Using Health Communications & Media Strategies to Create Community Change: An Overview

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Youtube Link: https://youtu.be/7yodANpu3cU
Orientation to the Technology
Welcome and Introductions
Today’s Roadmap

We will start by…
  o Creating a common language to describe health communications and media strategies

Then we will…
  o Discuss seven (7) health communications or media strategies that target knowledge, attitudes or behavior

We will end by…
  • Identifying four (4) media strategies that can support environmental change
Learning Objectives

As a result of participating in today’s training, participants will:

- Identify seven health (7) communications strategies that could be used in substance abuse prevention efforts

- Describe at least one example each of how a health communication has been used to change knowledge, attitudes or behaviors in their work
Health Communications

“The study and use of communication strategies to inform and influence individual and community decisions that enhance health.”
Health Communications Types (7)¹

- Public Relations
- Advertising
- Education Entertainment
- Individual & Group Instruction (Education)
- Media Literacy
- Media Advocacy
- Social Marketing
Peer Sharing

Using the chat box function, please share a question you might have about one of the health communications that interested you or intrigued you.
Health Communication Targets²

Knowledge → Attitudes → Behaviors
Health Communications
Targeting Knowledge
Public Relations$^{1,2,3}$

Promotes the inclusion of messages about a health issue or behavior in the mass media
Advertising

Places paid or public service messages in the media or in public spaces to increase awareness of and support for a product, service or behavior.
Education Entertainment

Seeks to embed health-promoting messages and storylines into entertainment and news programs or to eliminate messages that counter health messages; Can also include seeking entertainment industry support for a health issue
Partnership Development\textsuperscript{1,2,4}

Increases support for a program or issue by harnessing the influence, credibility, and resources of profit, nonprofit, or governmental organizations.
Peer Sharing

Using the chat box function, please share an example of a health communication that was effective in raising awareness about or mobilizing stakeholders around a health issue.
Questions?
Health Communications
Targeting Attitudes
Individual and Group Instruction$^{1,2}$

Influences, counsels, and provides skills to support desirable behaviors
Media Literacy$^{1,2,5,6}$

Teaches intended audiences (often youth) to deconstruct media messages so they can identify the sponsor’s motives; Also teaches communicators how to compose messages attuned to the intended audience’s point of view.
Peer Sharing

Using the chat box, please share an example of a health communication that was effective in changing a health-related attitude.
Questions?
Health Communications
Targeting Behavior
Social marketing is the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behaviors of target audiences in order to improve their personal welfare and that of their society.
Media Advocacy$^{1,2,7,8,9}$

Seeks to change the social and political environment in which decisions that affect health and health resources are made by influencing the mass media’s selection of topics and by shaping the debate about those topics.
Peer Sharing

Using the chat box, please share an example of a health communication that was effective in changing a health related behavior.
Activity – Match Up Polling
Questions?
Time for a Stretch Break!
Risk and Protective Factors
Targeted by Health Communications
Risk or Protective Factors Targeted

Perception of Risk/Harm

Public Relations

Media Literacy
Risk or Protective Factors
Targeted

Access / Availability

Social Marketing
Media Advocacy
Risk or Protective Factors Targeted

- Public Relations
- Social Marketing
- Media Advocacy

Norms Supporting Use
Health Communications or Media Strategies that Support Environmental Change
Changing the Environment

Public Relations
Media Literacy
Social Marketing
Media Advocacy

Change the larger environment
Activity – Match Up Polling
Effectiveness-Synergistic Effects

Public Relations Relations/Public Education Campaigns
- Increase community readiness
- Mobilize community
- Increase capacity to act

Social Marketing
- Change view of individual about behavior
- Change norm of community
- Create momentum to change policy*

Media Advocacy
- Support changes in policy
- Create climate to support enforcement of policy

*Policy = community level regulations, policy, ordinance or laws
Final Questions or Comments?
Coming Soon: Advanced Media Strategies Series

- Public Relations
- Media Advocacy
- Media Literacy
- Social Marketing
Training Evaluation

Please click on this link now:

https://www.surveymonkey.com/s/healthcommoerview
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References


References


References


11. CDCynergy Social Marketing Edition
   http://www.orau.gov/cdcynergy/soc2web/default.htm

12. Turning Point Series
   http://turningpointprogram.org
General Resources and Tools


Adapted from: