

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

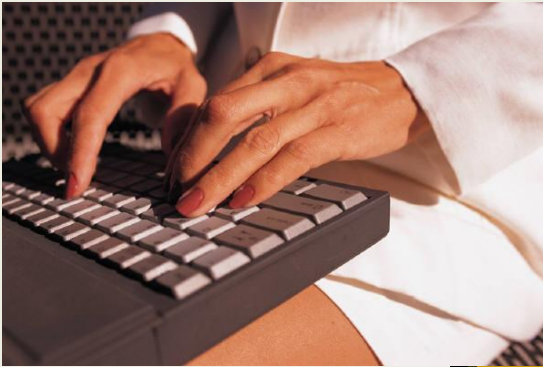
January 29, 2015

Host: Linda Barovier

Youtube Link: <https://youtu.be/7yodANpu3cU>



# Orientation to the Technology



# Welcome and Introductions



# Today's Roadmap

We will start by...

- Creating a common language to describe health communications and media strategies

Then we will...

- 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:

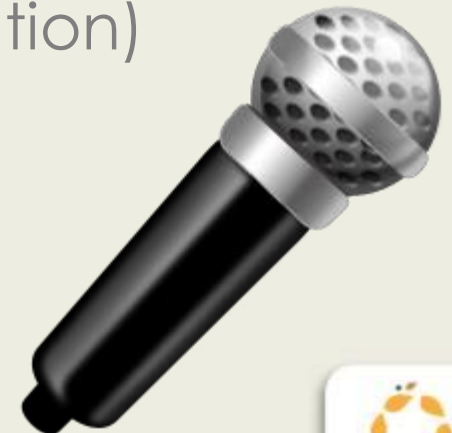
- Identify seven health (7) communications strategies that could be used in substance abuse prevention efforts
- Describe at least one example each of how a health communication has been used to change knowledge, attitudes or behaviors in their work

# Health Communications<sup>1</sup>

*“The study and use of communication strategies to inform and influence individual and community decisions that enhance health.”*

# Health Communications Types (7)<sup>1</sup>

- 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 Targets<sup>2</sup>



# Health Communications Targeting Knowledge

# Public Relations<sup>1,2,3</sup>

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



# Advertising<sup>1</sup>

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<sup>1</sup>

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<sup>1,2,4</sup>

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<sup>1,2</sup>

Influences, counsels, and provides skills to support desirable behaviors

# Media Literacy<sup>1,2,5,6</sup>

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<sup>1,2,10,11</sup>

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<sup>1,2,7,8,9</sup>

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.

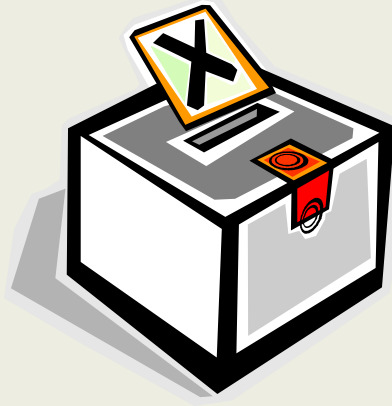


# Peer Sharing

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?

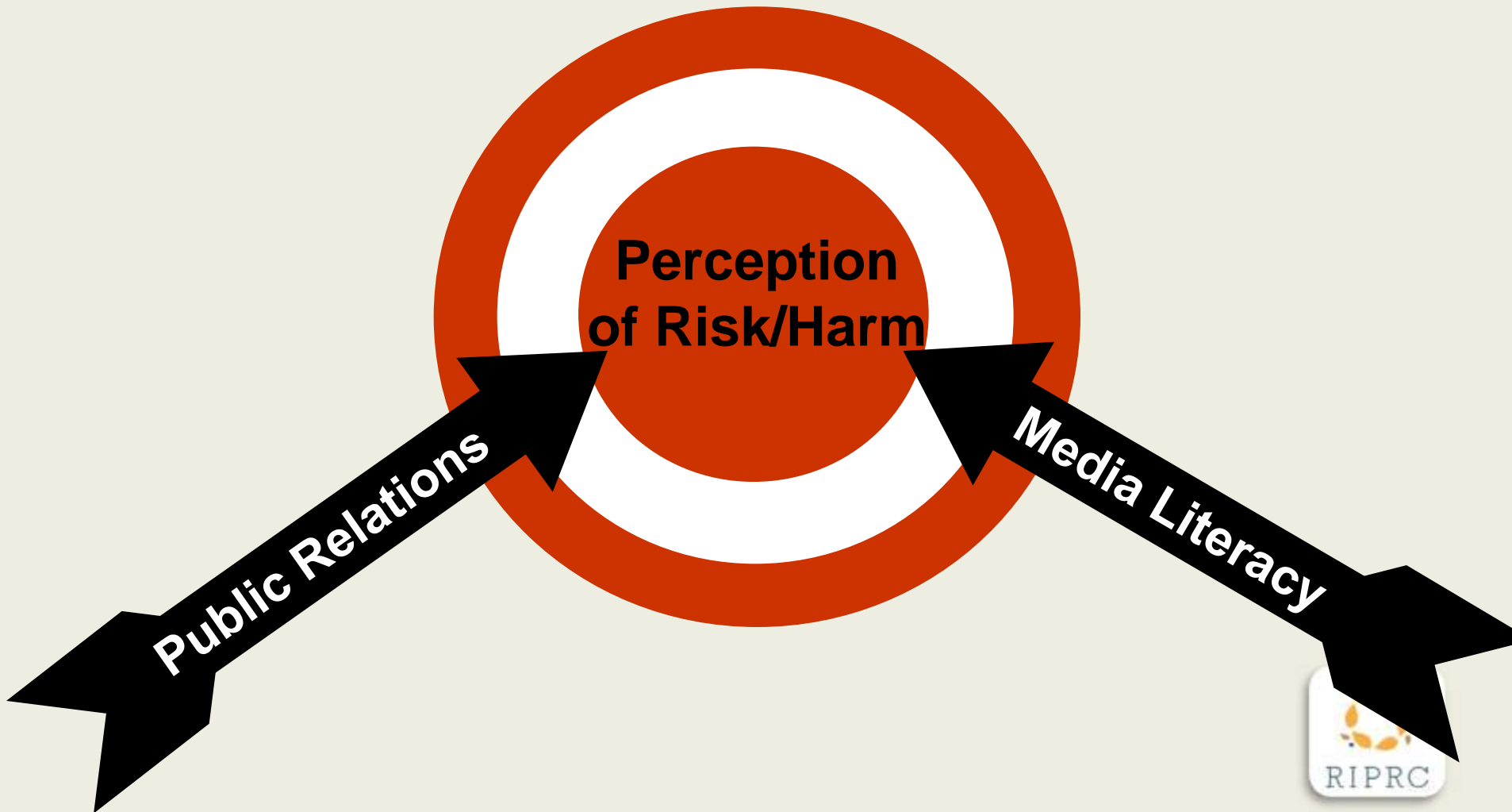


# Time for a Stretch Break!

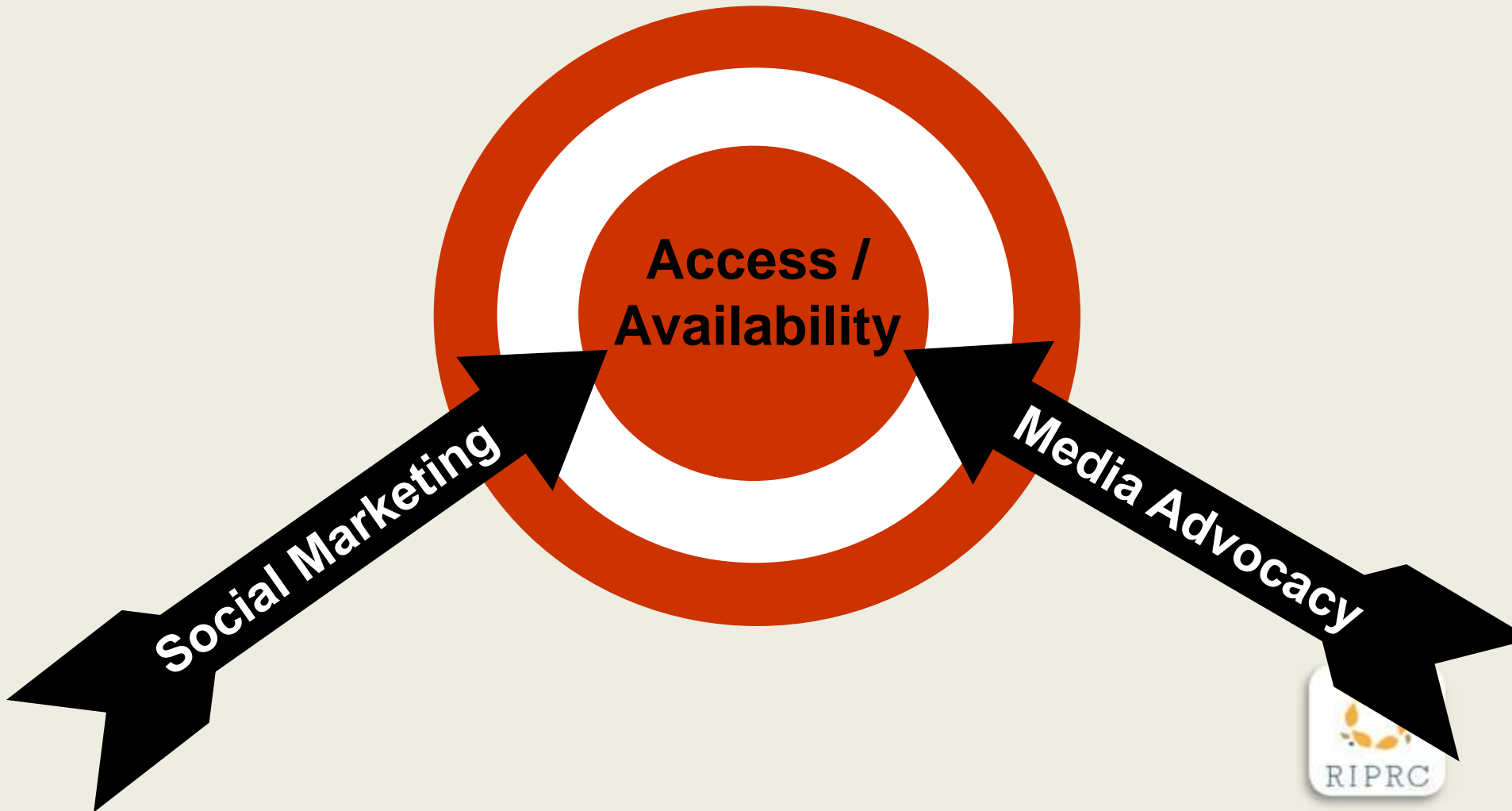


# Risk and Protective Factors Targeted by Health Communications

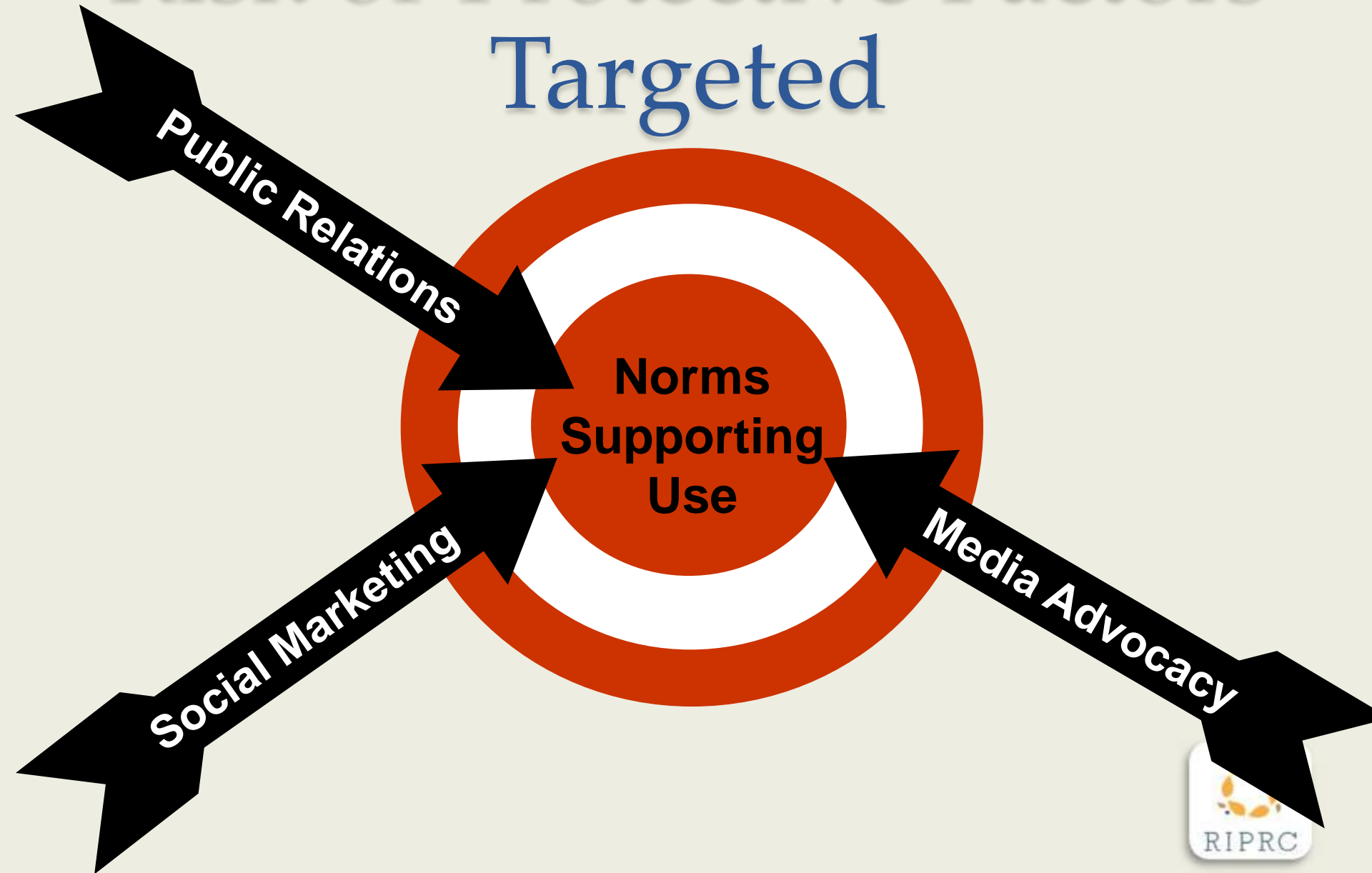
# Risk or Protective Factors Targeted



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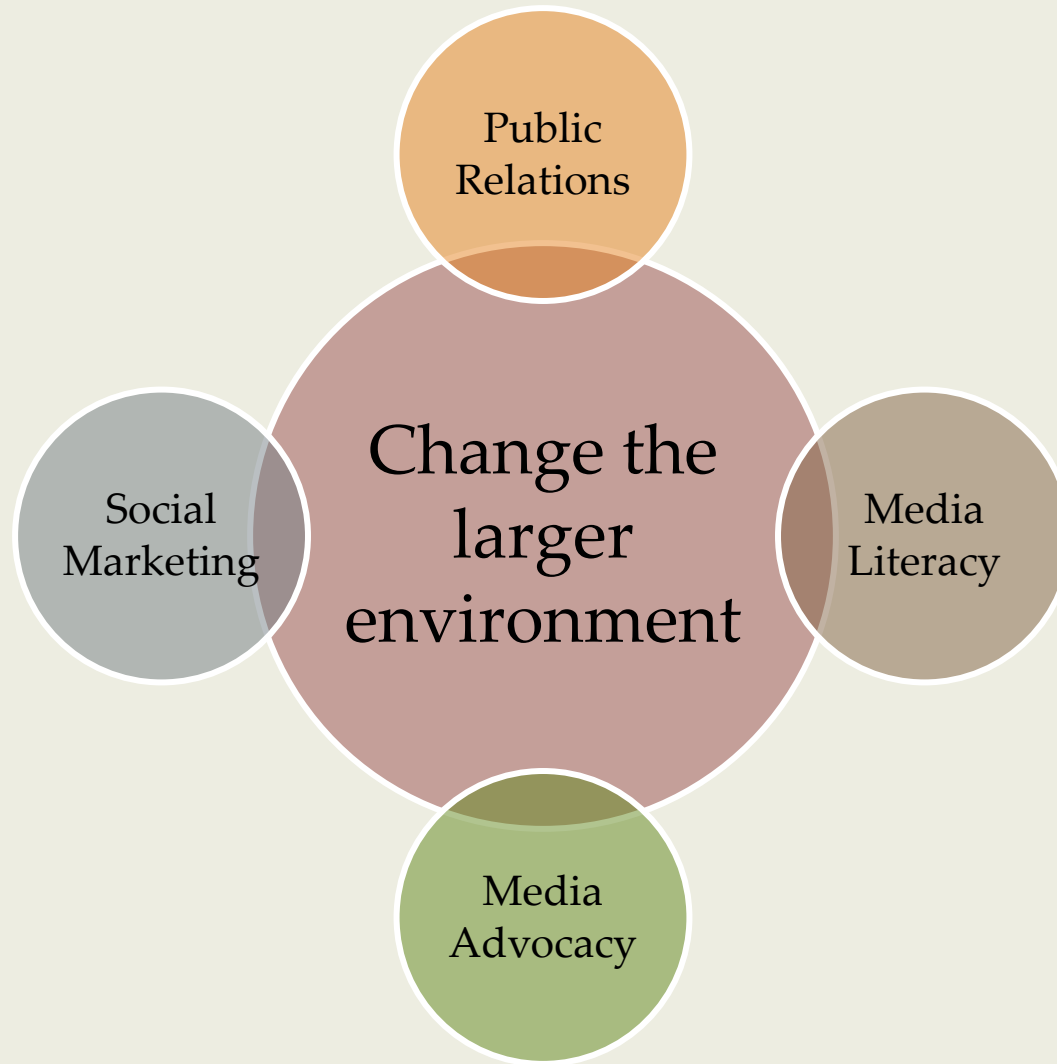




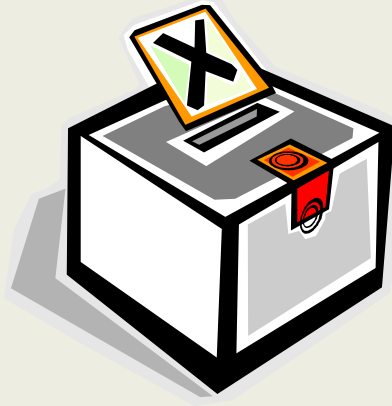
# Health Communications or Media Strategies that Support Environmental Change



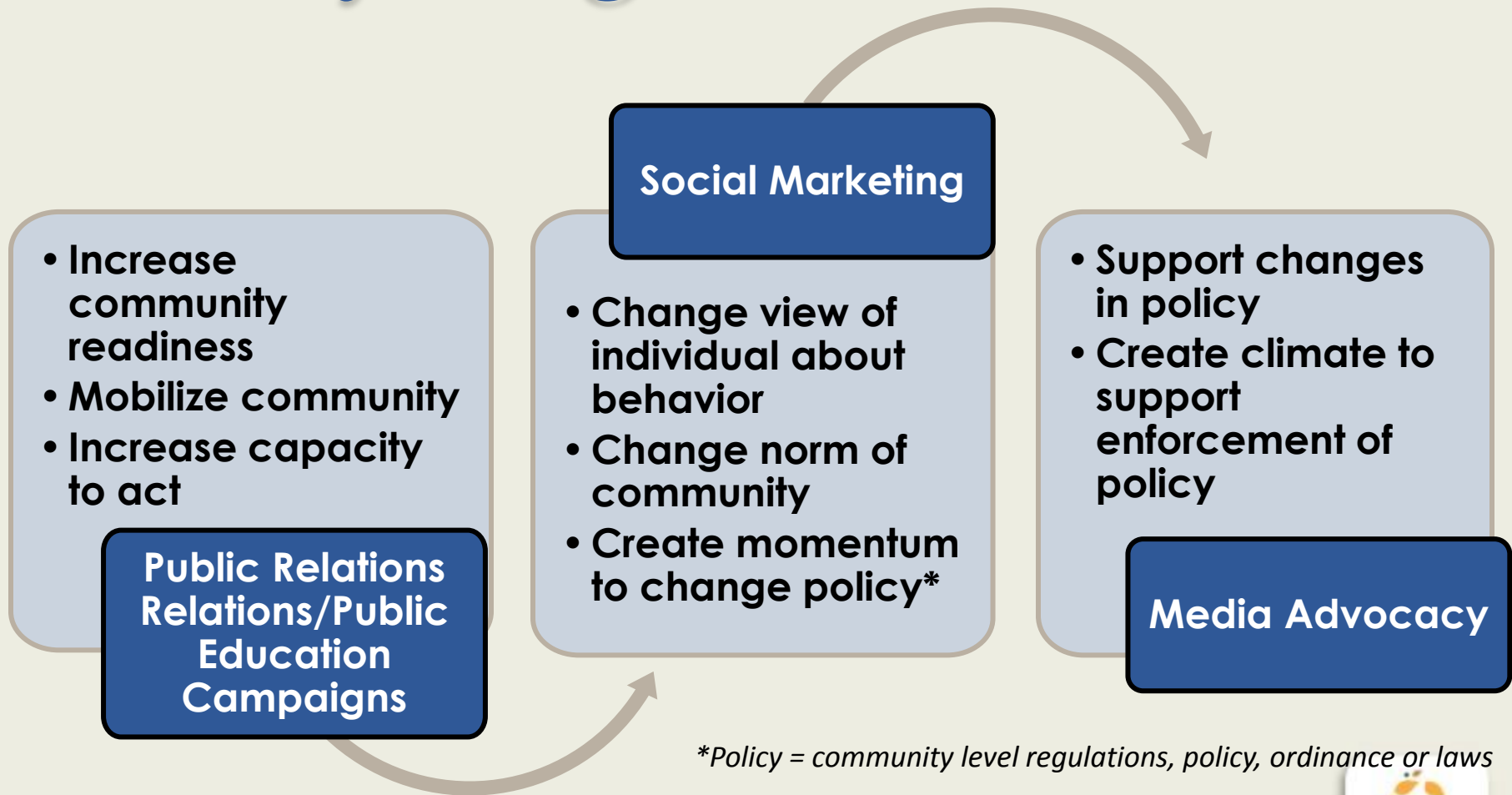
# Changing the Environment



# Activity – Match Up Polling



# Effectiveness- Synergistic Effects



# 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/healthcommoverview>

# Contact Information

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<http://www.cancer.gov/cancertopics/cancerlibrary/pinkbook>
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3. Schiavo, R. (2007). *Health Communication: From Theory to Practices*, Jossey-Bass, pp. 121-146
4. KU Work Group for Community Health and Development. (2011). Lawrence, KS: University of Kansas. Retrieved August 2011, from the Community Tool Box: <http://ctb.ku.edu>



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7. American Public Health Association.(undated) *APHA Media Advocacy Manual* Washington, DC: APHA.
8. [http://www.cdc.gov/tobacco/stateandcommunity/counter\\_marketing/manual/pdfs/chapter9.pdf](http://www.cdc.gov/tobacco/stateandcommunity/counter_marketing/manual/pdfs/chapter9.pdf)
9. Dorfman, L., Sorenson, S. and Wallack. *Working Upstream: Skills for Social Change*.(undated). Berkley Media Studies Group Public Health Institute.

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10. Lefebvre, R.C. (2013) *Social Marketing and Social Change: Strategies and Tools for Improving Health, Well-Being, and the Environment*. San Francisco, CA: Jossey-Bass.
11. CDCynergy Social Marketing Edition  
<http://www.orau.gov/cdcynergy/soc2web/default.htm>
12. Turning Point Series  
<http://turningpointprogram.org>



# General Resources and Tools

- Schiavo, R. (2014) *Health Communication: From Theory to Practice*. 2<sup>nd</sup> ed. San Francisco, CA: Jossey-Bass.
- KU Work Group for Community Health and Development. (2011). Lawrence, KS: University of Kansas. Retrieved August 2011, from the Community Tool Box: <http://ctb.ku.edu>
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<http://www.cancer.gov/PublishedContent/Files/cancertopics/cancerlibrary/TAAG3.pdf>
- Making Health Communications Work  
<http://www.cancer.gov/cancertopics/cancerlibrary/pinkbook>



Adapted from:

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