EDUCATION, PERSUASION, AND HEALTH PROMOTION: REACHING LOW HEALTH LITERATE AUDIENCES

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Agenda

- Basics of writing for lower health literate audiences
- Developing effective messages
- Case study: folic acid promotion
- Next steps for research
Communication works for those who work at it.

- John Powell
Some Basic Rules

- Shorter sentences
- Using bulleted lists
- Consistent headings and subheadings
- Don’t be afraid of white space
- Plain language vs. medical language
- Relevant images to support written materials
## Using Plain Language

<table>
<thead>
<tr>
<th>Medical Term</th>
<th>Plain Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benign</td>
<td>Not cancer</td>
</tr>
<tr>
<td>Daily</td>
<td>Every day</td>
</tr>
<tr>
<td>Heart Failure</td>
<td>Heart isn’t pumping</td>
</tr>
<tr>
<td>Prevention</td>
<td>Stopping something from happening</td>
</tr>
<tr>
<td>Referral</td>
<td>Send you to another doctor</td>
</tr>
<tr>
<td>Oral Contraception</td>
<td>Birth control pill by mouth</td>
</tr>
</tbody>
</table>
I notice increasing reluctance on the part of marketing executives to use judgment. They are coming to rely too much on research, and they use it as a drunkard uses a lamp post for support, rather than for illumination.

-David Ogilvy
We Want Behavior Change
Starting with Research

- Research
- Insight
- Strategy
- Creative
Use All Your Tools

**Qualitative**
Exploration/Illumination

- How does my target see themselves?
- How do they wish they were seen?
- What are their unmet needs?

**Quantitative**
Validation/Evaluation

- How compelling is this message?
- Will this creative do what I want?
- Are opinions changing as a result of my communication?
Getting the Right Question

People don't have negative associations with Texas... until you mention politics.
Messages and Tactics

- **The Message:** What you want to say.

- **Tactics:** All the many ways you will get that message to your audience.

- **SMIT:** Single. Most. Important. Thing.
Targeting and Tailoring

- Targeted/tailored messages in health education and promotion more likely to:
  - Engage audiences with relevant messages
  - Stronger intention to engage in behavior change
  - Produce faster and longer lasting results

- Of course, for this to work the targeting/tailoring has to be done well.
Case Study: Folic Acid Promotion

Give me six hours to chop down a tree, and I will spend the first four sharpening the axe.

-Abraham Lincoln
Prenatal Health Promotion

- A significant health issue:
  - Neural tube defects (NTDs) such as spina bifida are the second most common form of birth defect and carry significant economic and disability burdens
  - Prenatal intake of folic acid can address these problems
  - Disparity impacting Hispanics in the incidence of NTDs and knowledge of how folic acid can help prevent them

- A unique communication challenge:
  - Folic acid needs to be consumed prior to becoming pregnant
  - Half of all pregnancies in the U.S. are unplanned
Existing Health Promotion Efforts

BEFORE YOU KNOW IT

your baby is this big.

You just found out you're pregnant! For you, the hopes and dreams begin. But your baby's brain and spine have been growing for weeks now. It's too late to prevent some types of serious birth defects. That's why it's so important to get enough folic acid every day long before you realize you're pregnant. Most women don't get enough of this B-vitamin in their daily diets. An easy way to get folic acid is in a vitamin supplement or multivitamin. Breakfast cereals, breads, and pastas, have folic acid too, but it takes careful planning every day to get enough. For more information, call 1-888-232-6789.

FOLIC ACID NOW

The time to prevent birth defects is before you know you're pregnant.

Before you know you're pregnant...

One of the strongest instincts of life is to protect your baby. But you don't have to wait until you see your baby for the first time. You can start taking care of your baby today before you become pregnant.

Folic Acid

The B-vitamin folic acid can help prevent some serious birth defects of the baby's brain and spine. That's why it's so important to take folic acid—even if you're not planning to have a baby yet. Unplanned pregnancies happen every day. You can get folic acid in a multivitamin and in some enriched foods such as breakfast cereals. Getting enough folic acid requires a small effort, but it can make a big difference.

Information: 1-888-232-6789
www.cdc.gov/ncbddd/folicacid

Every Woman, Every Day!
Exploratory Research: Focus Groups

- Focus groups with Hispanic moms recruited from a non-profit health clinic

- Some key insights and findings:
  - Participants already knew about the importance of folic acid – they knew from their first pregnancy
  - Overwhelmed by a block paragraph of small text
  - Engaged by a headline that intrigued them
A Failed Idea

just another thing you do to protect your kid.

just another thing you do for your child.
Developing a New Campaign

You didn’t know about folic acid.
You got lucky.
Taking a multi-vitamin with folic acid can greatly improve your daughter’s health.
helps prevent cancer
lower risk of heart disease
helps with memory and retention
may help with depression
reduces risk of birth defects
improves appearance of hair and skin
reduces risk of stroke

Don’t wait. Get your daughter started on a multivitamin with Folic Acid to improve her health now and in the future.

Look for a multivitamin that includes the recommended daily amount of folic acid:
400-800 micrograms (400-800mcg or 4-8mg).

The Votes Are In...
Kristen Chavez
Best Hair
Kristen Chavez
Best Smile
Kristen Chavez
Best Athlete

What’s her secret?
A daily multivitamin can help keep hair, skin and nails looking good. It boosts energy and muscle function, while maintaining physical health. Secret’s out.

Kristen Chavez
“I change myself, I change the world.”
Voted Best Hair, Best Smile, Best Athlete, Most Likely to Succeed, and Most Spinted

What’s her secret?
A daily multivitamin can help keep hair, skin and nails looking good. It boosts energy and muscle function, while maintaining physical health. Secret’s out.
GoFolicUK: Using Twitter

Go Folic!
@GoFolicUK

Go Folic! calls on women who may become pregnant to take folic acid each day. Recommended by the NHS, FOLIC ACID helps...

Tweet to Go Folic!
@GoFolicUK

Tweets

Do U know any girls who are thinking of having a baby? If so plz urge them 2 look @ our info - bit.ly/GoFolic

Are U aware of any girls who are looking 2 conceive? If so plz urge them 2 view our info - bit.ly/GoFolic

Are U aware of any girls who are looking 2 get pregnant? If so plz urge them 2 look @ our webpage - bit.ly/GoFolic

Do U know any girls who are thinking of having a baby? If so plz urge them 2 look @ our webpage - bit.ly/GoFolic
Two hours into dinner and he's still talking about himself?

Keep your energy up with a multivitamin

Make sure you're not the only one that thinks your hair matches the color on the box

Keep your vision healthy with a multivitamin
Health Literacy 2.0: Next Steps

Improvisation guided by available material and personal interests and contacts.

-Paul Lazarsfeld, describing his research policy
Health Literacy and Eye Tracking

- Using eye tracking to study how people view the content in the Newest Vital Sign (NVS)
  - Lower score on the NVS related to time spent on irrelevant information

### Nutrition Facts

<table>
<thead>
<tr>
<th></th>
<th>Amount per serving</th>
<th>Fat Cal 120</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Serving Size</strong></td>
<td>1/2 cup</td>
<td></td>
</tr>
<tr>
<td><strong>Servings per container</strong></td>
<td>4</td>
<td></td>
</tr>
<tr>
<td><strong>Calories</strong></td>
<td>250</td>
<td></td>
</tr>
<tr>
<td><strong>Total Fat</strong></td>
<td>13g</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Sat Fat</strong></td>
<td>9g</td>
<td>40%</td>
</tr>
<tr>
<td><strong>Cholesterol</strong></td>
<td>28mg</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Sodium</strong></td>
<td>55mg</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Total Carbohydrate</strong></td>
<td>30g</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Dietary Fiber</strong></td>
<td>2g</td>
<td></td>
</tr>
<tr>
<td><strong>Sugars</strong></td>
<td>23g</td>
<td></td>
</tr>
<tr>
<td><strong>Protein</strong></td>
<td>4g</td>
<td>8%</td>
</tr>
</tbody>
</table>

* Percent Daily Values (DV) are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

**Ingredients:** Cream, Skim Milk, Liquid Sugar, Water, Egg Yolks, Brown Sugar, Milkfat, Peanut Oil, Sugar, Butter, Salt, Carrageenan, Vanilla Extract.
Health Literacy and Stigma

- A need to conceptualize and study the stigma associated with low health literacy

- A potential model:
  - Framework Integrating Normative Influences on Stigma (FINIS)
Flipping Conventional Wisdom

WEIGHT GAIN DURING PREGNANCY

A healthy amount of weight gain for an average woman during pregnancy is about 25 to 35 pounds.

There is a strong link between gaining too much weight during pregnancy and difficulty losing weight after giving birth.

Healthy weight gain reduces the risk of cesarean delivery (c-section).

Good food and nutrients, along with proper weight gain, are needed for the baby’s growth.

BREASTFEEDING AND INFANCY

Mothers that only breastfeed can lose weight gained during pregnancy by burning up to 600 calories per day.

Breastfeeding saves money in formula and healthcare costs. It also supports your baby’s brain development.

Breastfeeding lowers babies’ risk of infections, stomach problems, allergic reactions, asthma, sudden infant death syndrome (SIDS), and childhood obesity.

Breastfeeding lowers the risk of cancer, type 2 diabetes, and postpartum depression for mothers.
Think Like a Patient
Conclusion

A person who never made a mistake never tried anything new.

-Albert Einstein

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