

CDC and Health Communication

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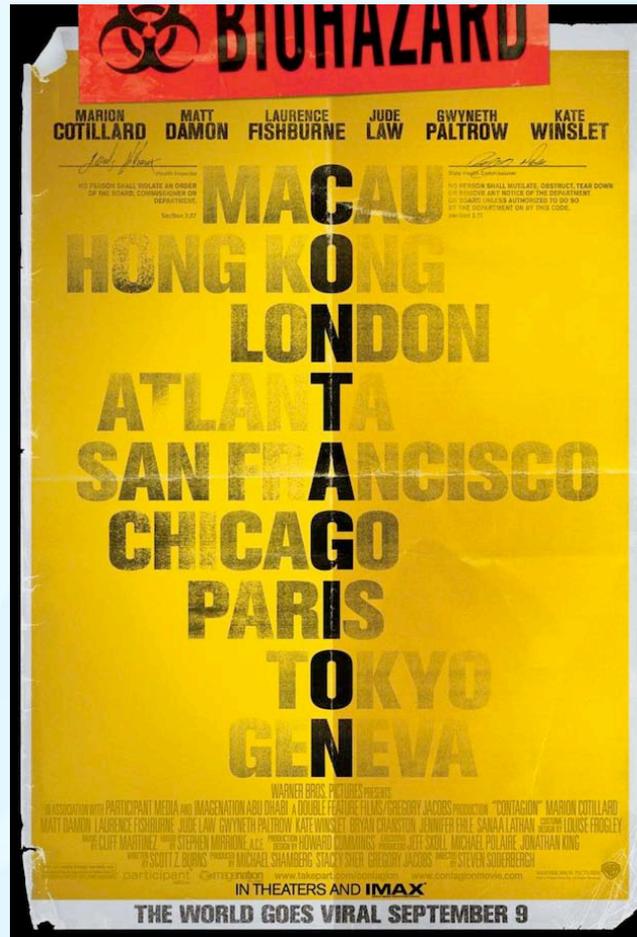
***Contagion-like
Outbreak 'Quite
Plausible'***

CBS Early Show headline

***"...the film's stars
share the screen with
the work of the CDC..."***

Washington Post
***"...the heroes are all
employees of the
federal government
and instinctively
factual people ..."***

New Yorker review



***"...after the movie I
proceeded straight to
the bathroom and
washed my hands"–
Morning Star film
reviewer***

***"...in the age of air
travel, [viruses] can
reach a new continent in
a day..."***
Roger Ebert

***Will Contagion Wake Up
Our Politicians?***
Fox News.com headline

***"...in the 1970s, government played the villain while this time it is on the side of
right..."*** New York Times film review

"This film will really really make you want to wash your hands..."
Huffington Post

Effective Health Communication and Marketing Means...

- Providing health information, interventions, and products **WHEN, WHERE,** and **HOW** people need them to inform healthy decisions



*“Public health within
an arm’s reach of need”*

Social Marketing Triangle



Source: National Social Marketing Centre

The 4 "P's"

PRODUCT

What you offer and what you want to happen

PRICE

What it will take to make it happen

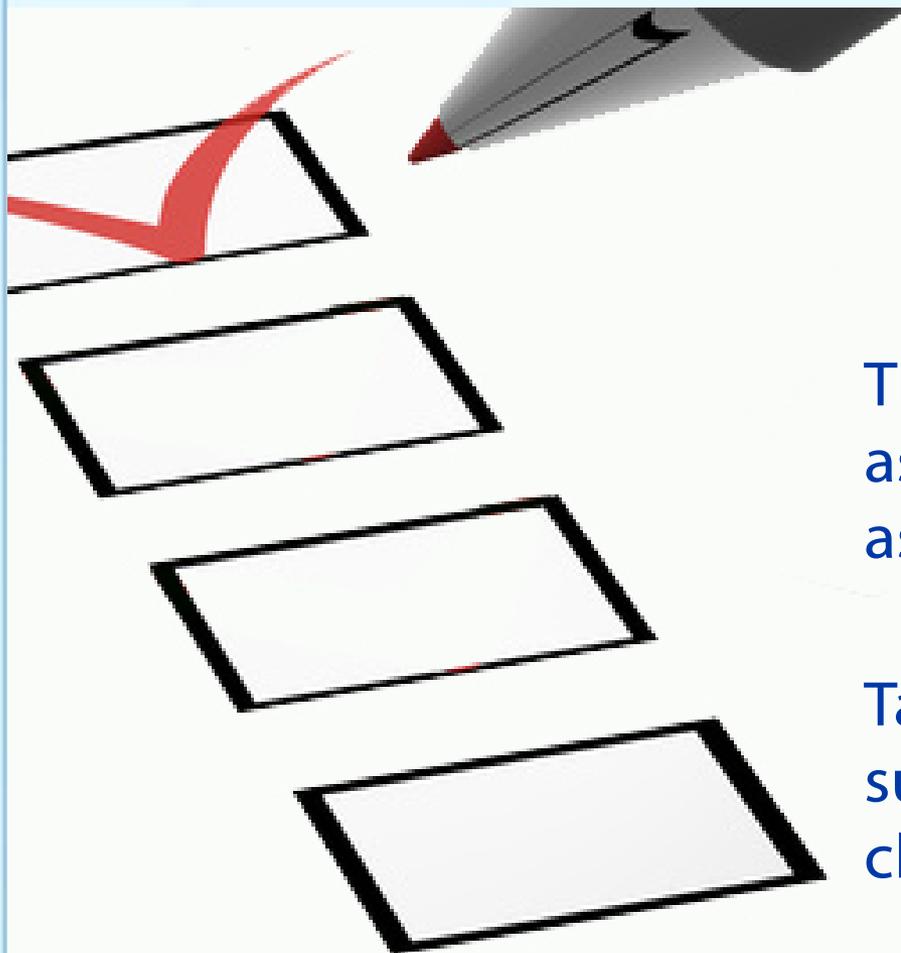
PLACE

Where you'll have to go to make it happen

PROMOTION

The "elbow grease" of your campaign

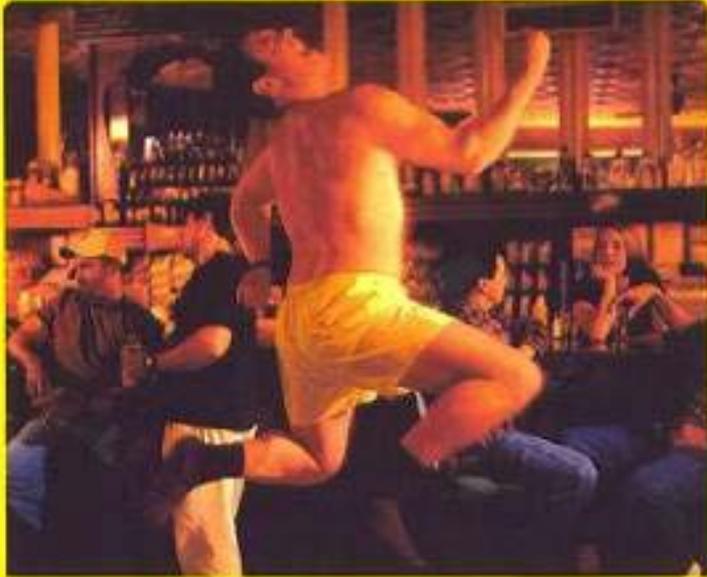
Product



The desired behavior and associated benefits you are asking the audience to do

Tangible objects or services that support or facilitate behavior change

Product



GUESS WHO'S NOT WORRIED ABOUT DRIVING TONIGHT?

Dave doesn't have to drive tonight. That makes him happy. Because when The Road Crew is driving, and Dave is not, he can relax and simply enjoy a nice time with his friends. For more info on the totally bread-nuttest way to get around safely, just call XXX-XXXX. And remember, safety first, so don't jump around in the bar. Thanks.



Call XXX-XXXX

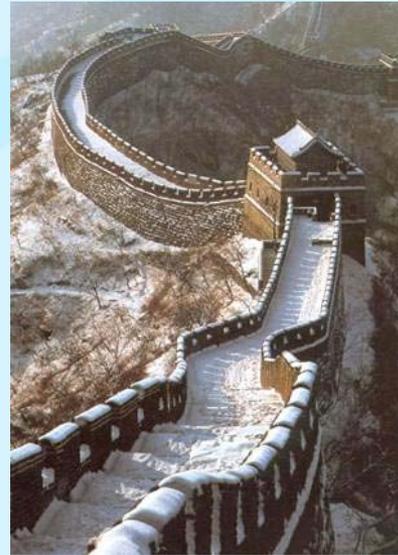


Price



The costs (financial, emotional, psychological, or time) or barriers your audience faces in making the desired behavior change

Plan interventions that reduce costs of the desired behavior or increase costs of competing risk behavior



Place



Where and when your audience:

- performs the desired behavior
- accesses program products/services
- thinks about your health or safety issue

Place



Promotion



The messages, materials, channels and activities that reach your audience to promote the benefits of the behavior change – including Product, Price and Place features of your campaign

The New York Times



Traditional
Media (vertical)

Most trusted =
People Like Me

- Edelman trust barometer



Aim for the
"Sweet Spot"

Social Media
(horizontal)



WebMD
Better information. Better health.

facebook

flickr

You Tube

Blogger

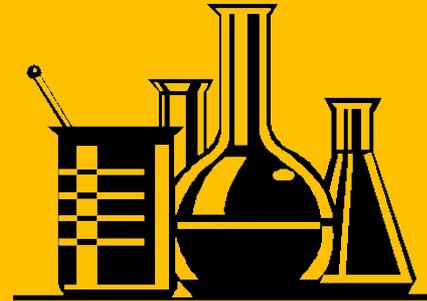
twitter

Health Communication Tactics at CDC

CUSTOMER-CENTERED



SCIENCE-BASED



HIGH IMPACT



Customer-centered

- Use data on target audience(s)
 - Use range of communication tools
 - Assess baseline and changing needs
 - Culturally appropriate, linguistically correct
-
- Translation standards (multilingual and plain language)
 - Audience segment research
 - National polling and surveys
 - Usability research
-
- Where are we going:
 - Apply social media to expand delivery of messages
 - Support integrated, strategic communication planning through tailored consultancy

Science-based

- ❑ Support health/social marketing, health communication research
 - ❑ Promulgate “state of the science”
 - ❑ Put into action
 - ❑ Publish/publicize
 - ❑ Strategic communication
 - ❑ Brand identity marketing
 - ❑ Health literacy
 - ❑ Publication support
-
- ❑ Where we are going:
 - ❑ Improve our ability to show the value of our work
 - ❑ Investigate cost-effective, relevant ways to assess the changing needs of target audiences

High-impact

- Set specific outcome/impact targets
 - Evaluate
 - Solicit feedback from target audiences
 - Learn from hits and misses
 - Improve skills
- Media evaluation
 - Create-IT services assessment & evaluation
 - Best practices
 - Success stories
 - Innovation
-
- Where we are going:
 - Apply evidence-based practice while looking for the “next big thing”
 - Continue to foster a “community of practice”

Coordinated Message Approach

IDENTIFY

Core value shared by the public

DEVELOP

Overarching public health message frame around core value

CRAFT

Public health specific, audience-centric messages that link to frame

BUILD

Awareness using coordinated messaging across multiple channels

INCREASE

Social and political will

Message Frames

- ❑ **Appeal** to audience's values
- ❑ **Connect** people to issues with new perspective; establish new associations
- ❑ **Unify** messages to **persuade** mass shift in paradigms, beliefs, and assumptions
- ❑ **Change** how media responds





Communication campaign touts CDC's value to America's health and bottom line

Challenge to articulate the need to protect public health funding through CDC

Wide variety of communication deliverables

Barriers to Effective Health Communications



Health Equity

“The toxic combination of bad policies, economics, and politics is, in large measure, responsible for the fact that a majority of people in the world do not enjoy the good health that is biologically possible.”

- former CDC Directors Dr. William Foege and Dr. David Satcher

Health Equity

Some of the groups vulnerable to health disparities:

- Racial and ethnic minorities
- People living in geographically underserved areas (e.g., rural)
- The elderly and people with disabilities
- People with low English proficiency or limited education
- People of low socio-economic status
- People at risk due to gender or sex, such as women, and men who have sex with men

Health Literacy



- ❑ Only 12% of US adults have “proficient health literacy”
- ❑ 14% of US adults (30 million people) have “below basic health literacy”
 - ❑ More likely to report poor health (42%)
 - ❑ More likely to lack health insurance (28%)

Addressing Health Literacy

- Improve access to accurate and appropriate health information
 - Use new methods and mechanisms for sharing info
 - Partner with providers, media, service orgs

- Facilitate healthy decision making
 - Use print documents simply and appropriately

- Partner with educators to improve health curricula
 - Focus on real-life examples for adult and young learners

The Digital Divide

Gap between those with “access” and those without

- ❑ 49% of people have few technological assets:
 - ❑ Many over the age of 70
 - ❑ Many with disabilities
 - ❑ < high school education
 - ❑ Literacy issues



Pew Research Center

Health Translation

- ❑ About 50% recommended healthcare practices are implemented
- ❑ Less than 50% for prevention and behavior change interventions
- ❑ What percentage of health communication programs use evidence based practice?
 - ❑ Targeting? Tailoring? Risk Communication? Cultural Communication? Audience Data?

Translating Research to Practice

- Completing studies
- Disseminating results

Researchers' job

- Knowledge synthesis
- Actionable knowledge
- Transfer and distribution

Whose job is this?

- Adoption decision
- Practice integration
- Implementation
- Maintenance

Practitioners' job

The Future of Health Communication, Marketing and Media

Health-related social media will grow

- Health information will be ubiquitous
- Dynamic, rich, tailored content preferred

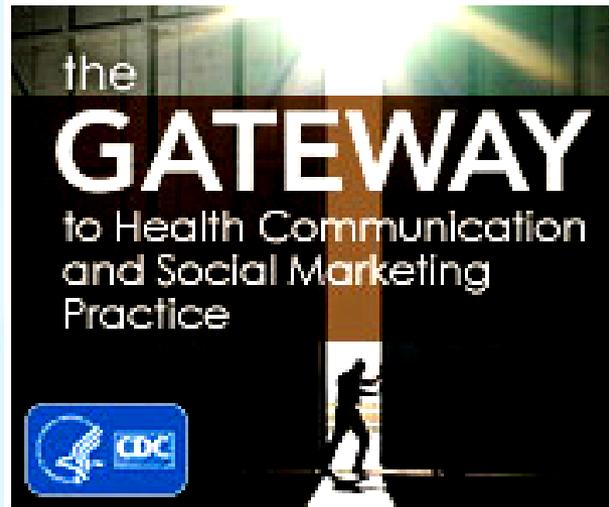
Information credibility harder to judge

- Vertical axis: trusted experts
- Horizontal axis: people like me

Barriers – health equity, literacy, research to practice

- Most information isn't accessible to most people
- Mobile media may help bridge the gap

www.cdc.gov/healthcommunication/



For more information please contact Centers for Disease Control and Prevention

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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



Centers for Disease Control and Prevention

Office of the Associate Director for Communication