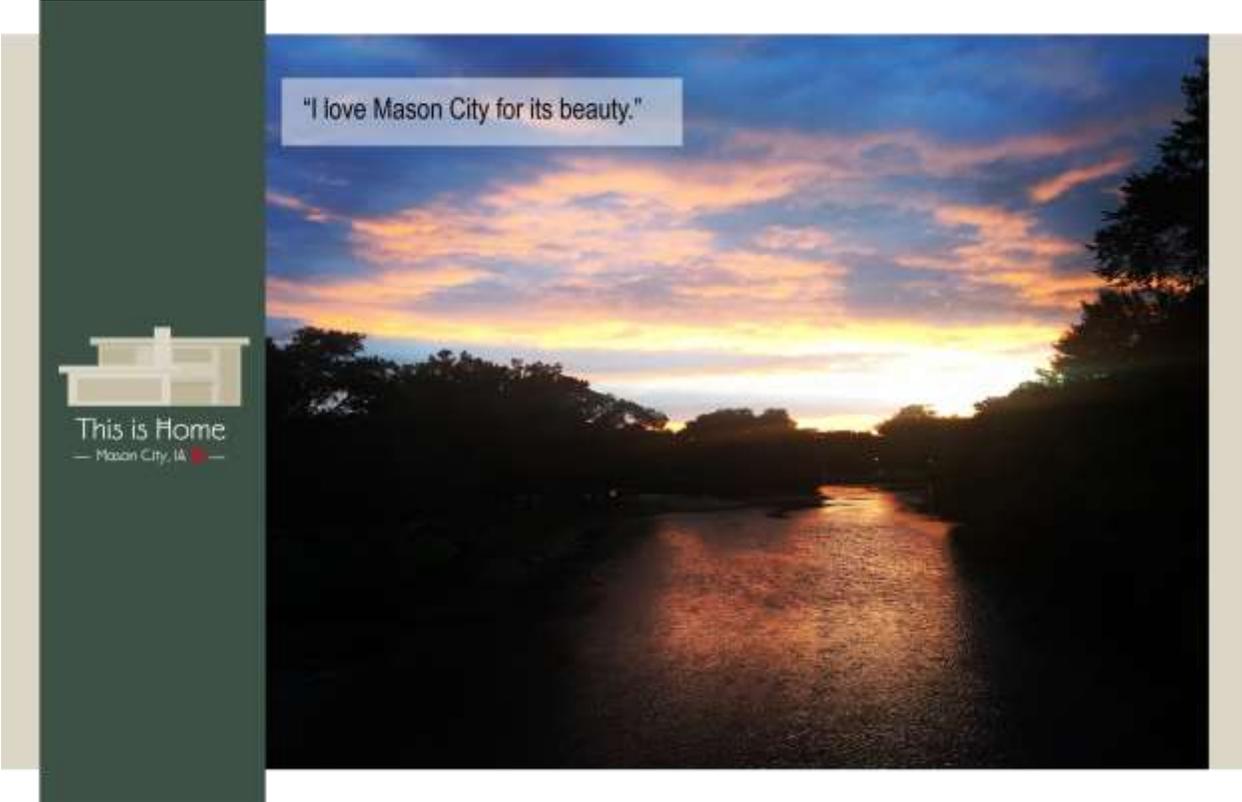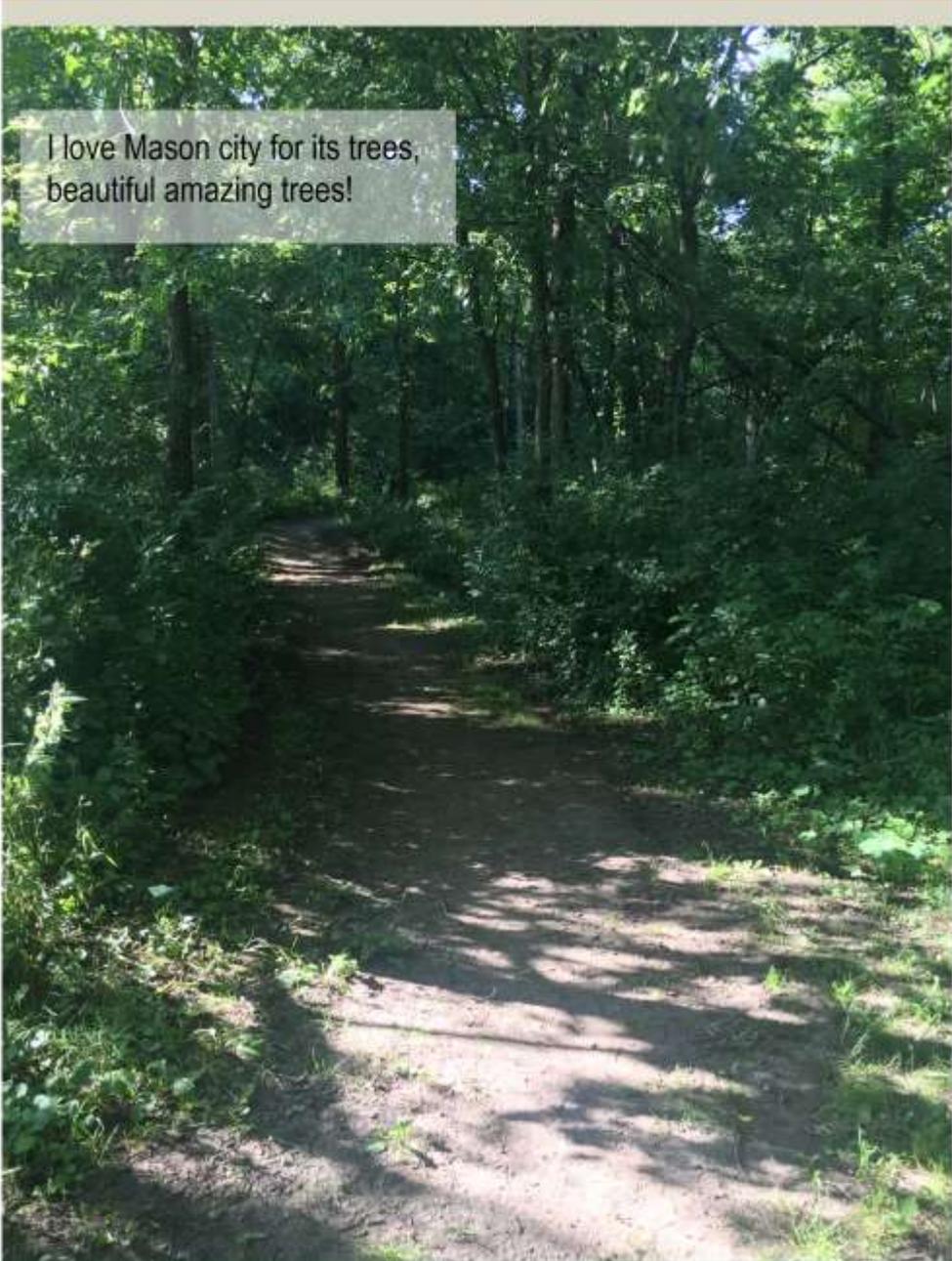
This is Home
— Mason City, IA —

Image 18 (Vertical 2)
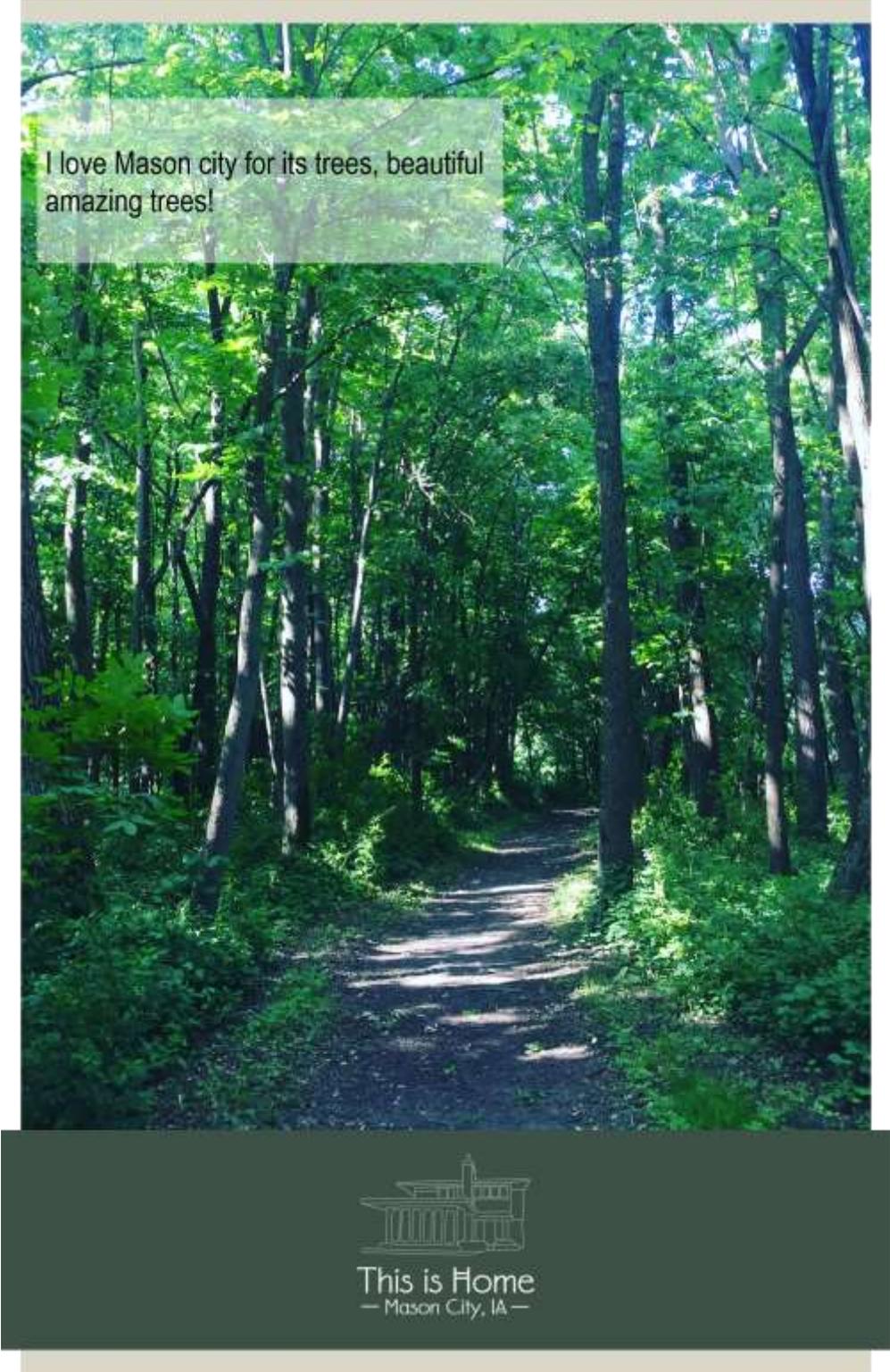
Image 19 (Vertical 3)

"I love the theater, the arts and the music here. The music is amazing here, and I'm on the board of directors at the community theater. Theater is amazing, and that's where I met my husband. Anyway he is originally from here and I am from Charles City. So we just feel this is the right place to raise the kids."
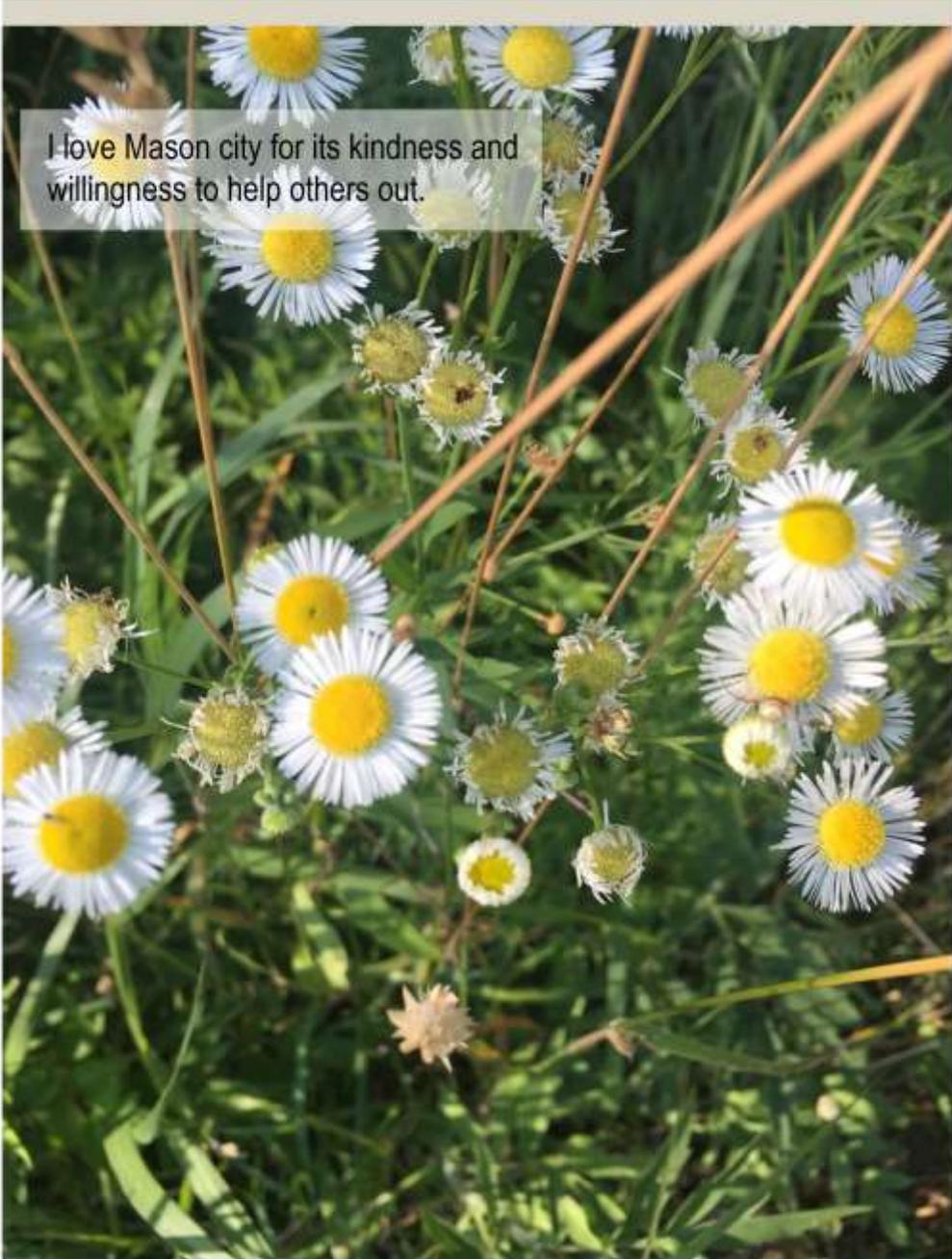
Image 20 (Vertical 4)

Image 21 (Vertical 5)

Image 22 (Vertical 6)

"One of the pictures I included is the Living Free house, which is a living demonstration of how the people of Mason City are willing to help others in need… it is one of the most exciting things I have the privilege of being part of!"

This is Home
— Mason City, IA —

Appendix F. Outcome Evaluation: Example Questionnaire Items

1.   How did you hear about the *This is Home* campaign?
2.   If you are a Mason City resident, how long have you lived in Mason City?
3.   What is your age?
4.   What is your race/ethnicity?
5.   What gender do you identify with?
6.   Please select the option that best describes you [Likert scales]
     a.   I enjoy living in Mason City. (Totally disagree to Totally agree)
     b.   I am happy to call Mason City home. (Totally disagree to Totally agree)
     c.   I feel like an important part of the Mason City community. (Totally disagree to Totally agree)
     d.   I am able to live a healthy life in Mason City. (Totally disagree to Totally agree)
     e.   It is common for residents of Mason City to retire in Mason City (Totally disagree to Totally agree)
7.   How long do you plan to live in Mason City?
8.   Do you intend to live in Mason City after you retire?
9.   Have you taken any steps towards planning for retirement?
10. Please select the option that best describes you [multiple choice]
     a.   I have never thought about life after retirement.
     b.   I seldom think about life after retirement.
     c.   I often think about life after retirement.
     d.   I often think about life after retirement and I have taken actions to prepare for retirement.
11. What did you think about the *This is Home* campaign?
12. Do you personally relate to the *This is Home* message?
13. What comes to mind when you see the *This is Home* poster?
14. Did your participation in the *This is Home* campaign affect your plans to retire in Mason City? Why or why not?

Appendix G. Photovoice Results Summary

Table 1: Photovoice by the numbers

Domain	Results (N)
Community organizations contacted	22
Community organizations that responded	7
Persons submitting photographs	2
Unique photographs submitted	8

Table 2: Photovoice stakeholders

Interested Community Organization	Contact information
Cerro Gordo Department of Public Health	kruge@cghealth.com (641) 421-9333
Mason City Public Library	admin@masoncity.lib.ia.us (641) 421.3669
NIACC – Life Long Learning Institute	Darshini.Jayawardena@niacc.edu (641) 422-4271
MacNider Art Museum	landerson@masoncity.net (641) 421-3666
Friends of the 457	dandawilson@netconx.net 641-423-5328
Legacy Manor	jaanderson@newburyliving.com (641) 423-1005
RSVP - NIACC	Molly.Anderegg@niacc.edu (641) 422-4303

Appendix H. Photo Narrative Analysis

Table 3. Photo narratives participants' perceptions of positive aspects for living in Mason City

Category	Sub-theme	Quotes from interview
Physical features	Location/size	"We are close enough to the big city without being a huge city […] it's very centrally located. You can get anywhere we want." (2) "It's a nice little town. I think the size is good. That's kind of the largest in the area. […] You can always go somewhere to have fun things but I don't want to like living in a big city. I like the small town."(3)
	Infrastructure	"I can see all my relatives north and south without going two miles […] it's easy, with the avenue we have that. […]Now we have the airport, […]we do have that tour advantage now too."(2)
	Resources	"There's healthcare available. You don't feel like I have to go out of town." (5) "A lot of people complain about schools, but I didn't have any issues about the schools. I know I like them. Our kids were great with them." (2) "We have anything from the pricy shops to the more, You know, the drifter type of shops." (7)
Contextual factors	Cost of living	"Cost living is not bad here." (9) "Here are some other places. They're a little bigger in the state, […] the cost living is considerably higher than here."(11)
	History and culture	"I love the theater, the arts and the music here. The music is amazing here and I'm on the board of directors at the community theater." (5) "They're not tearing down the history. They're trying to preserve it then so that people in future generations can know what it was really about." (6) we've got some beautiful Victorian houses, the bridge[…], I could go on and on about all that stuff. (8)
	Leisure activities	"They have the Fourth of July thing, [..] a week long celebration […]. Each weekend they have different things in their central parks […] They just do different festivals throughout the year. There's a movie festival which is all like homemade movies. […] they have Iowa Beer Wine makers. People making their own wine. (2) "They have the community theater has some great programs for entertainment."(4)
	Community connections	"I've been comfortable I've got good friends from the community." (4) "People are nice too, for the most part. It's a lot of sense of community and good neighbors." (11) "It's a place to call home" (8)
	Local support	"There's a tax baby program for property improvements, which is nice for people. So they can fix up their property and not have to pay the taxes for at least five years." (11)