

NAPCRG 52nd Annual Meeting — Abstracts of Completed Research 2024.

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Title

Creative Dissemination: Community-Engaged Mural to Disseminate the PORTRAIT Registry on Peripheral Arterial Disease

Priority 1 (Research Category)

Cardiovascular disease

Presenters

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Abstract

Context:

Peripheral Artery Disease (PAD) affects 10-12 million US adults by reducing blood flow to the limbs. Despite its severity, PAD is often underdiagnosed and undertreated, particularly in vulnerable populations. Public health initiatives, including community engagement projects, are vital for promoting early diagnosis and encouraging behaviors to combat PAD.

Objective: The PORTRAIT Registry tracked 797 patients with new or worsening PAD symptoms at vascular specialty clinics and highlighted the underutilization of prevention services and significant disparities in quality of life among women, non-white patients, and those with financial barriers. We launched a targeted dissemination campaign to share registry results and promote PAD awareness.

Study Design: Guided by the ecological model, we partnered with healthcare providers, city revitalization initiatives, the local arts community, and community stakeholders to shape the messaging content for the campaign. Materials detailed resources for PAD screening, physical activity, and smoking cessation and were distributed through dissemination activities and partners.

Setting: The Paseo Gateway, situated in Jackson County, Kansas City, MO, USA.

Population Studied: The Paseo Gateway, historically an immigrant center with a large African American population in Jackson County, MO, with significantly lower life expectancy than neighboring counties

Intervention/Instrument: A community-based participatory art mural; local artists worked with community residents on what it means to promote vascular health.

Outcome Measures: Evaluation and assessment activities included attendance at the different strategic dissemination settings and surveys of community members participating in the activities organized at the dissemination settings to assess barriers in care/safety, their quality of life, and their awareness about PAD.

Results: PAD awareness scores increased with exposure to dissemination events. A community collaborative mural focused on vascular health.

Conclusions: The PORTRAIT dissemination project utilized a community-engaged mural to raise awareness about PAD. The campaign, shaped by community input, led to increased awareness and engagement. This approach highlights the importance of creative, community-centered strategies in public health initiatives to improve health outcomes in vulnerable populations.

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