E-HEALTH FOR LOW HEALTH LITERATE AUDIENCES

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What Did We Learn?

- Patients are most engaged by the risk self-assessment
  - And prefer hearing bad news from the computer

- This kind of educational content works on mobile devices even if it wasn’t designed for the small screen

- A broader audience appreciates e-health interventions designed for lower health literate audiences
Low HL Parents: Searching for Health

- People search for health information online – Google and Yahoo!

- Heuristics for evaluating website quality:

  If you look up a drug on the Internet whether it’s generic or branded, Google almost any drug and you are going to hit Wikipedia almost instantly, which is excellent. They have in-depth articles on pretty much every drug you can imagine.
  - White father

- Skipping .edu and .gov

- Novel approaches: searching images
Popular health websites (WebMD, Weight Watchers, American Diabetes Association) and general interest websites (Oprah’s website)

No trust in the government:

No. I don’t trust them.

Not the government or anything having to do with the government. I think they don’t want you to know... for instance the pharmaceutical [industry]... you [to] know too much about healthy eating. They got a business.

Yeah, if you got an earache and use vinegar and that neutralizes the bacteria, and they want you to come in and take their antibiotics and eardrops and all that and go to the doctor. It’s all interlinked.

-White mothers
A Shift in Approach
A Quick Poll...

Two out of five people don’t wash their hands after using the restroom. Don’t take the bathroom with you.

2 out of 5 people

don’t wash their hands

after using the restroom

Is

your neighbor

one of them?

Are you?
Advertising is a non-moral force, like electricity, which not only illuminates but electrocutes. Its worth to civilization depends upon how it is used.

-J. Walter Thompson

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