

Emerging Channels

For Health Communication



You Tube™

Low Power FM



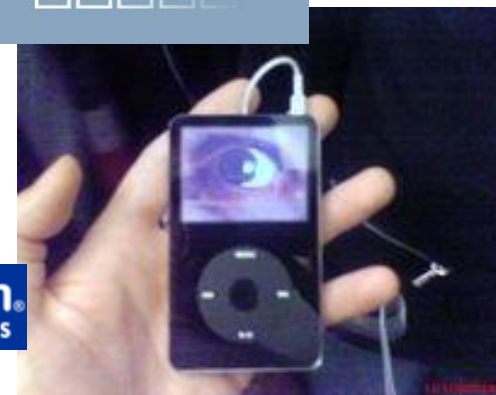
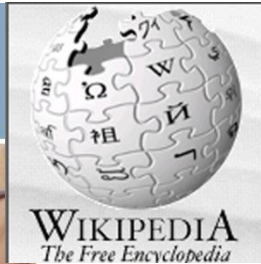
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Gary Black



Digital
Spectrum



Objectives of Session:

Define Media Channels in the Context of Health Communication

List 2 Ways to Refocus Communication Efforts

List 2 Measures of Health Communication

List 2 Building Blocks for Story Tellers

List 3 Emerging Channels for Health Communication

What is Media?

MEDIA

All the channels used to deliver a message to an intended group of people.

Research shows that health communication best supports health promotion when multiple communication channels are used to reach specific audience segments with information that is appropriate and relevant to them.

Types of Media

Print media, **communications delivered via paper**

Electronic media, **communications delivered** via electronic or electromechanical **energy**

Multimedia, **communications that incorporate** multiple forms of information **content and processing**

Mass media, all **Broadcast TV, Cable, Radio, Newspaper**

Grassroots **media – MORE LATER**

What Can Be Done with Good Media?

You Can:

Alert, Inform, Enlighten, Empower, Activate, Reinforce

You Can't:

Change Individual Behavior or Social Norms with just media.
It takes action, involvement, partners, work, study,
humor, and music!

Intended Audience

The intended audience, (referred to as “the target audience” by people out to sell widgets) is the group of people that you want to reach with your message.

~

Learn as much as you can about them. This might include: age, race, ethnicity, life style, gender, sexual orientation, interests, etc.

Health Communications for the 21st Century

Behavior change communication uses understanding of people's situations and influences to develop messages that respond to the concerns within those situations.

Behavior change communication then uses various media to persuade people to increase their knowledge and change the behaviors and practices which place them at risk.

**Characterization of where we are presently -
a very positive base from which to move forward.**

The Rockefeller group's definition attempts to rebalance strategic approaches to communication by taking the emphasis:

Away from people as the objects for change ...

➤ ...and on to people and communities as the essential components of their own change

Away from designing, testing and delivering messages

➤and on to supporting dialogue and debate on the key issues of concern

Away from the didactic conveying of information from technical experts....

➤ and on to sensitively placing that information into the dialogue and debate

Away from a focus on individual behaviors....

➤and on to changing social norms, policies, culture and the building of a supportive environment

Away from merely trying to persuade people to do something

➤and on to negotiating the best way to go forward in a partnership process (community dialogs instead of focus groups)

Away from agencies dominating and guiding the process...

➤and on to people most affected by the issues of concern playing a central role

Evaluation Challenge

Identifying predictors of outcome

- Increased immunization levels predict decreased child mortality
- Increasing numbers of girls in school is often cited as a predictor of economic progress in developing countries

In communication, intent to change has been used as predictor of actual change

Have you supported the people centrally affected by an issue, voicing their perspective in the debate and dialogue

Key measurement questions

- Which groups in relation to the issue of concern are most disadvantaged?
- How were they supported to give voice to their perspective?
- What happened?

Is there an increased leadership role by people negatively impacted by the issues of concern

Key measurement questions

- Who makes the major decisions concerning the priorities and activities of the communication intervention?
- How are the people centrally affected by those issues engaged in the decision making process?
- What are some specific examples where the involvement of that group has influenced strategic or fine tuning decisions?

Have we linked people and groups with similar interests who might otherwise not be in contact

Key measurement questions

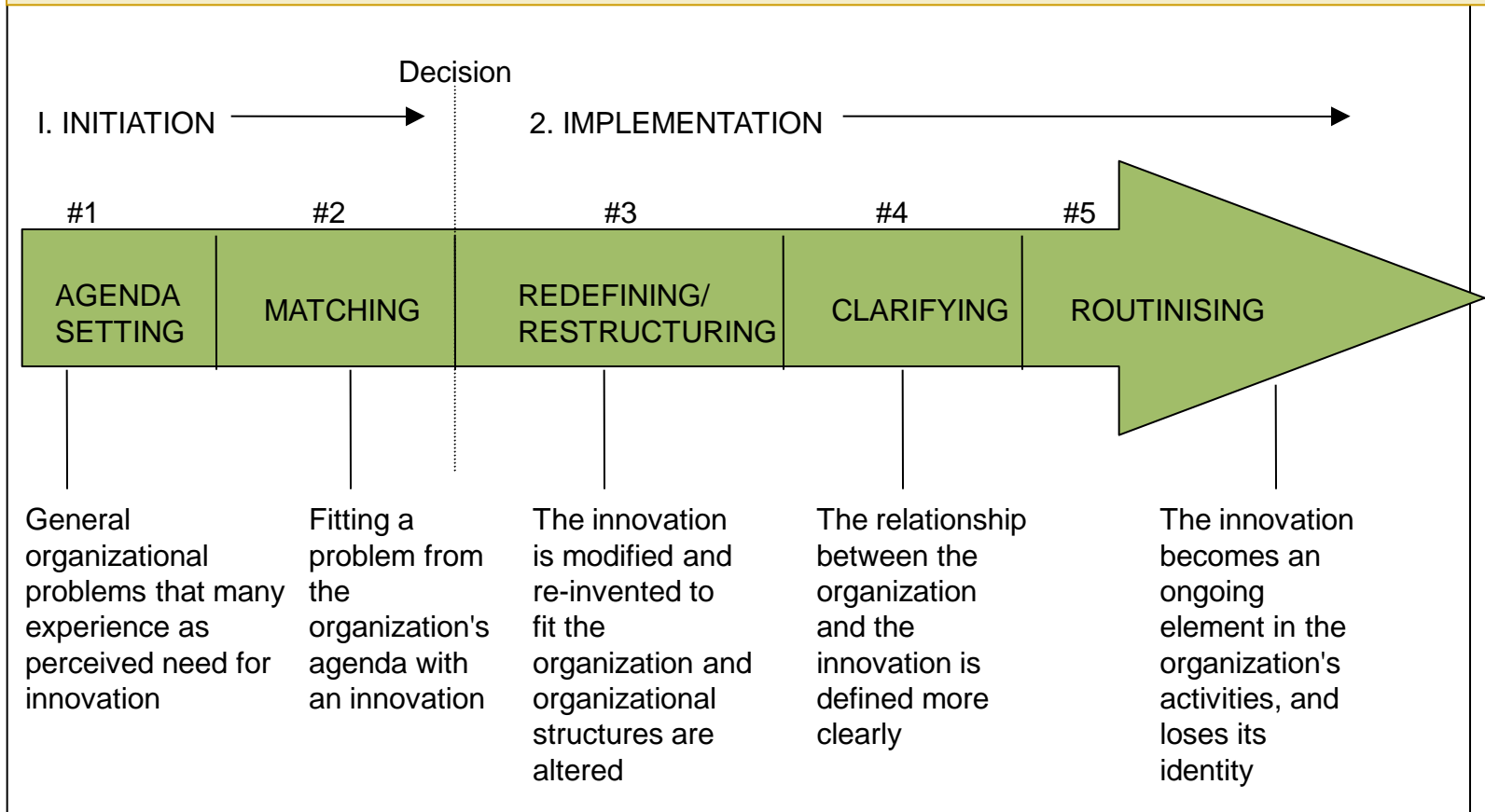
Which groups are involved?

What are their interests?

- Have they been linked together?
- How does that linking take place?
- Is there an alliance?
- How does the alliance work?

The Innovation Process in an Organization

Source: "Communication and Community Development for Health Information: Constructs and Models for Evaluation" by John E. Bowes, Review prepared for the National Network of Libraries of Medicine, Pacific Northwest Region, Seattle, December 1997. Jbowes@u.washington.edu



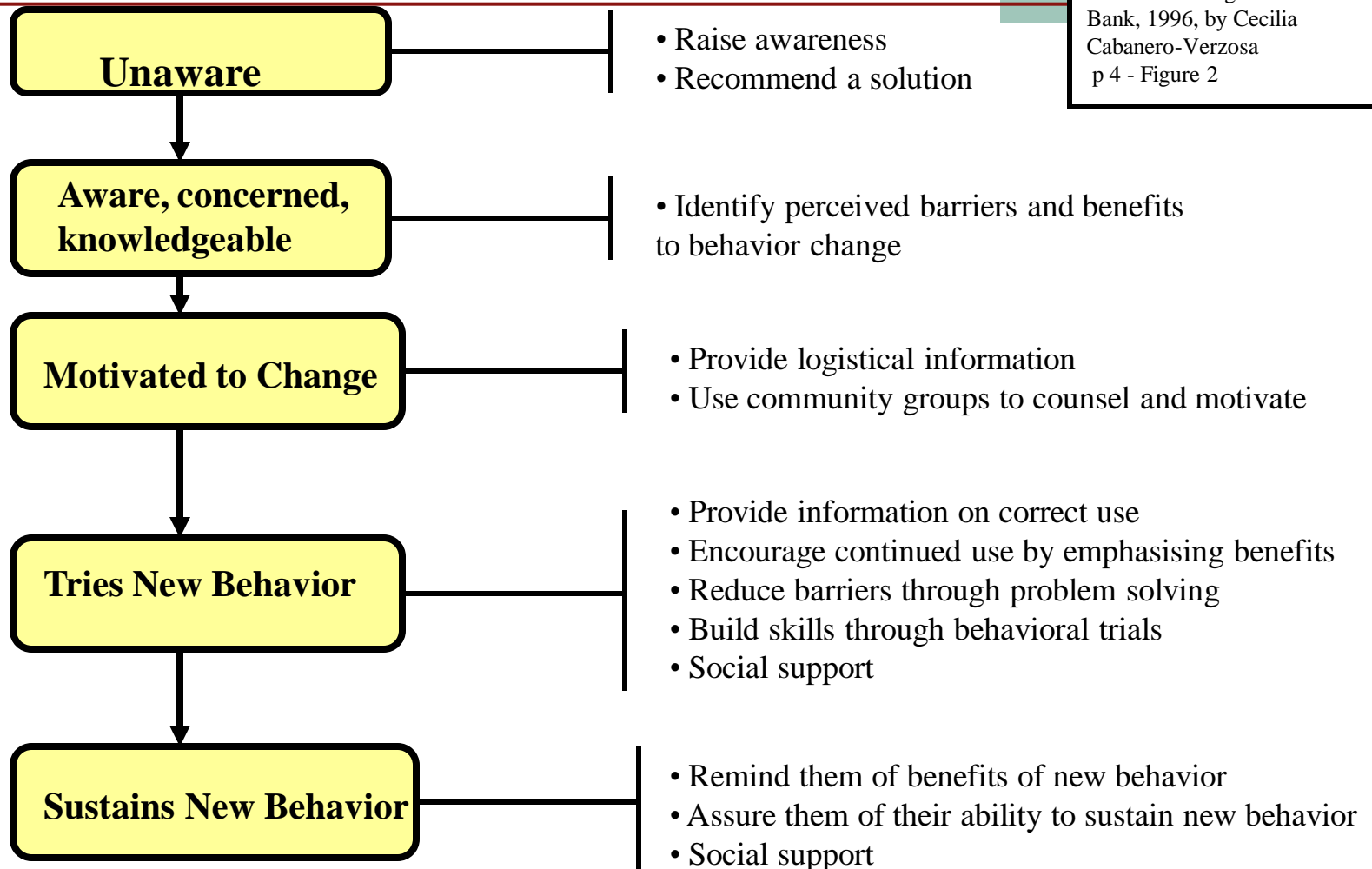
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Story Telling



Audiences along a Behavior Change Continuum: Possible Communication Strategies

Source: Communication for Behavior Change - The World Bank, 1996, by Cecilia Cabanero-Verzosa p 4 - Figure 2



Stages of Change Model

CONCEPT	DEFINITION	APPLICATION
Pre-contemplation	Unaware of the problem hasn't thought about change	Increase awareness of need for change, personalize information on risks and benefits.
Contemplation	Thinking about change, in the near future.	Motivate, encourage to make specific plans
Decision/Determination	Making a plan to change	Assist in developing concrete action plans, setting gradual goals
Action	Implementation of specific action plans	Assist with feedback, problem solving, social support, reinforcement
Maintenance	Continuation of desirable actions, or repeating periodic recommended step(s)	Assist in coping, reminders, finding alternatives, avoiding slips/relapses (as applies)

Source: "Theory at a Glance: A Guide for Health Promotion Practice" National Institutes of Health, National Cancer Institute.

Community Level Models

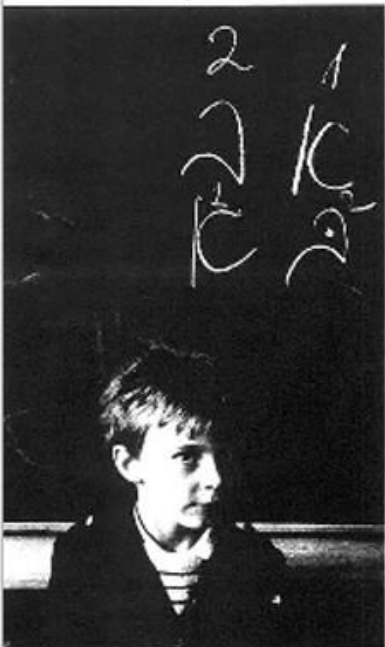
Designing health promotion initiatives to serve communities and intended populations, and not just single individuals, is at the heart of a public health orientation.

Source: "Theory at a Glance: A Guide for Health Promotion Practice" National Institutes of Health, National Cancer Institute.

Effective Communication

- Capture the reader's attention like a stop sign and direct it like a road map.
- Make an emotional connection before attempting to convey information.
- Use pictures to attract and convince.
- Write headlines that offer a reason to read more.
- If you want people to read your text, make it readable.
- Test before, measure after.
- When everyone zigs, it's time to zag.

The most educated investment you can make



with all your heart.

UJA-FEDERATION
of New York

Should your investing and charitable giving work together?

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A UJA-Federation Life Income Plan will provide income for you and support for your favorite human services education or health care in the greater New York area, local and on other continents. Under 10% of the plan, you will receive a lifetime annuity that pays anywhere from 7.5% to 10% of your gift, depending on your age. There are tax benefits as well.

Yes, if you own highly appreciated, low-yielding assets such as growth stocks, personal property or real estate.
A Charitable Residuary Trust can convert those assets into a steady stream of income without requiring you to sell them and pay capital gains tax.

Yes, if your home has greatly appreciated in value.
A Gift of Residuary with Retained Life Estate allows you to donate your home to UJA-Federation, receive a current income tax deduction and continue to live in your home for the rest of your life.

Yes, if you have a large real estate portfolio or an interest in a family business.
UJA-Federation has strategies that allow you to transfer such assets to the next generation at significantly lowered costs. Gift or estate taxes can otherwise amount to as much as 60%.

Yes, if you want to pass IRAs to your heirs.
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And Yes, if you want to make more of a contribution to your community than you thought possible.
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From:
Why Bad Ads Happen To Good Causes,
By Andy Goodman
www.agoodmanonline.com

Science

itself has become an economic resource. Beyond new "hardware", there is global demand for the "software" of innovative ideas and concepts. Even countries lacking in natural or industrial wealth can achieve economic strength through scientific knowledge.

Israel offers a dramatic example. Its economy increasingly relies on scientific and technological creativity as an internationally marketable product. In pursuit of intellectual curiosity, researchers at the Weizmann Institute of Science tackle many puzzles that at first may seem abstract or impractical. But with surprising regularity, the unrestrained choices of basic science result in progress and prosperity. Theoretical mathematicians at Weizmann led to coding systems undergirding TV transmission in many countries. In fields as diverse as medical electronics and desktop publishing, basic concepts emerged from Weizmann think tanks. New approaches to cancer ... new uses of solar energy ... new ways to shield the environment and raise food production ... all trace their origin to scientific imagination. Ideas like these enrich the world. Wherever researchers are engaged in adding to humanity's storehouse of scientific capital, they deserve support and encouragement from public and private sources.

The Weizmann Institute, founded in 1934, is a community of 2,000 scientists, engineers and scientists-in-training engaged in a full agenda of 350 research projects ranging from basic medical research in cancer, AIDS, neuroscience and children's diseases to chemistry, physics, agriculture, mathematics, computer science and the environment.



THE IDEA MARKET



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A gun in the home is plus the risk of
a homicide in the home.

CEASE FIRE

This also includes children. See www.gunpolicy.org

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From:

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He beat her 150 times.
She only got flowers
once.



Every 15 seconds, a woman is beaten in this country.
For as many as four million women, this battering is so severe, they require medical or police attention.
But for nearly 4,000 women each year, the abuse ends. They die.

National Coalition Against Domestic Violence

If you need help or want to help, call 1-800-834-8852. Or write: NCADV, P.O. Box 18749, Denver, CO 80218-0749.

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Health Communication

The grassroots level

[You Tube](#)

[My Space](#)

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My IPOD

Your Laptop

[Posters on Telephone Poles](#)

Guerilla Theatre

Closed-Circuit TV in Schools

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Cell phones

Stepping

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[Media Mashing](#)

and others yet to emerge



Got Billboard?



*Inbound Brookshire Freeway At The Beatties
Ford Road Exit: Look Right Toward The
Railroad Tracks*



SOUTH
16

SOUTH SOUTH
77 21
Trade St
Fifth St
EXIT 1/2 MILE

Beattles Ford Rd
JC Smith Univ

EXIT
↗

EXIT
25

EXIT
25
M.P.H.

NO BUTTS ABOUT IT
CAN BE TASTE FREE
SINCE 1984





NORTH CAROLINA
Health  Wellness
TRUST FUND




1-800-QUIT-NOW

**I smoke players on the
hoop court, not tobacco!**

~ Terrance Smalls





“In the unpredictable and fearful future that awaits civilization, the poet must be prepared to be alienated and indestructible.”

Delmore Schwartz