

Online Health Promotion for Chronic Disease Prevention and Management

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Objectives

Describe

Describe the components of effective health communication messaging

Describe

Describe the process for creating a health communication campaign

Identify

Identify ways in which online/digital communication can be used for chronic disease prevention and management

What is health communication?

“Health communication is a multifaceted and multidisciplinary approach to reach different audiences and share health-related information with the goal of influencing, engaging, and supporting individuals, communities, health professionals, special groups, policymakers and the public to champion, introduce, adopt, or sustain a behavior, practice, or policy that will ultimately improve health outcomes”

Schiavo, 2014

Key Words and Key Elements

Key Words

- To inform or influence
- Motivate individuals
- Change behaviors
- Increase knowledge and understanding of health-related issues
- Two-way exchange of info
- Empowers people

Key Elements

- Audience-centered
- Research-based
- Multidisciplinary
- Strategic Process oriented
- Cost-effective
- Creative in support of strategy
- Audience and media specific
- Relationship building
- Aimed at behavioral or social change

What health communication can and can not do...

- Cannot
 - Work in a vacuum
 - Replace the lack of infrastructure (e.g. health services)
- Can help
 - Raise awareness to drive policy and change practices
 - Influence beliefs and attitudes that may change social norms
 - Promote data and emerging issues to establish new standards of care
 - Advocate for access and increase the demand for equal health care services
 - Improve patient-provider relationships, patient compliance

Issues & Challenges in Chronic Disease Prevention and Control

- Communication of health risk
- Exaggerated perceived threat of health risks
 - Involuntary exposure, immediate and dramatic outcomes, unknown effects
- Role of media
- Underestimated perceived threat of health risks
 - Voluntary exposure, delayed consequences

Communication Process

Research

Planning

Implementation

Evaluation

Pink Book Planning Process

Assess	Assess the health issue or problem
Define	Define communication objectives
Analyze	Analyze the audience
Determine	Determine best settings, channels & activities
Identify	Identify potential partners
Develop	Develop strategic communication plan for each audience, along with evaluation plan.

Written plans must include:

- Situation Analysis: what's going on?
- Objectives: What do you want to accomplish?
- Target Audiences
- Strategies: How will you go about it?
- Tactics: Tasks you'll do and tools you'll use
- Measurement/Evaluation: Process and outcome
- Timetable
- Budget

Example Campaign Strategies and Tactics

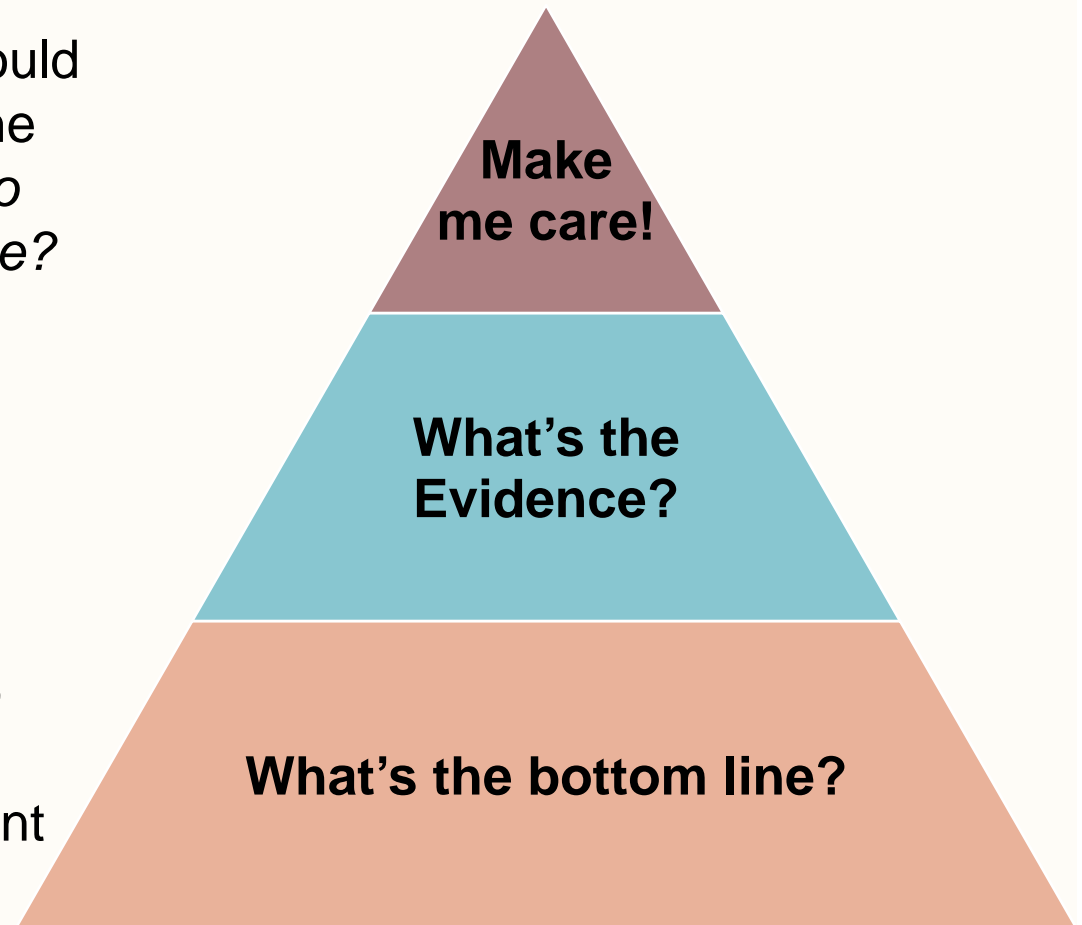
OBJECTIVES	STRATEGY	TACTIC
<p>By 2021, To increase the number of sexually active teens, ages 15-19, who report consistent contraceptive use by 10%</p>	<ul style="list-style-type: none"> • Remove barriers to accessing contraception • Improve attitudes towards and efficacy for using contraceptives • Expand educational opportunities from other relevant stakeholders 	<ul style="list-style-type: none"> • Partnerships with community agencies to provide free birth control and condoms • Partnerships with local schools to provide peer to peer education addressing contraceptive use
<p>To decrease the number of pregnancies among sexually active teens, ages 15-19, by 3% by 2021</p>	<ul style="list-style-type: none"> • Create a culture that promotes safe sex, pride, and responsible/empowered decisions regarding sexual activity 	<ul style="list-style-type: none"> • Peer to peer education addressing decision making, negotiation, risks, values, and norms regarding teen sexual activity • Informational posters on school campuses and waiting areas of clinics/doctor's offices; campaign materials for medical providers • Campaign messages and stories in school newspapers

Effective messages have 3 key components

Why does it matter? Should answer 3 questions for the audience: *So what? Who cares? What's in it for me?*

Back up your bottom line using facts, statistics, examples & indisputable information

One sentence: *What's the take-away?* Should be concise, specific, consistent and memorable



Technique for organizing a persuasive message

ANSVA

- Get the audience's **a**ttention
- Show a **n**eed, challenge or problem
- Describe the **s**ervice or **s**atisfaction provided by finding a **s**olution to the problem
- Paint a picture that helps them **v**isualize a solution and how it changes the world
- Call them to **a**ction

“Don't think about it.
Just do it.
Protect yourself and
make HIV testing
part of your routine
like I do.”

— Jaime Pressly, Actress

**I'M
DOING
IT**

Testing for **HIV**

#DoingIt

Testing is Fast, Free, and Confidential (cdc.gov/DoingIt)

ACT
AGAINST
AIDS

Your family's hopes and
dreams are worth living for.

For Family. For Self. Take Charge. Take the Test.

For a fast, free, confidential HIV test near you,
text your zip code to "KNOWIT" (566948).
hivtest.cdc.gov/takecharge



Examples from CDC's Act Against AIDS campaigns

Websites

- Can incorporate social functionality (e.g. bulletin boards, discussion forums, and chat features)
- Often created as additions to traditional care
- Potential benefits
 - *Improved attrition rates, better patient engagement, and better health outcomes*

Mercy Health Project

TALKIN' ABOUT HEALTHY EATING AND ACTIVE LIVING

Symptoms Of Depression

Depression is the most common mental health problem. Symptoms can be physical, social or psychological. Many people are not able to tell if they are depressed. These symptoms include:

- Low mood (persistently sad, anxious or "empty" feeling)
- Lack of interest in usual activities
- Sleep disturbances
- Restlessness and being easily irritated
- Fatigue or loss of energy
- Thoughts of suicide or death



When one experiences depression, the severity, frequency and duration of the symptoms vary. This may depend on the particular illness the individual is experiencing.

Log In

PAGES

Welcome

Talking 'bout Healthy Eating and Active Living

Examples of Blog Posts

Sample Topic

Symptoms

Tests You May Need

Reducing Your Risk

Back Pain

Symptoms of Back Pain

Doctor Examination for Back Pain


Handling Back Pain

Adult Health

Health Screenings

Active Living

HIV RISK REDUCTION TOOL



Tell Us What You Think About Our Site
Anonymous Feedback

Customize your content

Know the HIV Risk

What is HIV?

How do I know if I have HIV?

Can I get or transmit HIV from...?

What can increase HIV risk?


What can decrease HIV risk?

What are the best ways to decrease my chances of getting or transmitting HIV?

Find free, fact & confidential


Know the HIV Risk

Learn the HIV risk of different sexual activities when one partner is HIV positive and one partner is HIV negative (a discordant partnership)

Person 1 

Status HIV - HIV +

Activity

Person 2 

Status

Activity

HIV RISK REDUCTION TOOL

Considerations for Creating Website Content


- Consider usability and speed of the site
- Conduct audience research
 - Goal for the site and overall message to convey
 - Aesthetics and copy resonate with the target audience
- Dynamic
 - Provide regular updates

Considerations for Creating Website Content: Writing

- Headlines: both subject and a verb, present or future tense, no more than 10 words
- Pages: Single concept for each
- Paragraphs: 2-3 sentences, lots of bullets
- Use hyperlinks wisely
- Facilitate feedback and interaction on the content and the site itself

Website Navigation and Design

- Simple navigation is ideal
 - Clear direction from Point A to Point B
 - Provide a search function
- Inexpensive design options are available through companies like WordPress, Weebly, and Wix.
- Track page views and usage patterns.



Why should we include online platforms and digital technology in chronic disease prevention and management?

Internet Use in the U.S.

–89% of
US
adults
report
internet
use.

