

**Welcome to the IPLAN  
Webinar**

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

June 4, 2009



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**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



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**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



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**Health Marketing: Why Now?**

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**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*  
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**What Do All These Terms Mean?**

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

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## Essential Elements

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

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## 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)

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## 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?

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## 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)  
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10

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## 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

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11

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## 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)

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12

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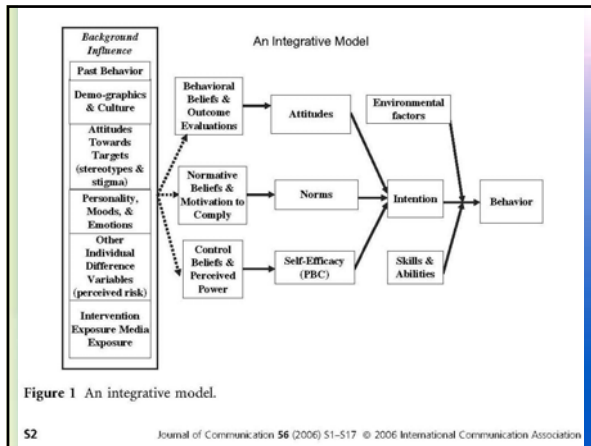
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## Communication Fundamentals

- **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)

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## Implications

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

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## 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*

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16

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## What Causes Smoking?

- What environmental factors influence smoking?
- What interpersonal or social factors influence smoking?
- What individual factors influence smoking?

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17

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## 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

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18

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MADISON COUNTY HEALTH DEPARTMENT  
Presents  
A Town Hall Meeting

## Would You Like Smoking Or Non-Smoking?

**When:** June 27, 2009  
9:30 p.m. - 8:00 p.m.

**Where:** Coliseum Holiday Inn  
3000 Coliseum Plaza Dr.  
Columbus, 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 • 618-432-0364 • www.madisoncountyhealthdepartment.org  
Part of the Illinois Department of Health, Division of Tobacco, Cancer, Chronic Disease, Injury, Violence, Prevention and Control

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# 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

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 CPD Tobacco Free Community Initiative

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JOIN QUILTS WITH A QUILTLINE

Quit today and you'll live longer, healthier, and more successful. You'll also save money. Quitting now can save you up to \$10,000 a year. The sooner you quit, the more you'll save. You'll also save your loved ones the heartache of losing you. Call 1-866-QUIT-YES!

Great American Insurance Company

MCID

CALL 1-866-QUIT-YES!

QUITLINE

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## 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)

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22

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## 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

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23

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## 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

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24

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## 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*

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25

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**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/DuBois.

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

Each participant will receive informational, educational  
materials, gross and a \$10 Target gift card.

Space is limited to 10 participants.  
Call 800-7542 ext. 6000 to register.

<b>When:</b> Thursday, September 18th 6:30-8:00 pm	<b>Where:</b> Alton YWCA, 304 East Third Street	<b>When:</b> Monday, September 22nd 2:00-3:30 pm	<b>Where:</b> Alton Acres, 3118 Azon
----------------------------------------------------------	----------------------------------------------------	--------------------------------------------------------	-----------------------------------------

Presented in partnership with  
Madison County Health Department  
and Alton/DuBois Health Department.

Healthy communities. No. 1. A team effort. Alton/DuBois, DuBois, and Alton.

Alton/DuBois Health Department  
Madison County Health Department

Komen for the Cure

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26

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## 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)

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27

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## 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)

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28

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## Communication Fundamentals

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

(Perloff, 2003)

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29

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## 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*

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30

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**MCHD** MADISON COUNTY HEALTH DEPARTMENT  
Promoting Health

*"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!"*

Sharon B., Alton

CALL TODAY 692-8954 ext. 2

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31

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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 Affiliates of Susan G. Komen for the Cure.

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32

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**MCHD** 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.

SUSAN G. KOMEN FOR THE CURE

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33

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**Are You LIKE Most?**  
8 out of 10  
CHS  
Students  
choose to  
be...  
**SMOKE-FREE!**

**Most Kahoks**  
800 choose not to smoke cigarettes.

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

5/22/09 IPHI: Health Marketing 34

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**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 35

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**Are You LIKE Most?**  
8 out of 10  
CHS  
Students  
choose to  
be...  
**Smoke-Free!**

**Are You LIKE Most?**  
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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**

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## Strategies for Dissemination

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

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## 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**



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40

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## Impact Notes



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41

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## In-Home Mailer and Door to Door



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42

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# Paycheck Stuffer and Flyer



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43

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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 1:00 pm to 3:00 pm.

Madison County Health Dept.  
 307 East Main Street  
 Room 202A • 37050  
 Madison, MS 39101  
 662.320.4100

April is STD Awareness Month



Protect Your Sexual Health

• STDs are infections that spread from person to person through intimate contact including oral, anal and vaginal sex.  
 • Health, women, men who have sex with men and racial and ethnic minorities are among those bearing the heaviest burden of disease.

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44

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45

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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)*

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46

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## 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*

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47

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## 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...

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48

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## 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

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## Challenges and Barriers

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

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## “How To”

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

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## Closing

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

5/22/09 IPHI: Health Marketing 53

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## Thank You's and Contact Info

<p>Ricardo J. Wray, PhD</p> <p>Assistant Professor Saint Louis University School of Public Health (314) 977-4075 wray@slu.edu</p>	<p>Amy J. Yeager, MPH</p> <p>Health Promotion Manager Madison County Health Department (618) 692-7040 x 6087 ajyeager@co.madison.il.us</p>
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5/22/09 IPHI: Health Marketing 54

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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.



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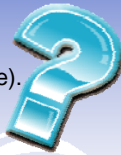
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## Question and Answer Session

- 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)




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# THANK YOU




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