Welcome to the IPLAN Webinar

Health Marketing: A Solution to Many Public Health Challenges

June 4, 2009
Learning Objectives

• Describe the fundamentals of effective health marketing
• Identify ways health marketing can help address public health challenges
• Apply critical skills in strategy design
• Identify ways to overcome challenges and barriers related to effective health marketing
• Identify ways today’s technology can help you reach your target population
Presenters

• Ricardo J. Wray, PhD
  Associate Professor in Community Health
  Saint Louis University, School of Public Health

• Amy J. Yeager, MPH
  Health Promotion Manager
  Madison County Health Department
Health Marketing: Why Now?
IOM Areas of Action and Change:

- Consider multiple determinants of health
- Strengthen public health infrastructure
- Build intersectoral partnerships
- Develop accountability
- Base decisions and evaluation on evidence
- Enhance and facilitate communication within the public health system (i.e. within infrastructure and between public health professionals and community)

IOM, 2002: *The Future of the Public’s Health*
What Do All These Terms Mean?

- Social marketing
- Health communication
- Health marketing
- Health literacy
- Health education
- Health promotion
Essential Elements

• Effective programs use
  – audience research and theory
  – to design effective messages and
  – dissemination strategies that
  – link audiences to available facilities and services
Communication Caveats

• Communication can:
  – Increase knowledge and awareness of problems
  – Influence and reinforce perceptions, beliefs, attitudes, norms
  – Prompt action
  – Increase demand for services

• Communication can not:
  – Compensate for inadequate or inaccessible services
  – Produce sustained change in absence of parallel changes in services, technology and policy

(Making health communication programs work, 2nd ed., NCI, 2002)
Format for Presentation

• Ricardo (principles)
  – What are the key arguments and evidence for each essential element?
  – What are the implications for public health practice?

• Amy (Practices)
  – What’s the problem?
  – How can communication help?
Communication Fundamentals

• AUDIENCE-FOCUSED
  – Ethical and effective health communication programs rely on information from and about the intended audience to inform development, planning, implementation and evaluation
  – Public health communication uses formative research and feedback to ensure that messages are accessible and comprehensible, that communities are involved, and programs are modified as needed

(Bernhardt, 2004)
Audience Segmentation

- Identifying audience segments can help direct the program planner to appropriate channels.
- Audience segments defined by demographic characteristics match media segmentation strategies.
- Television program and radio formats can be selected for placement of health messages according to their target audiences.
Communication Fundamentals

• THEORY-BASED

– Effective health communication programs are informed by communication and social behavioral theories and the relevant evidence-base
– Theory increases effectiveness of programs by identifying critical beliefs to target, by structuring communication, and by guiding the selection of sources and channels of communication

(IOM, Speaking of Health, 2002)
Figure 1 An integrative model.
Communication Fundamentals

• BEHAVIOR MATTERS
  – Behavioral theory and research shows that behavioral specification matters when it comes to assessing and seeking to influence pertinent behavioral, normative, and control beliefs
  – Effective communication programs have focused and specific behavioral objectives, and actionable messages

(Fishbein and Ajzen, 1975)
Implications

• *Be specific about your behavior, as differences in context or action can change determinants and message strategies*
Implications

• *Use theory to help you identify important determinants of behavior*

• *Select evidence-based behavioral determinants to build your communication strategy around*

• *Build your evaluation around your theoretical model*
What Causes Smoking?

- What environmental factors influence smoking?
- What interpersonal or social factors influence smoking?
- What individual factors influence smoking?
Opportunities for Communication?

- Media advocacy to promote tobacco control policy by policymakers
- Campaigns to promote changes in perceptions about smoking norms
- Campaigns to promote changes in cessation skills and self-efficacy
MADISON COUNTY HEALTH DEPARTMENT
Presents
A Town Hall Meeting

Would You Like Smoking Or Non-Smoking?

When:
June 27, 2006
6:30 p.m.-9:00 p.m.

Where:
Collinsville Holiday Inn
1000 Eastport Plaza Dr.
Collinsville, IL

Who:
All Madison County residents are invited to attend.

• Share your thoughts about the health effects of smoking in restaurants.
• Give your suggestions for the restaurant environment...such as dining areas, ventilation systems, etc.
• Receive accurate information from a panel of professionals on smoking in restaurants.

Come join us as we host a town hall meeting to give you an opportunity to voice your opinion on smoking in restaurants.
WIN BIG.

Thinking about joining a winning team?

Join the 4 out of 5 EAWR Community High School students who choose to be SMOKE FREE.

Funded in whole or in part by Illinois Department of Human Services, Madison County Mental Health Board and IDPH Tobacco-Free Communities Initiative.
FIGHT CANCER WITH A CALENDAR.
You've made up your mind to quit smoking. Now set a date and stick to it. It's not easy, especially when you're trying to do it alone. The Madison County Health Department, your American Cancer Society and the Illinois Tobacco Quitline staff can double your chances of quitting for good -- so you can make being healthier and enjoying life part of your daily routine for information on ways to reduce your cancer risk, call or visit us online.

GREAT AMERICAN SMOKEOUT • THURSDAY, NOVEMBER 20
ILLINOIS TOBACCO QUITLINE • 1-866-QUIT-YES

1.800.ACS.2345 • cancer.org/GreatAmericans • masonchd.org

CALL 1-866-QUIT-YES!
Sponsored by

The project was made possible by funds from the Illinois Department of Public Health.
Communication Fundamentals

• SOCIAL ECOLOGICAL LEVELS MATTER
  – Targeted messages at the group level to affect norms and practices
  – Social marketing at the organizational and community level to affect availability and promotion of healthy options
  – Media advocacy of leaders and policy-makers’ to affect health policy
  – Media campaigns to affect population level norms, values and practices

(Bernhardt, 2004)
Finding Information About the Population

• Review previous research
  – Literature reviews summarize previous studies on a specific topic
  – Cross-sectional studies or surveys reporting on prevalence of beliefs, attitudes or barriers
  – Qualitative research studies can report large amounts of rich data
  – Intervention studies can demonstrate factors leading to change
Approaches to Audience Research

- Qualitative methods: focus groups, in-depth interviews, key informant interviews
- Quantitative approaches: use prior program evaluation data to identify determinants associated with target behavior
- Pre-testing also typically uses qualitative approaches for audience feedback, pre-post test surveys for laboratory effects testing
Implications

• Understand what the published literature has to report about your audience and target behavior

• Conduct primary research with your intended audience if you can

• Pre-test message materials with members of your audience
Komen for the Cure
Alton Discussion Group

What:
A discussion with other women about breast health.

Who:
African American women ages 40-64
that live in Alton/Godfrey.

Why:
To help develop a campaign to encourage
African American women to get breast exams.

Each participant will receive refreshments, educational
materials, prizes and a $10 Target gift card.

Space is limited to 15 participants.
Call 692-7040 ext. 6089 to register.

When: Thursday,
September 18th
6:30-8:00 pm
Where: Alton YWCA, 304
East Third Street

When: Monday,
September 22nd
2:00-3:30 pm
Where: Alton Acres,
3116 Acorn

Please call Lisa Modrusic at
Madison County Health Department
618-692-7040 ext. 6089 to register today.

Funding provided by the St. Louis Affiliate of Susan G. Komen for the Cure.
Communication Fundamentals

- Messages Matter
  - Structure, content and language of messages influence potential persuasiveness
  - Design messages based on determinants selected through audience research
  - Make sure your action message is clear (explicit actions are more persuasive)
Communication Fundamentals

• Research has shown that a variety of different kinds of message appeals work
  – Evidence produces more stable change than no evidence
  – Stories and testimonials can draw members of the audience in, but make sure the action message is clear
  – Fear appeals work provided action message is clear
  – Use plain language for all audiences

(Perloff, 2003)
Communication Fundamentals

• SOURCES MATTER

– Sources can be individual spokespeople or institutions
– Authority, credibility and attractiveness of sources can enhance program effectiveness

(Perloff, 2003)
Implications for Message Design

- Make sure to follow through on your audience research
- Be creative in message design
- Also make sure to pre-test your messages to ensure that:
  - Your action message is clear
  - Your sources are perceived as trustworthy and expert
“I couldn't afford a mammogram and I don’t have health insurance. But, the Health Department was there for me and I got my screenings done for FREE! I was even able to choose a hospital in Alton that was convenient for me!”

CALL TODAY 692-8954 ext. 2
For excellent breast health care, trust your local community hospital.

For more information about free screenings, call 692-8954 ext. 2 to speak with a health department nurse.

Funding provided by St. Louis Affiliate of Susan G Komen for the Cure.
- Mammograms are x-rays of the breast that can detect cancer.
- Reminder - starting age 40, you should have one *every* year.
- A breast exam by a health professional should be done *every* year.
  - No health insurance or underinsured? We can help!

To schedule an appointment or to speak with a nurse about our FREE women’s screening program, please call 618-692-8954 ext. 2.
Are You LIKE Most?

Most Kahoks
(80%) choose not to smoke cigarettes.

Are You Like Most?...SMOKE-FREE!

Are You LIKE Most?

8 out of 10 CHS Students choose to be...

SMOKE-FREE!
Are You LIKE Most?

8 out of 10

CHS students choose to be...

SMOKE-FREE!

Wash Your Hands!
Did You Hear???

8 out of 10
CHS students prefer
Smoke-Free Environments.

5/22/09

IPHI: Health Marketing
Are You LIKE Most?
8 out of 10

CHS
Students choose to be... Smoke-Free!

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IPHI: Health Marketing
Communication Fundamentals

• EXPOSURE MATTERS
  – Communication effects require sufficient exposure, in terms of reach and frequency, to the messages by the intended audience.
  – Programs with greater reach (proportion of an intended audience exposed to messages) have greater chance of success.
  – A meta-analysis of communication campaigns found a correlation of .47 between reach and effect size (Hamilton and Snyder, 2002).
  – Programs with greater message frequency (number of exposures by audience members), and multiplicity of sources have greater chance of success.
Strategies for Dissemination

• Three approaches
  – Media campaigns
  – Organizational and community outreach
  – Interactive media
  – Interpersonal
“I couldn’t afford a mammogram, but I was able to get it FREE!”

Call Today!

692-8954 ext. 2

Sharon B., Alton

MADISON COUNTY HEALTH DEPARTMENT
Promoting Health

Susan G. Komen for the Cure.
Impact Notes

OCTOBER IS NATIONAL Breast Cancer Awareness MONTH

Early detection saves lives!

Madison County Health Department
Women’s Screening Program
Ask us about FREE Mammograms!
Please Call (618) 692-8954 ext.2

Funding provided by Madison County Health Department and Barnes St. Louis.
In-Home Mailer and Door to Door

We are looking for women......

• Any age
• Without health insurance OR
• With health insurance that does not cover mammograms

Call (618) 692-8954 x 2
to ask about a FREE mammogram.
Paycheck Stuffer and Flyer

April is STD Awareness Month
Madison County Health Department

Fact Sheet
STDs are infections that spread from person to person through intimate contact including oral, anal, and vaginal sex.

- Youth, men who have sex with men and racial and ethnic minorities are among those bearing the heaviest burden of disease.
- 2.8 million new cases of Chlamydia in the United States each year. More than half of new cases remain undiagnosed and untreated.
- 1 in 4 sexually active women ages 14-19 is infected with an STD.
- About 25% of those with HIV are unaware of their status.

Protect Your Sexual Health

Get Tested

STDs are infections that spread from person to person through intimate contact including oral, anal, and vaginal sex.

Approx. 19 million new infections occur each year—almost 1/2 of them among young people ages 15 to 24.

Get Tested
Madison County Health Department provides walk-in STD testing on Tuesdays from 1:00 pm to 2:00 pm.

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April is STD Awareness Month

Some people with STDs don't even know that they have them.

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Implications

- Design your program to maximize exposure to your target audience
- Focus your potential impact by focusing your audience
- Consider multiple channels (media, organizational, interactive, interpersonal)
Implications for Leadership

• Don’t underestimate the importance of audience research and pre-testing of materials to enhance effectiveness

• Advocate and allocate resources for audience research for strategy design and testing

• Guide your staff in using the practices recommended here
Technology

• Growing field for leveraging your health messages
• Free or reasonable prices for dissemination of messages
• Viral messaging as a dissemination tool
• More to come…
The department’s vision is to empower our residents to achieve optimal health in a safe environment.

The mission of the Madison County Health Department is to maximize community health through education, partnership, and preventative services.

ANNOUNCEMENTS

H1N1 Flu (Swine Flu) Links
- Illinois Flu Hotline (for non-medical questions) 866-949-2004 (English)
- 866-241-2101 (Spanish)
- H1N1 Flu (Swine Flu) (Illinois Department of Public Health) Click Here
- H1N1 Flu (Swine Flu) (Centers for Disease Control and Prevention) Click Here
- H1N1 Flu (Swine Flu) (World Health Organization) Click Here

National Swine Flu Situation Page Click Here
- Preventing H1N1 Flu (Swine Flu) Click Here
- Download Adobe Acrobat Reader Click Here
- Preventing H1N1 Flu (Swine Flu) (Español) Click Here

WALK-IN SCREENINGS FOR SEXUALLY TRANSMITTED DISEASES ARE ON TUESDAYS FROM 1:00 PM TO 3:00 PM.

REMEMBER WE ARE CLOSED FOR LUNCH BETWEEN 12:00 NOON AND 1:00 PM.
Evaluation

• Lots of ways that health marketing CAN be evaluated with sufficient time, money, and resources
• Choose your evaluation method logically and realistically
• Consult with experts for additional guidance
Challenges and Barriers

- Time
- Money
- Media outlets
- Knowledge
- Experience
- Unfamiliar or foreign concept(s)
- No history of campaigns
- Resistance: internal and external
“How To”

- Cost
- Media Buy Sheet
- Focus Groups and Individual Interviews
- Designer
- Implementer
- Evaluator
Closing

• Remember that effective programs use:
  – audience research and theory
  – to design effective messages
  – dissemination strategies
  – link audiences to available facilities and services
Thank You’s and Contact Info

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Feedback

• We are listening! Your feedback is VERY important. Please complete the online evaluation survey.
• If you registered for a group, please ask them to complete the evaluation also.
• We will use this information to plan future sessions and continually improve.
Question and Answer Session

• Join us now for a LIVE Q & A Session
  – Dial 1(877) 411-9748
  – Enter the access code: 3467868#
  – Mute your phone (*6 to mute/un-mute).

• If you have a question that is not addressed on the call, please email Laurie Call at laurie.call@iphionline.org