

Health Marketing: A Solution to Many Public Health Challenges

Illinois School Wellness Conference
Decatur, IL
May 4, 2010

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

5/4/2010 Health Marketing Session 2

Presenters

- Ricardo J. Wray, PhD
Associate Professor of Community Health
Saint Louis University, School of Public Health
- Amy J. Yeager, MPH
Health Promotion Manager
Madison County Health Department

Essential Elements

- Effective programs use
 - audience research and theory
 - to design effective messages and
 - dissemination strategies that link audiences to available facilities and services

5/4/2010 Health Marketing Session 4

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)

5/4/2010 Health Marketing Session 5

School Application

- Schools can utilize Health Marketing and Communication Fundamentals at many levels and in many ways. Applying the fundamentals is key.
 - Individual
 - Student Body
 - Faculty/Staff
 - Parents
 - Community

5/4/2010 Health Marketing Session 6

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)
5/4/2010 Health Marketing Session 7

Audience Segmentation

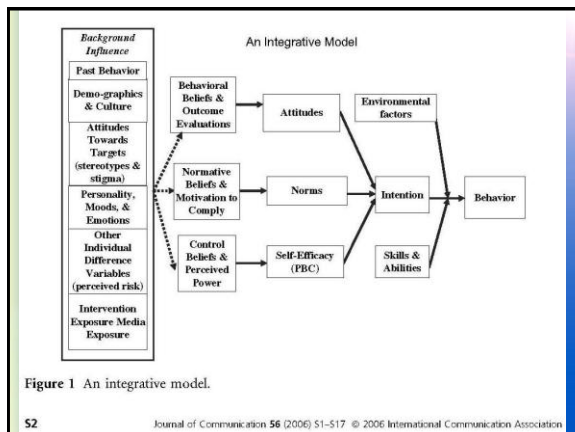
- Identifying audience segments can help direct the program planner to appropriate channels
- Audience segments defined by demographic characteristics match media segmentation strategies
- Television program and radio formats can be selected for placement of health messages according to their target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

5/4/2010 Health Marketing Session 8

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)
5/4/2010 Health Marketing Session 9



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)

5/4/2010 Health Marketing Session 11

Implications

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

5/4/2010 Health Marketing Session 12

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

MADISON COUNTY HEALTH DEPARTMENT
Presents
A Town Hall Meeting

Would You Like Smoking Or Non-Smoking?

When: June 22, 2009
8:30 p.m. - 8:00 p.m.

Where: Collette-Ha Holiday Inn
1030 Eastport Plaza Dr.
Colesville, IL

Who: All Madison County residents are invited to attend.

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

- ✓ 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.

Madison County Health Department • 618.832.3884 • www.madisoncountyhealthdepartment.org
Funded in whole or in part by Illinois Department of Public Health, Division of Chronic Disease Prevention and Control
© 2009. All rights reserved. Madison County Health Department logo and trademark.

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.**

MAJORITY RULE.
Source: Youth Survey, 2006.

East Alton Wood River Community High School Illinois Youth Survey, 2006.
Funded in whole or in part by Illinois Department of Human Services, Madison County Mental Health Board and COPPI Tobacco-Free Communities Initiative.



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)

5/4/2010 Health Marketing Session 17

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

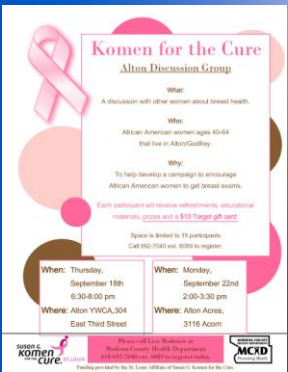
5/4/2010 Health Marketing Session 18

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 10 participants.
Call 602-744-6666 to register.

When: Thursday, September 16th 6:30-8:00 pm Where: Alton YWCA, 304 East Third Street	When: Monday, September 22nd 2:00-3:30 pm Where: Alton Acom, 3116 Acom
--	--

Please Call Your Referral or Health Care Provider. Health is personal. Call 602-744-6666. All events are subject to change.

Healthy girls lead to healthy women.  

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)

5/4/2010 Health Marketing Session 22

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)

5/4/2010 Health Marketing Session 23

Communication Fundamentals

- **SOURCES MATTER**
 - Sources can be individual spokespeople or institutions
 - Authority, credibility and attractiveness of sources can enhance program effectiveness

(Perloff, 2003)

5/4/2010 Health Marketing Session 24

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:*
 - *You action message is clear*
 - *Your sources are perceived as trustworthy and expert*

5/4/2010

Health Marketing Session

25

MCKD MADISON COUNTY HEALTH DEPARTMENT
Promoting Health

Sharon B., Alton

"I wouldn'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

5/4/2010

Health Marketing Session

26

Alton Memorial Hospital HealthCare

SAINT ANTHONY'S HEALTH CENTER
www.sahc.org

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.

SUSAN G. Komen for the Cure

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

5/4/2010

Health Marketing Session

27

MCHD Promoting Health
HARRISBURG COLLEGE HEALTH DEPARTMENT

- 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.

SUSAN G. **Komen** cure FOR BREAST CANCER

5/4/2010 Health Marketing Session 28

Are You LIKE Most?

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

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

KADA MCHD FADA

Are You LIKE Most?

8 out of 10
CHS Students choose to be... **SMOKE-FREE!**

MCHD FADA

5/4/2010 Health Marketing Session 29

Are You LIKE Most?

8 out of 10
CHS students choose to be... **SMOKE-FREE!**

MCHD FADA

Wash Your Hands! Did You Hear???

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

MCHD FADA

5/4/2010 Health Marketing Session 30

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!

5/4/2010 Health Marketing Session 31

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!

5/4/2010 Health Marketing Session 32

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

5/4/2010 Health Marketing Session 33

Strategies for Dissemination

- Four approaches
 - Media campaigns
 - Organizational and community outreach
 - Interactive media
 - Interpersonal

5/4/2010 Health Marketing Session 34

Alton Area Campaign



"I couldn't afford a mammogram,
but I was able to get it
FREE!"

Call Today!
692-8954 ext. 2



MCHD MADISON COUNTY
HEALTH DEPARTMENT
Promoting Health



SUSAN G. Komen
FOR THE CURE. ST. LOUIS

5/4/2010 Health Marketing Session 35

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

Public Health Service, Department of Health & Human Services

5/4/2010 Health Marketing Session 36

April is STD Awareness Month



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

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 10:00 a.m. to 3:00 p.m.

April is STD Awareness Month



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 10:00 a.m. to 3:00 p.m.

5/4/2010 Health Marketing Session 40

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)*

5/4/2010 Health Marketing Session 41

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*

5/4/2010 Health Marketing Session 42

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...



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

5/4/2010 Health Marketing Session 46

“How To”

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

5/4/2010 Health Marketing Session 47

“How To Use This” for schools

- WHY USE IT:
 - Grounded in theory and research
 - Effective results
 - Secondary results can occur
 - Suitable use for survey data
 - Helps generate balance and create a difference
 - More meaningful approach than health fairs or one-shot deals

5/4/2010 Health Marketing Session 48

“How To Use This” for schools

- WHO TO USE IT:
 - Target audience and those that interact with them will benefit
 - Engage someone with a passion for health and wellness plus the necessary skills (or ability to acquire them) as the LEAD
 - Engage students, faculty, staff, administration, parents, and community as appropriate for the focus

5/4/2010 Health Marketing Session 49

“How to Use This” for schools

- Some Examples
 - Social Marketing Campaigns
 - Cross-curricular projects
 - Health project
 - Utilization of survey or assessment data
 - Staff Wellness program
 - Awareness Days/Weeks (e.g. Kick Buts Day)
 - Website, Channel 1, & other technology channels

5/4/2010 Health Marketing Session 50

“How To Use This” for schools

- A Few More Examples....
 - Motivate or engage staff and students
 - Change perceptions
 - Set or shift Norms
 - Influence behaviors
 - Interact with Parents
 - Engage Peer Leadership groups
 - Cafeteria food and information
 - Immunizations

5/4/2010 Health Marketing Session 51

Kick Butts Day

5/4/2010 Health Marketing Session 52

Kick Butts Day

5/4/2010 Health Marketing Session 53

Dump the Plump

5/4/2010 Health Marketing Session 54

Dump The Plump

5/4/2010 Health Marketing Session 55

Dump the Plump

5/4/2010 Health Marketing Session 56

Math and Health

- Kids learn Math every year in school K-12
- Kids learn Health every few years in school for a limited number of weeks
- Health impacts your quality of life every day for the rest of your life AND your ability to function and achieve in the present as well as in the future
- Learning about Health enhances performance, achievement, and lifelong success
- Keep Health a priority!

5/4/2010 Health Marketing Session 57

Closing

- Remember that effective programs use:
 - audience research and theory
 - to design effective messages
 - dissemination strategies
 - link audiences to available facilities and services

5/4/2010 Health Marketing Session 58

Thank You's and Contact Info

Ricardo J. Wray, PhD	Amy J. Yeager, MPH
Associate Professor	Health Promotion Manager
Saint Louis University	Madison County
School of Public Health	Health Department
(314) 977-4075	(618) 692-7040 x 6087
wray@slu.edu	ajyeager@co.madison.il.us

5/4/2010 Health Marketing Session 59
