

# Welcome to the IPLAN Webinar

## *Health Marketing: A Solution to Many Public Health Challenges*

June 4, 2009



ILLINOIS PUBLIC HEALTH INSTITUTE



# 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)

5/22/09

IPHI: Health Marketing

10

# Audience Segmentation

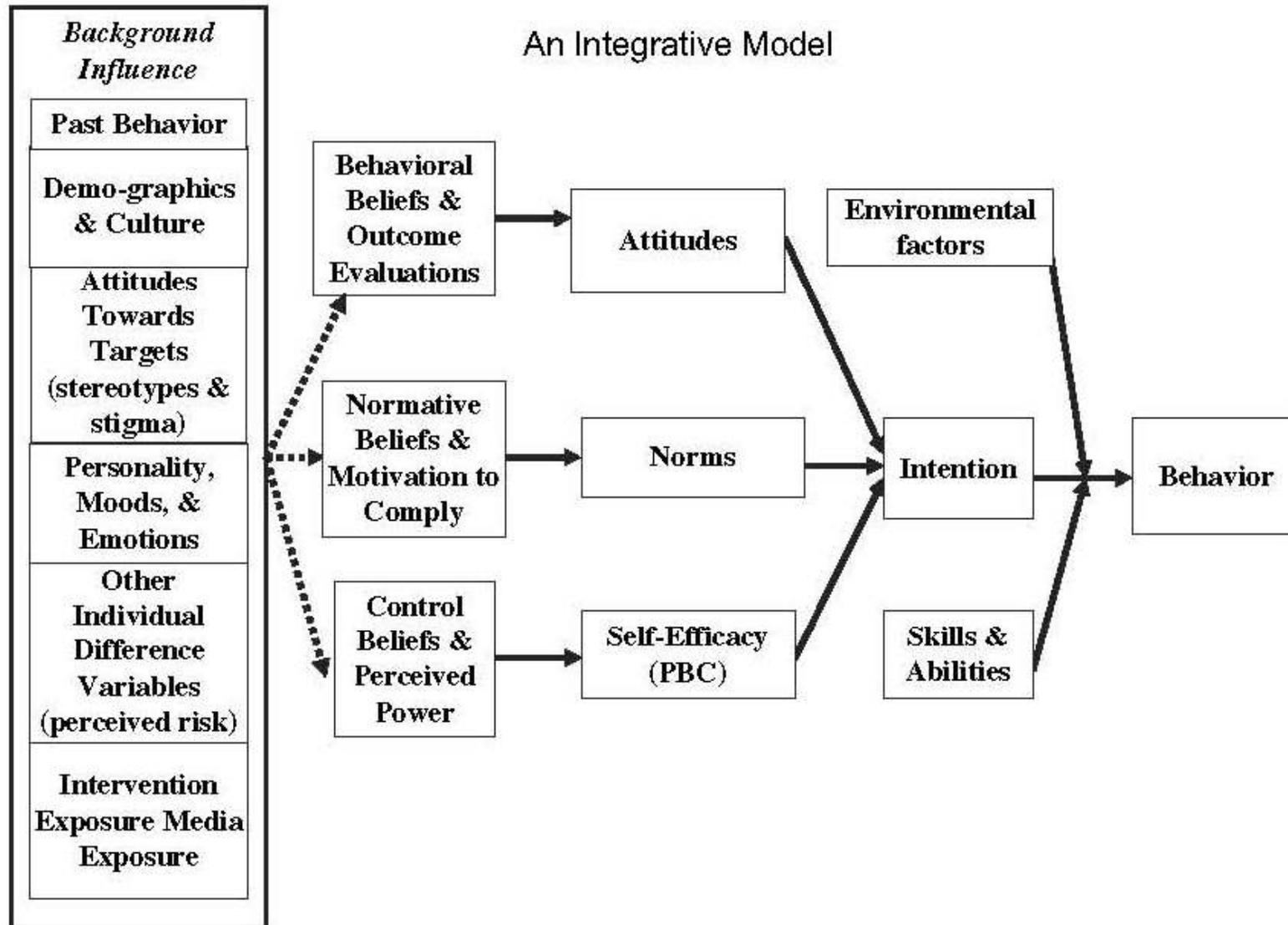
- Identifying audience segments can help direct the program planner to appropriate channels
- Audience segments defined by demographic characteristics match media segmentation strategies
- Television program and radio formats can be selected for placement of health messages according to their target 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.-8:00 p.m.

**Where:**  
Collinsville Holiday Inn  
1000 Eastport Plaza Dr.  
Collinsville, 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 • 618-692-8954 • [www.madisoncountyhealthdepartment.org](http://www.madisoncountyhealthdepartment.org)

Funded by Illinois Department of Public Health, Division of Chronic Disease Prevention and Control  
and Office of Health Promotion, Illinois Tobacco-Free Communities Initiative

# 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**

EAWR HIGH SCHOOL

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 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



Great American  
Smokeout



1.800.ACS.2345 • [cancer.org/GreatAmericans](http://cancer.org/GreatAmericans) • [madisonchd.org](http://madisonchd.org)

©2008 American Cancer Society, Inc.

**CALL 1-866-QUIT-YES!**

This project was made possible by funds from the Illinois Department of Public Health.

Sponsored by



# 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*

**MC***HD* MADISON COUNTY  
HEALTH DEPARTMENT  
*Promoting Health*



**Sharon B., Alton**

*"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**

Alton Memorial Hospital  
BJC 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.**



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

**MC<sup>HD</sup>** *Promoting Health*  
MADISON COUNTY 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.



Are You LIKE Most?

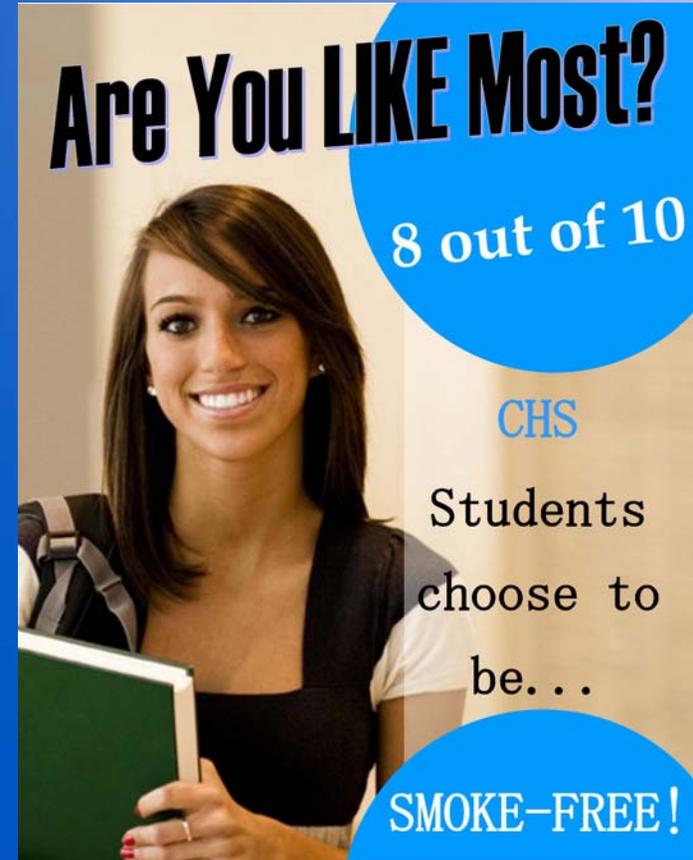
**Most Kahoks**  
(80%) choose not to smoke cigarettes.

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

**KADA** Kahoks Against Drugs & Alcohol

**MADISON COUNTY HEALTH DEPARTMENT**  
**MCXD**  
Promoting Health

2009 Youth Tobacco Survey, N = 303 CHS students.  
This project was made possible by funds received from the Illinois Department of Public Health.



**Are You LIKE Most?**

**8 out of 10**

CHS

Students  
choose to  
be...

**SMOKE-FREE!**

**MADISON COUNTY HEALTH DEPARTMENT**  
**MCXD**  
Promoting Health

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# Are You LIKE Most?



8 out of 10

CHS  
students  
choose to be...

## SMOKE-FREE!



**KADA**

2009 Youth Tobacco Survey, N = 303 CHS students.

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# Wash Your Hands! Did You Hear???

8 out of 10

CHS students  
prefer  
Smoke-Free  
Environments.



**KADA**  
Fights Against Eries & Alcohol

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# Are You LIKE Most?

8 out of 10



CHS

Students  
choose to  
be...

Smoke-Free!



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8 out of 10



**CHS**  
Students  
choose to  
be...

**Smoke-Free!**

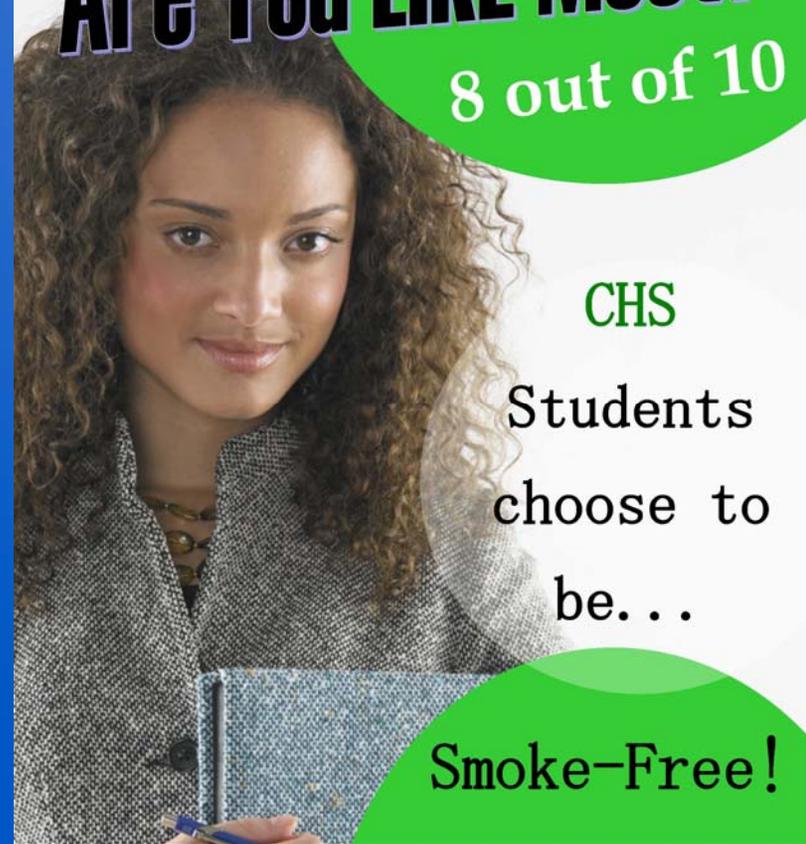


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**CHS**

Students  
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be...

**Smoke-Free!**



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# 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

# Alton Area Campaign



SHARON B., ALTON

“I couldn’t afford a mammogram,  
but I was able to get it

**FREE!”**

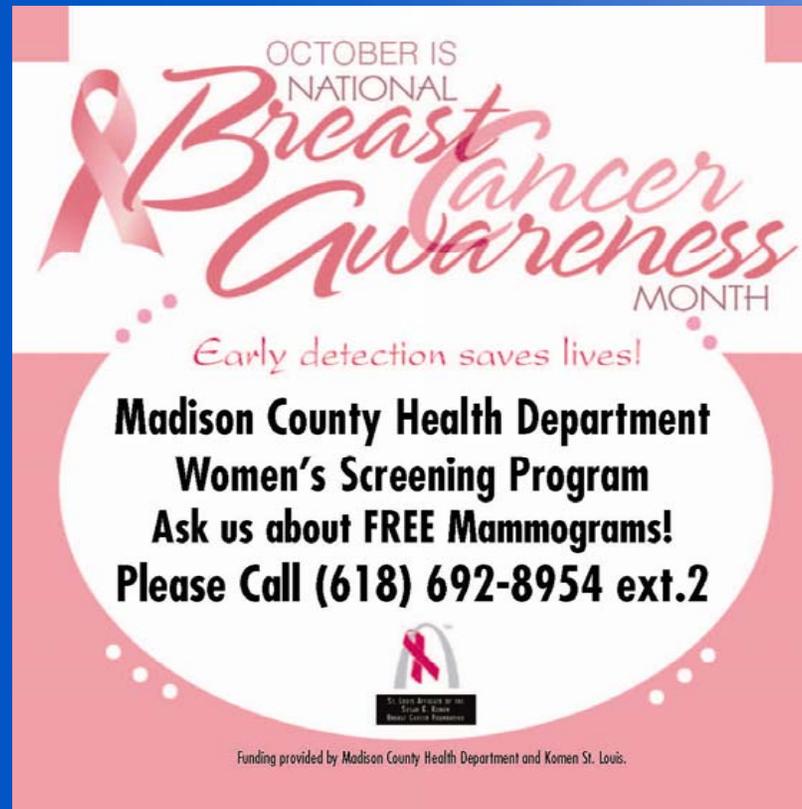
**Call Today!**

**692-8954 ext. 2**

**MC****HD** MADISON COUNTY  
HEALTH DEPARTMENT  
*Promoting Health*

SUSAN G.  
**Komen**  
FOR THE **cure.** ST. LOUIS

# 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**



St. Louis Area Breast Cancer Research Foundation

Funding provided by Madison County Health Department and Komen St. Louis.

# In-Home Mailer and Door to Door

**RELEASE TO PRINTER**  
This copy provided for your information only.



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.**

**susan g. komen**  
FOR THE **cure**

**MCXD** Promoting Health  
**MADISON COUNTY HEALTH DEPARTMENT**

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

To advertise in the RedPlum package, call 800-437-0479. Distributed as part of RedPlum by Valassis. IHD 03/17/08 TAK231565A

TAK231565A-031708.indd 1 2/27/08 10:05:29 AM

# 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.

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

Youth, women, men who have sex with men and racial and ethnic minorities are among those bearing the heaviest burden of disease.

**Protect Your Sexual Health**

About 25% of those with HIV are unaware of their status.

2.8 million... new cases of Chlamydia in the United States each year.

More than half of new cases remain undiagnosed and unreported.

1 in 4 sexually active women ages 14-19 is infected with an STD.

**GET TESTED**

Madison County Health Dept. provides STD testing every Tuesday from 1 - 3 pm. Walk-ins Only. Call for more info.

Be smart. Be informed. Be healthy.

Madison County Health Dept.  
101 East Edwardsville Road  
Wood River, IL 62095  
618-692-8954 ext. 2  
[www.madisonchd.org](http://www.madisonchd.org)

**April is STD Awareness Month**  
Madison County Health Department



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 3:00 pm.

Madison County Health Dept.  
101 East Edwardsville Road  
Wood River, IL 62095  
618-692-8954 ext. 2  
[www.madisonchd.org](http://www.madisonchd.org)

April is STD Awareness Month  
Madison County Health Department



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

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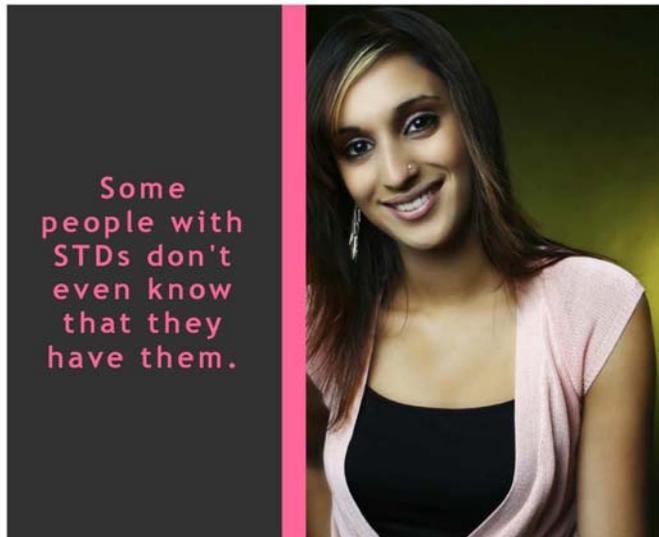
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[www.madisonchd.org](http://www.madisonchd.org)

# 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...



- Home
- Administration
- Public Health Emergency Response
  - Environmental Health
  - Personal Health Services
- Health Promotion & Education
- Epidemiology

Madison County Health Department  
 101 East Edwardsville Road  
 Wood River, Illinois 62095  
[Click here for driving directions.](#)

Phone: (618) 692-8954  
 Fax: (618) 692-8905  
 Administration Fax: (618) 296-7011  
 Nursing Fax: (618) 251-9482  
 Email: [health@co.madison.il.us](mailto:health@co.madison.il.us)

#### OUR VISION & MISSION

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) 866-848-2094 (English)  
 866-241-2138 (Español)

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

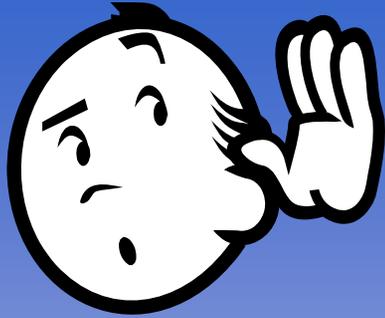
# Thank You's and Contact Info

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wray@slu.edu

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Madison County  
Health Department  
(618) 692-7040 x 6087  
ajyeager@co.madison.il.us



# 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](mailto:laurie.call@iphionline.org)



ILLINOIS PUBLIC HEALTH INSTITUTE



THANK  
YOU



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