



## Massachusetts Adolescent Anticipatory Guidance Public Awareness Campaign (MAAGPAC)

*The health system must adapt to the needs of adolescents, and their needs reside as much in preventive medicine as they do in curative medicine.*

Michael I. Cohen Professor & Chairman,  
Dept. of Pediatrics, Albert Einstein College of Medicine.

### What is MAAGPAC?

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**MAAGPAC is a public awareness campaign** to increase adolescents' awareness of the value and benefits of annual well-visits to their primary care providers. The focus is on using the well visit as an opportunity to discuss important preventive health measures in an effort to promote good health.

The project promoted the use of Anticipatory Guidance as outlined by the American Medical Association and Bright. To learn more about Anticipatory Guidance, visit these links:

- ◆ [Guidelines For Adolescent Preventive Services \(GAPS\)](#) Sponsored by the American Medical Association, Clinical Preventive Services
- ◆ [Bright Futures](#) Sponsored by the American Academy of Pediatrics and the Bureau of Maternal Child Health

The team that developed the campaign and supervised its implementation included representatives from MassHealth Acute and Ambulatory Care, Managed Care Organizations\* who contract with MassHealth to serve MassHealth members, and Education and Training of the Office of Community Programs, at UMASS Medical School.

### Campaign Design

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Designed for the multicultural populations served by MassHealth, the campaign was developed with the support of a team of adolescents who intimately understood the needs and concerns of adolescents. Culturally and linguistically relevant campaign materials comprising of four posters and five post cards, were developed with a company specializing in public awareness advertising for diverse populations.

The campaign's engaging posters were displayed for a four month period, during the summer of 2003, on the public transportation system, outside small community stores or bodegas, high schools and in community youth centers in three Massachusetts communities which included Springfield, Worcester and Boston. The campaign is expected to be launched again in the spring of 2005 within additional Massachusetts communities.

# “Take Care. Get Checked”

(MAAGPAC slogan)

## Download MAAGPAC Campaign Materials

Use of the MAAGPAC materials within your community or organization is welcomed.

- ◆ Posters in [English](#) and [Spanish](#)
- ◆ [Websites for Teens](#) to promote preventive health care.

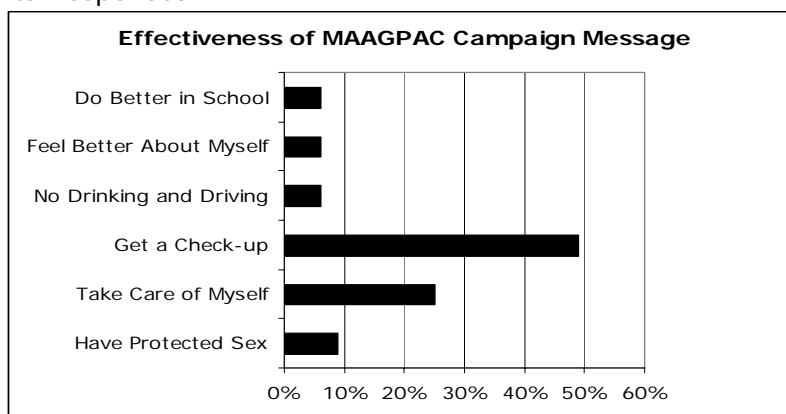
## Evaluation of the Campaign

The MAAGPAC Campaign evaluation included both qualitative and quantitative data collected from adolescents in Springfield, Worcester and Boston 4 months before and 2 months after the campaign. A pre and post survey was developed by MAAGPAC. In addition, pre and post focus groups were conducted among adolescents.

### Evaluation Highlights:

- ◆ **Recognition** of the campaign: Of the 155 adolescents surveyed following the campaign, 42% reported that they had seen the posters and other materials in their communities.
- ◆ **Increased Knowledge About the Benefits of Annual Well-Visits:** When asked, “What message did you get from the campaign?” 28% of those surveyed stated the campaign recommended annual well-visits, 22% reported that the message encouraged teenagers to take care of themselves and 18% thought the campaign encouraged teenagers to feel good about themselves.
- ◆ **Intention to Make an Appointment for a Well-Visit:** 49% of the participants who reported seeing the campaign stated that the campaign influenced their thinking by encouraging them to seek well-visits. Another 25% stated that the campaign encouraged them to take care of themselves.

During evaluation focus groups, teen participants were shown the MAAGPAC posters and asked “Please review the posters and describe what you think the slogan *Take Care. Get Checked* means as well as the overall message of the campaign.” Below are participants’ responses:



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**List of participating managed care organizations:**

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**Massachusetts Department of Public Health  
Boston Medical Center Healthnet Plan  
Fallon Community Health Plan  
Neighborhood Health Plan  
Network Health**