

EMERGING COMMUNICATIONS TECHNOLOGY AND HEALTH PROMOTION:

What Service Providers Need to Know

By:

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Founder & Former Director, Multi-format Health Communications,
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OUTLINE

- **SETTING THE STAGE/COMMUNICATIONS AND HEALTH**
- **TECHNOLOGIC ASPECTS/MEDIA EVOLUTION**
- **AUDIENCE CHARACTERISTICS & PERSUASION THEORIES**
- **SOCIAL MARKETING**
- **PRACTICAL ASPECTS**
- **“M.A.D.E.” APPROACH**
- **SOCIAL MEDIA**
- **JOINT DISCUSSION/WORKSHOP**
- **CONCLUDING THOUGHTS AND CHALLENGES**

HEALTH COMMUNICATIONS

SETTING THE STAGE



BACKGROUND:

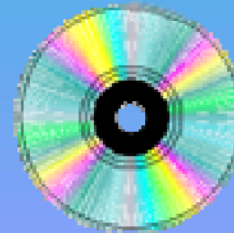
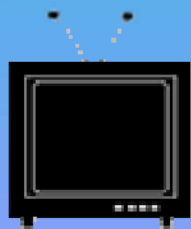
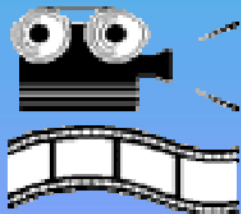
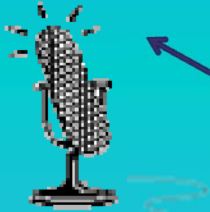
- **The changing face of healthcare**
- **The evolution of health partnerships**
- **The need to train “communicators”**
- **Technological advancements in communications**

TODAY'S REALITY

- *Digital/social media has changed the way health information is exchanged*
- *Patients(consumers) are online, social and empowered*
- *They demand information that influences their behaviors and outcomes*

**TECHNOLOGIC
ASPECTS/MEDIA
EVOLUTION**

Utilizing new media technologies for the dissemination of public health messaging is **essential** in order to be able connect to and communicate with “today’s tech savvy and perpetually connected audiences.”



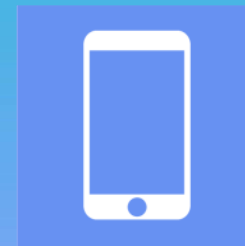
THE HEALTH COMMUNICATIONS WHEEL

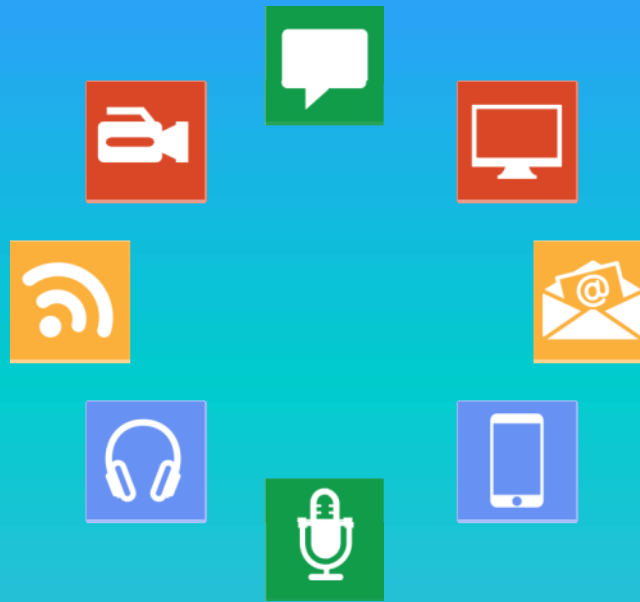
THE HEALTH COMMUNICATIONS WHEEL





HEALTH INFORMATION Content





**INFORMATION FOR EDUCATION,
PREVENTION, DIAGNOSIS
AND/OR THERAPY**

=

HEALTH INFORMATION CONTENT

EVOLUTION/CONVERGENCE



EVOLUTION/CONVERGENCE

NEW VEHICLES:**

Internet-Evolution and Convergence
AOL, YouTube, IPTV, TV-On Demand
Social Media, Peer to Peer
Blogs, Facebook, Twitter
Digital Delivery - On Demand
Instant Programming

**** AVOID THE BANDWAGON EFFECT**

EVOLUTION/CONVERGENCE

NEW VEHICLES

- ON DEMAND TECHNOLOGY
- WIRELESS APPLICATIONS
- WIFI, MOBILE PHONES
- SMART PHONES

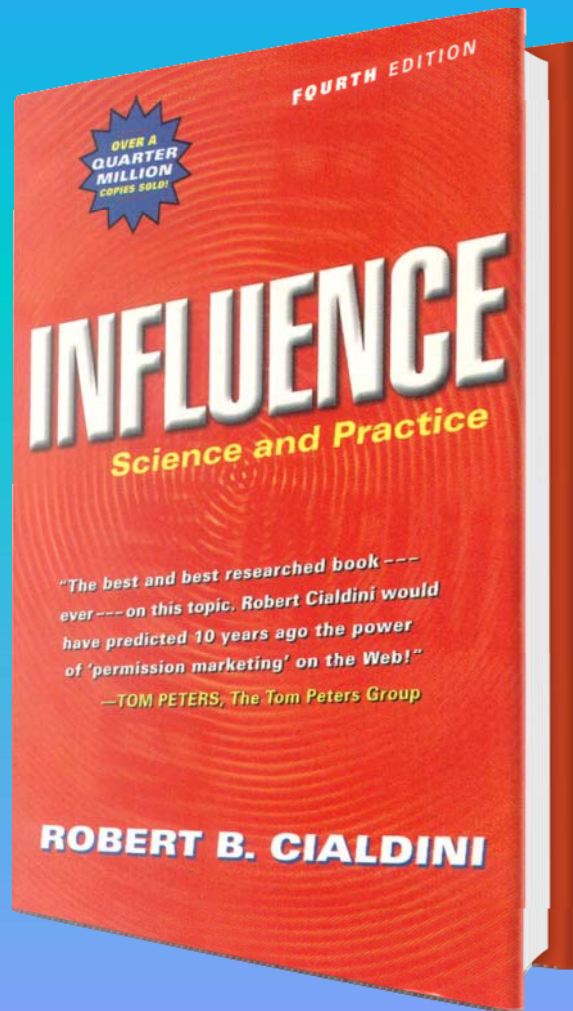
**The combination,
evolution/convergence of
the media vehicles has
created a new terrain of health
communications thinking and
approach**





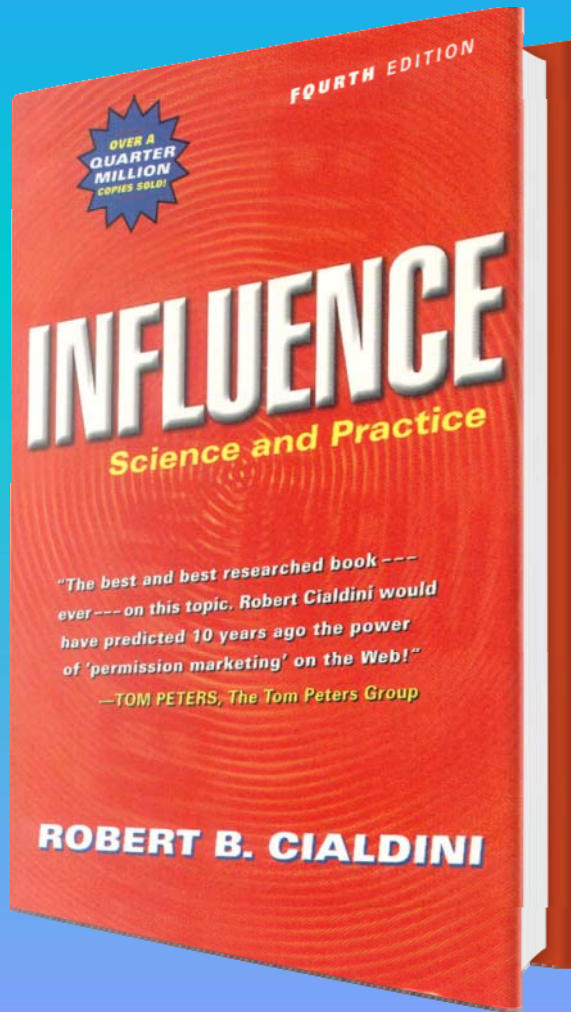
What is “disruptive technology”?

**AUDIENCE CHARACTERISTICS
AND THE STUDY OF
PERSUASIVE COMMUNICATIONS**



WEAPONS OF INFLUENCE: RECIPROCATION

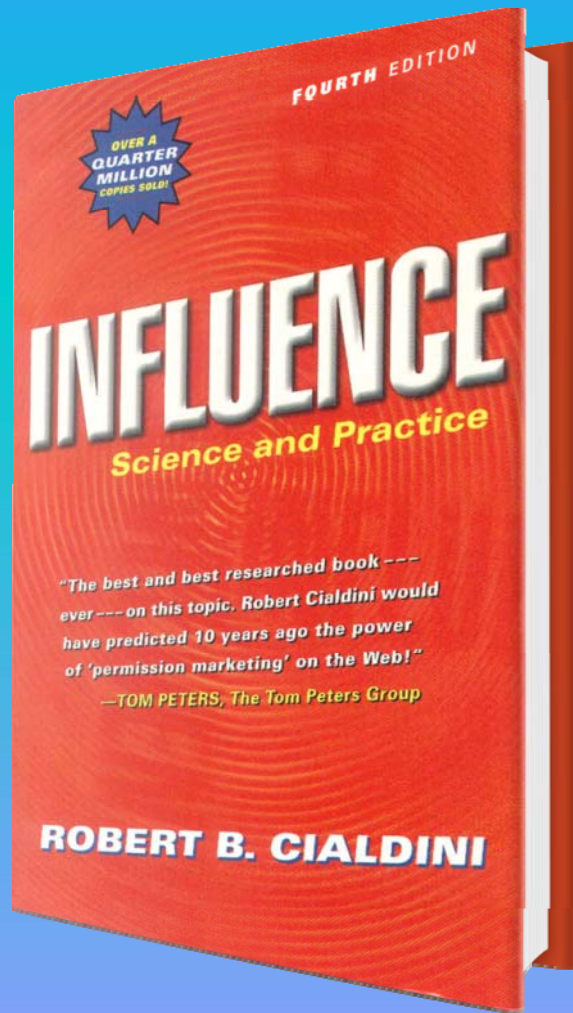
Explains why free samples can be so effective. People who receive a free, unexpected gift are more likely to listen to a product's features. The gifts do not have to be expensive or even material; information and favors can work.



WEAPONS OF INFLUENCE:

COMMITMENT/CONSISTENCY

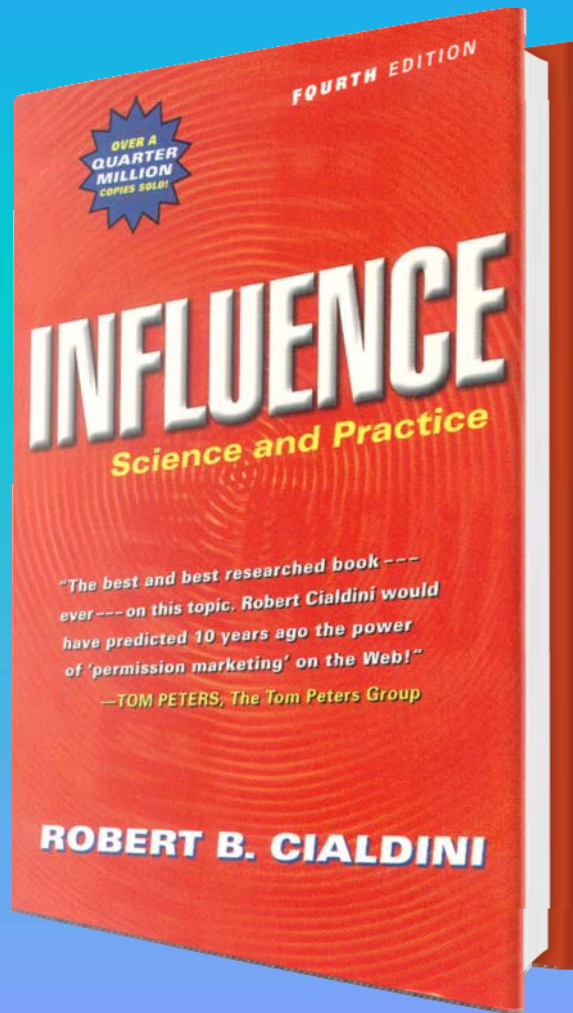
People want to be consistent and true to their word. Getting people to publicly commit to something makes them more likely to follow through with an action or a purchase. “Getting people to answer ‘yes’ makes them more powerfully committed to an action”. AGE MATTERS**



WEAPONS OF INFLUENCE:

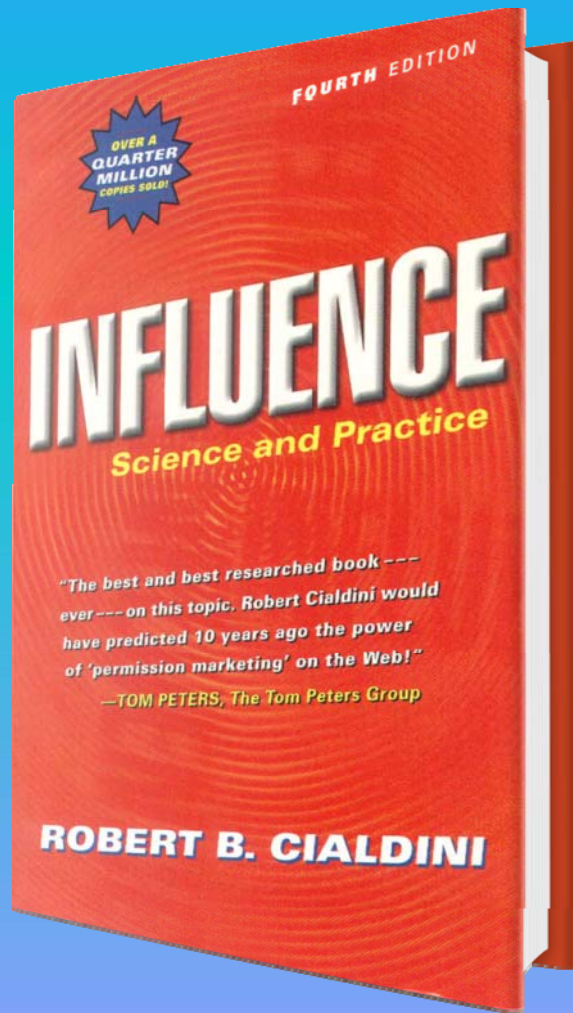
SOCIAL PROOF(CONSENSUS)

When people are uncertain about a course of action, they tend to look to those around them to guide their decisions and actions. They want to know what everyone else is doing – especially their peers. Example: LAUGH TRACKS



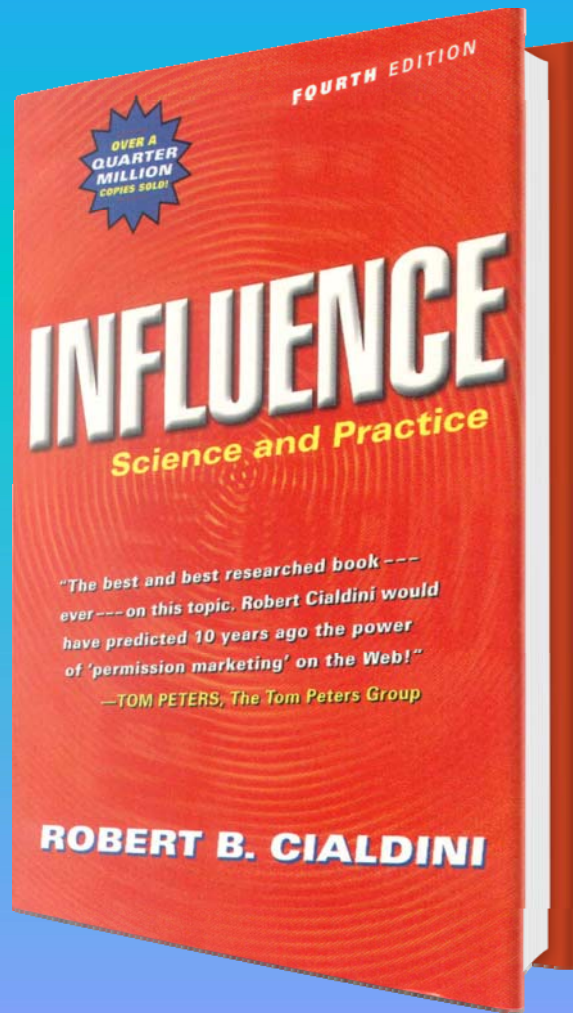
WEAPONS OF INFLUENCE: LIKING

“People prefer to say ‘yes’ to those they know and like.” People are also more likely to favor those who are physically attractive, similar to themselves, or who give them compliments. Even something as ‘random’ as having the same name as your prospects can increase your chances of making a sale.



WEAPONS OF INFLUENCE: AUTHORITY

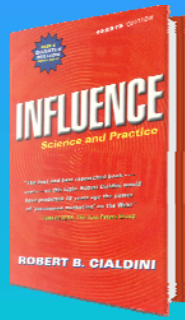
People respect authority. They want to follow the lead of real experts. Business titles, impressive clothing, are proven factors in lending credibility to any individual. Giving the appearance of authority actually increases the likelihood that others will comply with requests – even if their authority is illegitimate.

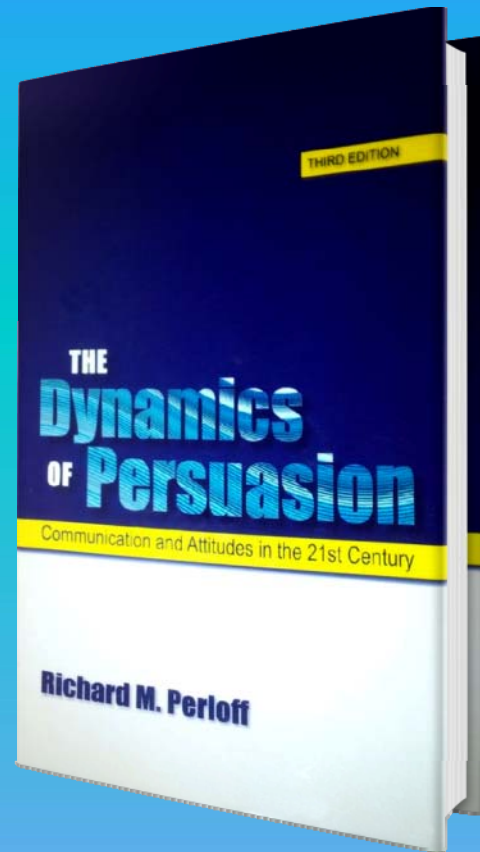


WEAPONS OF INFLUENCE: SCARCITY

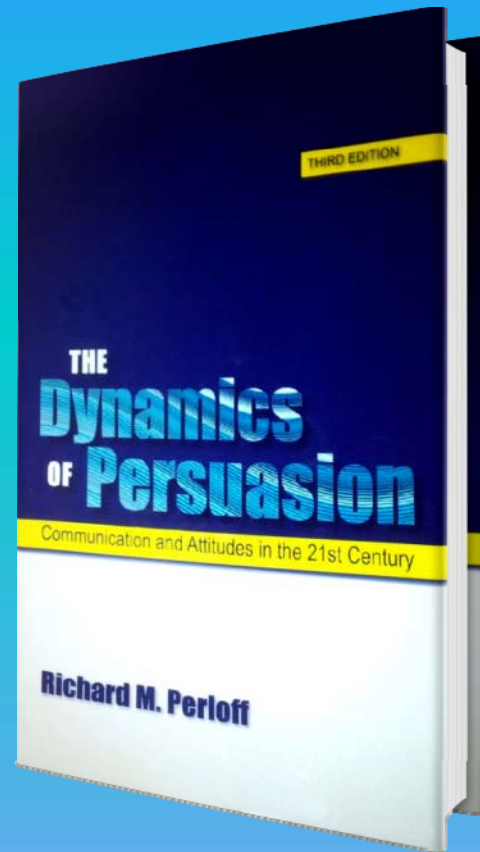
Scarcity: supply and demand. The less there is of something, the more valuable it is. The more rare and uncommon a thing, the more people want it. Examples: holiday toy frenzies, waiting overnight to buy latest Iphone;

Unique qualities increase the perception of its scarcity.

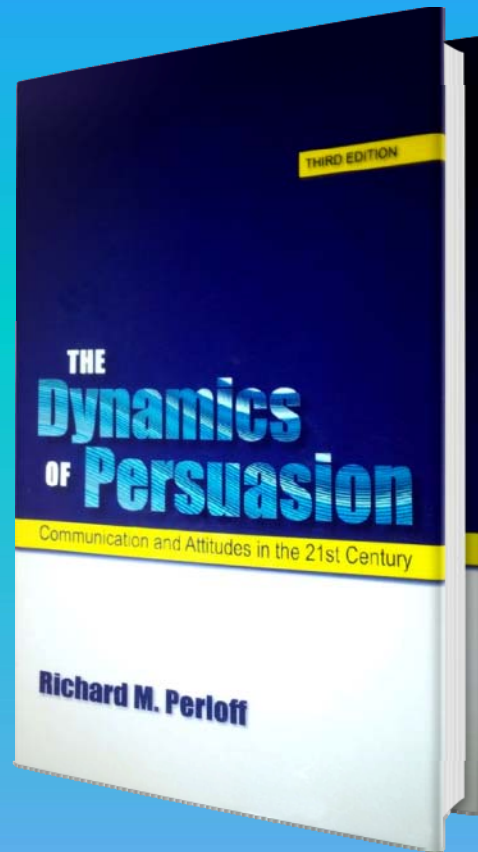




ATTITUDES AND BELIEFS-INTENTION-BEHAVIOUR

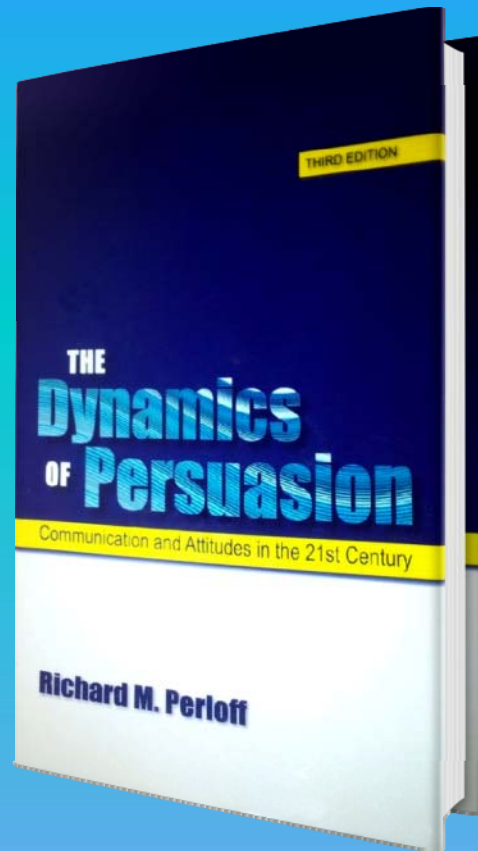


WHO SAYS IT?



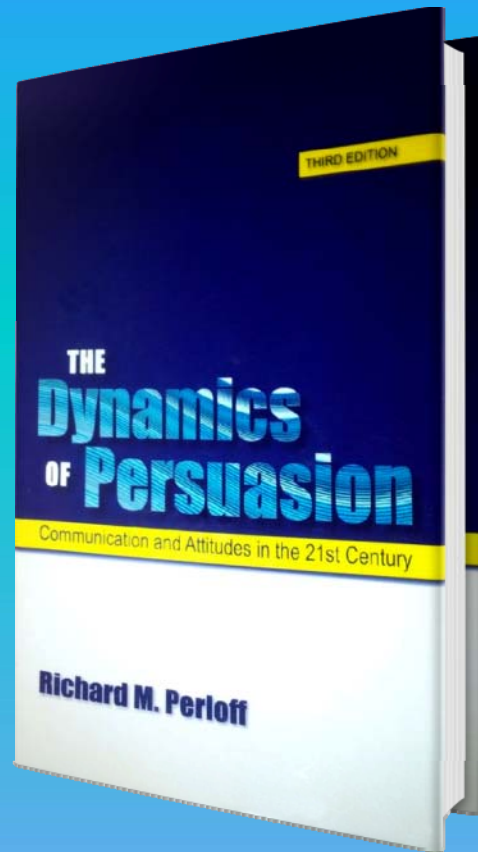
MESSAGE FACTORS: INFORMATION ON

Severity, Susceptibility, Response Efficacy, Self Efficacy



PERSONALITY AND PERSUASION

What aspects of an individual's character influence persuasibility?



INTER-PERSONAL PERSUASION

(compliance techniques)

AUDIENCE CHARACTERISTICS

USUAL:

*Demographics, School Level, Language,
Cultural/Socioeconomic Nuances, Context*

+

SELF EFFICACY

SELF EFFICACY

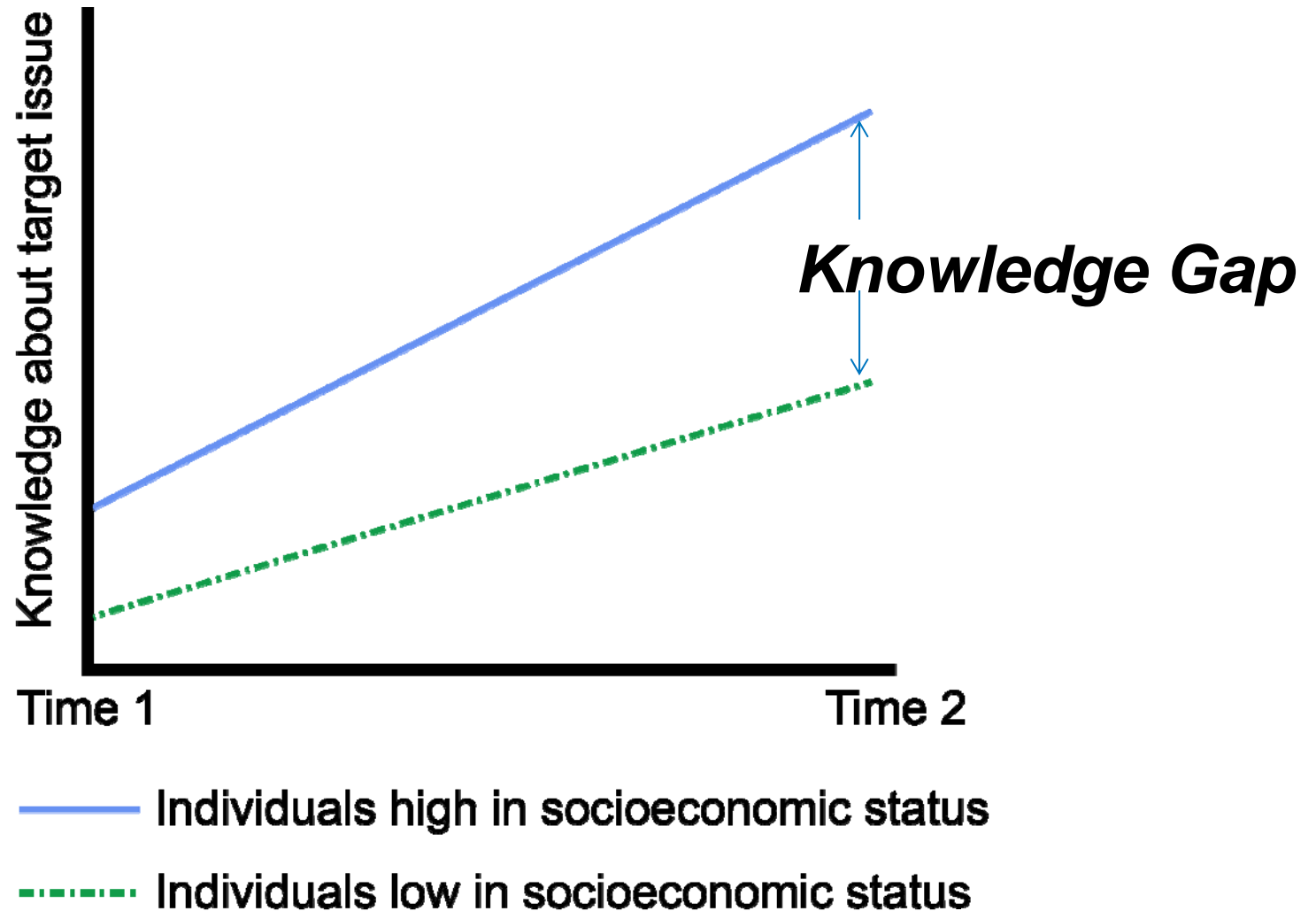
**LOW vs. HIGH
SELF EFFICACY**

Protective (acceptance)

vs.

Defensive (rejection) motivation

AUDIENCE CHARACTERISTICS



Viswanath & Finnegan, 1996

SOCIAL MARKETING

“A process of designing, implementing and controlling programs to increase acceptability of a pro-social idea among population segments of consumers”

Dearing et al, 1996

Social Marketing

What is it?

- "the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence voluntary behavior of target audiences in order to improve their personal welfare and that of society."



Community Tool Box Chapter 45. Section 2. Conducting a Social Marketing Campaign. Available at: <http://ctb.ku.edu/en/table-of-contents/sustain/soc-marketing/conduct-campaign/main>. Social marketing training Course. CDC. Available http://www.cdc.gov/nccdphp/dnpa/socialmarketing/training/index.htm?s_cid=tw_ob

Social Marketing

When to use it?

- trying to change the behavior of a large number of people
- trying to change people's behavior permanently, or over a long period of time.
- Targeting a voluntary behavior change
- Want to use an audience-focused strategy



CDC

Community Tool Box Chapter 45. Section 2. Conducting a Social Marketing Campaign. Available at: <http://ctb.ku.edu/en/table-of-contents/sustain/social-marketing/conduct-campaign/main>. Social marketing training Course. CDC. Available at: http://www.cdc.gov/nccdphp/dnpa/socialmarketing/training/index.htm?s_cid=tw_ob370

SOCIAL MARKETING CAMPAIGN: 5 STAGES

STAGE 1: PLANNING

STAGE 2: THEORY

**STAGE 3: COMMUNICATION
ANALYSIS**

STAGE 4: IMPLEMENTATION

**STAGE 5: EVALUATION AND
REORIENTATION**

Adapted from Maibach et al, 1993

SOCIAL MARKETING CAMPAIGN: 5 STAGES

STAGE 1: PLANNING

- *Campaign goal selection*
- *Create vs. change cognitions*
- *Target choice: attitude vs. behaviour*

SOCIAL MARKETING CAMPAIGN: 5 STAGES

STAGE 2: THEORY

- *Use of theory-specific strategies, behavioural theories, affective approaches and cognitive models*
- *Commercial marketing, association, or mere exposure*
- *Use of persuasive metaphors and images*

SOCIAL MARKETING CAMPAIGN: 5 STAGES

STAGE 3: COMMUNICATION ANALYSIS

- Audience analysis/segmentation
- Formative research
- Channel/medium analysis and selection
- Apply message to context (e.g. smoking: bad breath vs. COPD)
- Pretest or focus groups

SOCIAL MARKETING CAMPAIGN: 5 STAGES

STAGE 4: IMPLEMENTATION

(Design, finalize and launch)

4 P's:

- **Product:** *pro-social vs. commercial, but can be actual products (posters, safety seats, etc.)*
- **Price:** *monetary vs. social/psychological*
- **Placement:** *where (PSA, interactive media, etc.)*
- **Promotion:** *involves persuasion implemented in a campaign setting*

SOCIAL MARKETING CAMPAIGN: 5 STAGES

STAGE 5: EVALUATION/REORIENTATION

- Outcome evaluation: complex...
what is measurable?
- Individual vs. population effect
(PSA viewing and attitude change)
- Evaluation is critical, although not
a perfect science.. ***what are you
measuring?????***

A PRACTICAL APPROACH

Utilizing new media technologies for the dissemination of public health messaging is essential in order to be able connect to and communicate with “today’s tech savvy and perpetually connected audiences.”



EVOLUTION OF NEW MEDIA

Practical Considerations



CHALLENGES:

- Audience Changes
- Technological

EVOLUTION OF NEW MEDIA

Practical Considerations



CHALLENGES:

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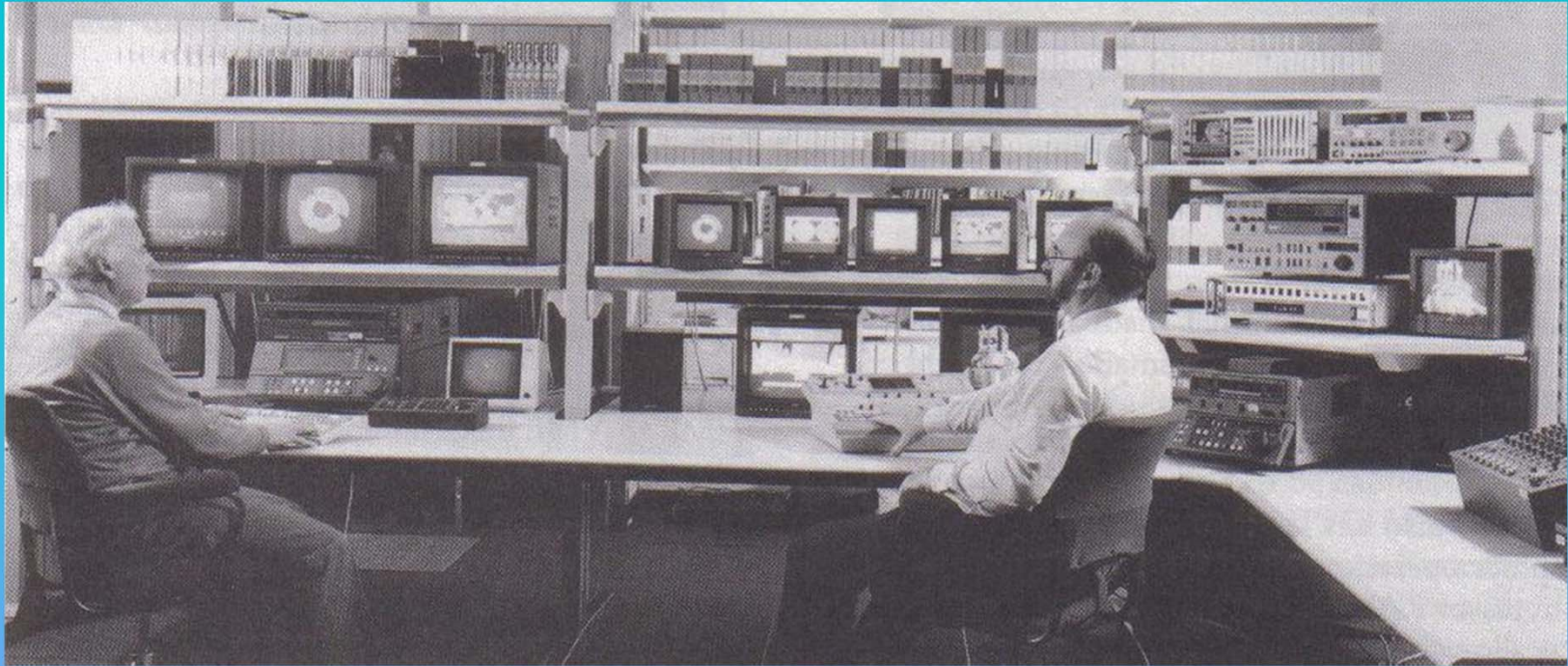
EVOLUTION OF NEW MEDIA

CHALLENGES:

TECHNOLOGICAL

(COSTS/NEW EXPERTISE)

EVOLUTION OF NEW MEDIA TECHNOLOGIES



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EVOLUTION OF NEW MEDIA TECHNOLOGIES



THE “M.A.D.E.”* APPROACH

**APPLICABLE TO
EVERYONE AND
ANY SETTING****

**M
A
D
E**

* Concept: Dr.Paul Roumeliotis

THE “M.A.D.E.” APPROACH

M MESSAGE
A
D
E

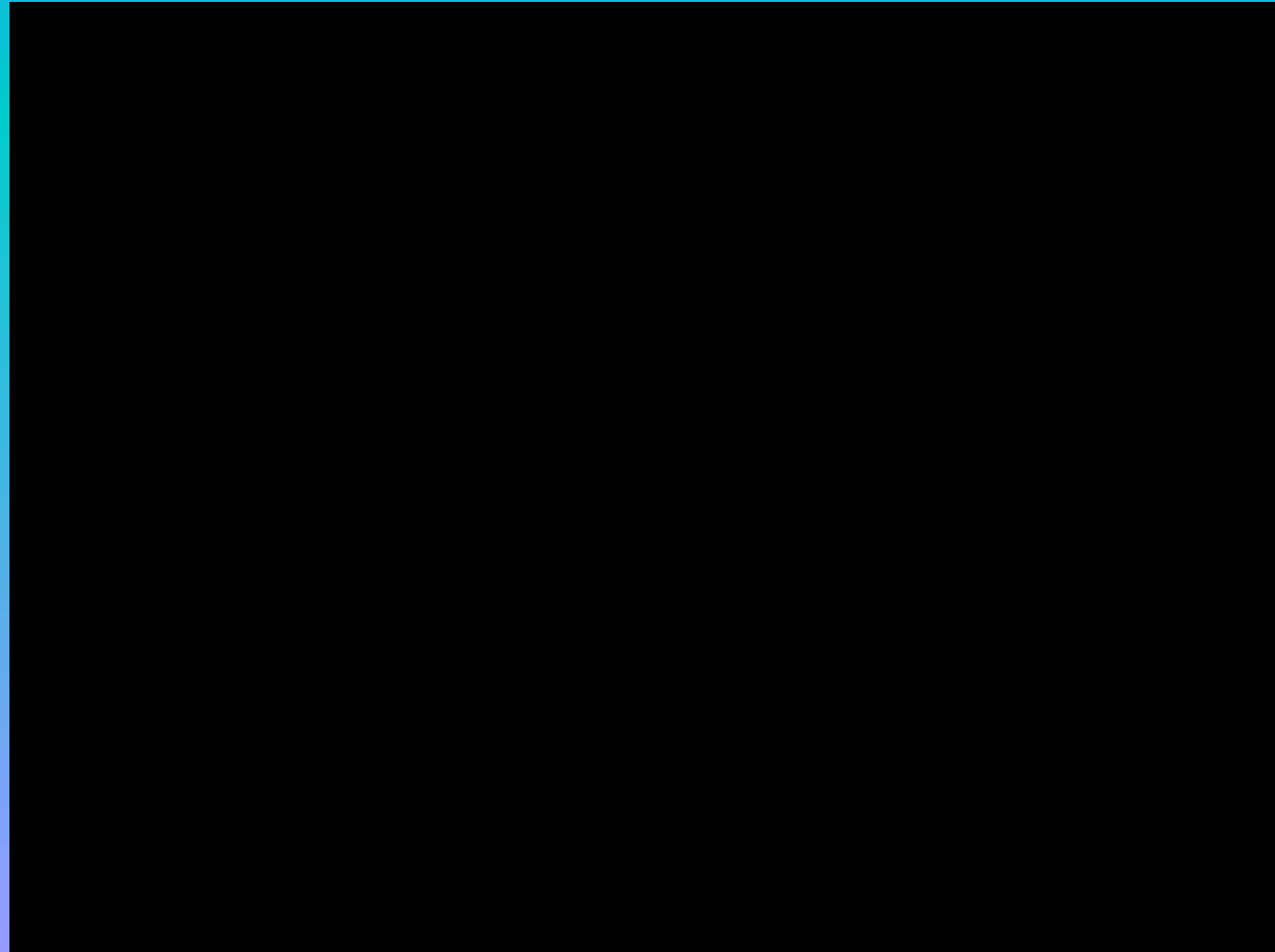
THE “M.A.D.E.” APPROACH

M MESSAGE
A AUDIENCE
D
E

The screenshot displays the ME mag.ca website interface. At the top, there is a search bar and a language selector for "Français". The main navigation menu includes "Home", "Videos", "Stuff", and "Your Say". Below the navigation is a secondary menu with icons for "XXX", a train, a glass and beer, a pencil, and a key. A prominent banner reads "CASSELMAN YAC HAS MOVED!". The main content area features a large article titled "Standing up to homophobic bullying" with a "Read more" link and a progress indicator (1, 2, 3, 4, II). To the right, there is a "Poll" section titled "When I'm driving my car I..." with four options: "Eat or drink", "Make calls or send texts", "Put on makeup or shave", and "Make sure to correctly follow road". Social media icons for Facebook, Twitter, and YouTube are also visible.

THE “M.A.D.E.” APPROACH

M
A
D
E



THE “M.A.D.E.” APPROACH

M

MESSAGE

A

AUDIENCE

D

DELIVERY CHANNEL

E

THE “M.A.D.E.” APPROACH

M

MESSAGE

A

AUDIENCE

D

DELIVERY CHANNEL

E

EVALUATION

EXAMPLES OF COLLABORATION PRACTICAL IMPLICATIONS

The screenshot displays the homepage of the Eastern Ontario Health Unit (EOHU). The browser address bar shows www.eohu.ca/home/index_e.php. The website features a green and white color scheme. At the top, there is a navigation bar with links for PHYSICIANS, INSTITUTIONAL FACILITIES, SCHOOLS - DAYCARES, and YOUR HEALTH COLUMNS by Dr. Paul. Below this is a search bar and a main heading: "Your health... our priority" with the "HEALTH LINE: 1 800 267-7120". A secondary navigation bar includes links for ABOUT US, NEWS, CALENDAR, REPORTS, MEDIA, CAREERS & VOLUNTEERING, and CONTACT. A red banner in the center reads "EOHU Casselman office: Elevator out of order". A large advertisement for the "Immunize Canada" app is prominent, stating "A free APP TO HELP YOU KEEP TRACK OF YOUR VACCINATIONS" and "Learn more at: IMMUNIZE.CA". To the left, a vertical menu lists various services: TEENS, ADULTS, ENVIRONMENT, ESTABLISHMENTS AND BUSINESSES, PRECONCEPTION - PREGNANCY, COMMUNITY HEALTH, WORKPLACES, PARENTS - CHILDREN, and TRAVELLERS. Below the menu are icons for "MOBILE WEB APPS" and "FOOD ESTABLISHMENT INSPECTION REPORTS". The mission statement is visible in the center: "The Eastern Ontario Health Unit promotes and protects the health and wellness of our community by preventing diseases and injuries, and by advocating for a safe and healthy environment through strategic partnerships." At the bottom, there is a section for "National Immunization Awareness Week - April 26 to May 3, 2014" with a "NEW" tag and a link to "1 or 2 drinks no more!". The Windows taskbar at the bottom shows the time as 3:15 PM on 2014-04-28.

EXAMPLES OF COLLABORATION

The screenshot displays a web browser window with the following elements:

- Browser Tabs:** EOHU - Eastern Ontario H... and Multimedia Resource Cen...
- Address Bar:** www.eohu.ca/multimedia/index.php?action=new
- Browser Bookmarks:** Apps, Home - Public Healt..., abouttabs (2), abouttabs, Easter Ontario Healt..., Imported From IE, EOHU - Eastern Ont..., Executive Education, Dr. Moshe Szyf's Lab..., Other bookmarks
- Page Header:**
 - EOHU Eastern Ontario Health Unit logo
 - BSEO Bureau de santé de l'est de l'Ontario logo
 - Navigation: HOME | EOHU.ca | CONTACT US | FRANÇAIS
 - Skip to Content link
 - Social media icons for Facebook, Twitter, and YouTube
- Main Content:**
 - Section: Multimedia Resource Centre
 - Navigation bar: SEARCH, WHAT'S NEW, A - Z, VIDEO, AUDIO, PRINT
 - Section: What's New
 - Category: Video
 - Video 1: Your Health: Healthy Pregnancy - Smoking (Thumbnail: baby)
 - Video 2: Hand Hygiene Practices for Staff in Long-Term Care Homes and Retirement Homes (Thumbnail: hand being washed)
 - Video 3: Menu Assessment Tool for Child Care Settings (Thumbnail: menu card)
- Taskbar:** Windows 7 taskbar with icons for Start, Mail, Internet Explorer, File Explorer, Windows Media Center, Google Chrome, and other applications. System tray shows time 3:17 PM and date 2014-04-28.



SEARCH

→ Français



- Home
- Videos
- Stuff
- Your Say



Become a Youth Ambassador!

Follow us on...



Poll

When I'm driving my car I...

Eat or drink

EXAMPLES OF COLLABORATION



ADVOCACY

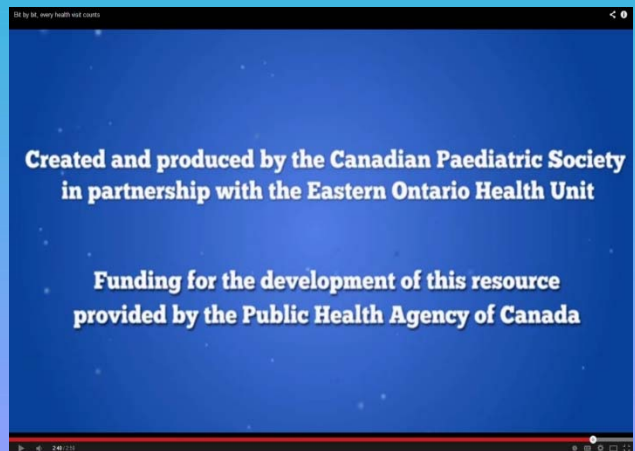


EXAMPLES OF COLLABORATION



EXAMPLES OF COLLABORATION

The screenshot shows the website for 'Active Kids, Healthy Kids'. The navigation bar includes 'Who We Are', 'What We Do', 'Get Involved', 'Education/CME', and 'Publications'. The main content area features a header with the program's name and a brief description: 'Active Kids, Healthy Kids is a Canadian Paediatric Society program to help paediatricians, family physicians and other health professionals promote physical activity, nutrition, and other healthy choices.' Below this is a section titled 'This section is filled with ideas, resources and evidence to help you incorporate messages about healthy active living into your practice.' A grid of four images illustrates different age groups: 'Infants', 'Preschoolers', 'School-age children', and 'Adolescents'. A video player is embedded, showing a woman speaking with the title 'Why should physicians ask about physical activity?'. A sidebar on the right contains a search bar, the 'active kids healthy kids' logo, and a list of links under 'In this section', including 'Home', 'About Active Kids, Healthy Kids', 'Tools for your practice', 'How much? Physical activity & sedentary behaviour guidelines', 'Project Advisory Committee', 'For parents and caregivers', and 'Resources in your community'. There are also expandable sections for 'Position statements and practice points', 'Focus Issues', and 'Paediatrics & Child Health'.



**SOCIAL MEDIA- A SPECIAL LOOK AT
THIS EVER EVOLVING AREA**

A

M.A.D.E.

PERSPECTIVE

EMERGING COMMUNICATIONS TECHNOLOGY
IN PUBLIC HEALTH PRACTICE

M



A. D.

INSTAGRAM

BABY'S BEST START - 15 seconds (English and French)

Placement only on Instagram

GEO-TARGETED to women from Eastern Ontario

- Age range of 13 to 35

Schedule January 11th to March 31st Budget of \$450 per language

Publishing Tools



Bureau de santé de l'est de l'Ontario @BSEOsante

- Home
- About
- Photos
- Likes
- Poll
- Events
- Videos
- Posts
- Services
- Shop
- Notes
- Offers
- Manage Tabs
- Promote

Like Follow More

Use App

37 people reached

Like Comment Share

Bureau de santé de l'est de l'Ontario
Published by Eohu Comm [?] · 22 hrs ·

Bébé en santé...Enceinte? Prenez rendez-vous avec une diététiste!

Bébé en santé

96 people reached

11 Views

Like Comment Share

Bureau de santé de l'est de l'Ontario
Published by Hootsuite [?] · Yesterday at 13:37 ·

C'est la semaine de Sensibilisation sur les troubles alimentaires. Pour en savoir plus ou pour du support, contactez: 1-866-NEDIC-20



PEOPLE ALSO LIKE

- Mon Triple P Product/service
- ME Mag Teen/children's website
- Chambre de Commerce Hawkes... Community organisation

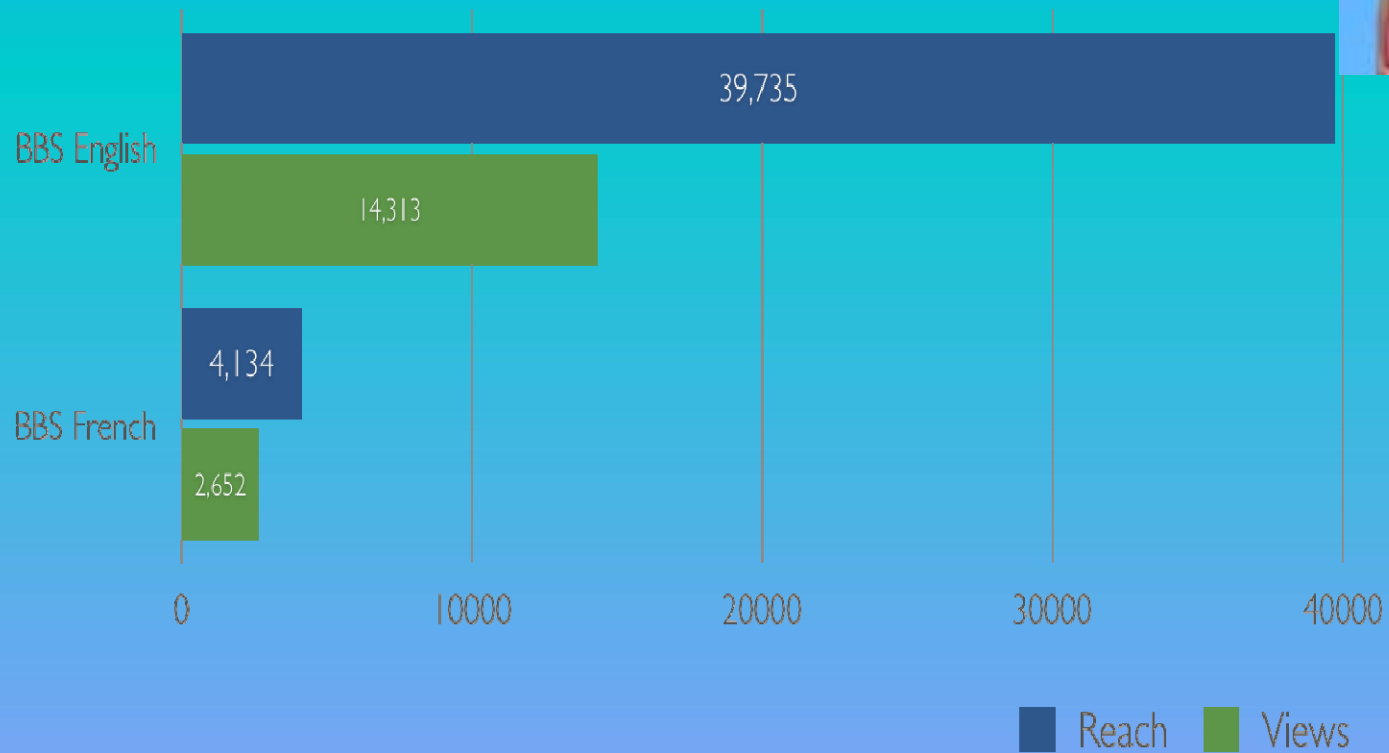
LIKED BY THIS PAGE

- Être parent à Ottawa
- MOI Mag
- My Triple P

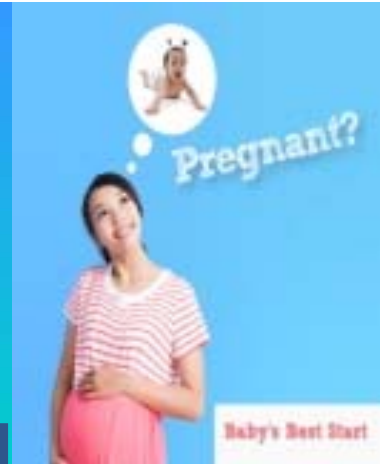
English (UK) · English (US) · Français (France) · Español · Português (Brasil)

E

BBS Instagram Reach and Views

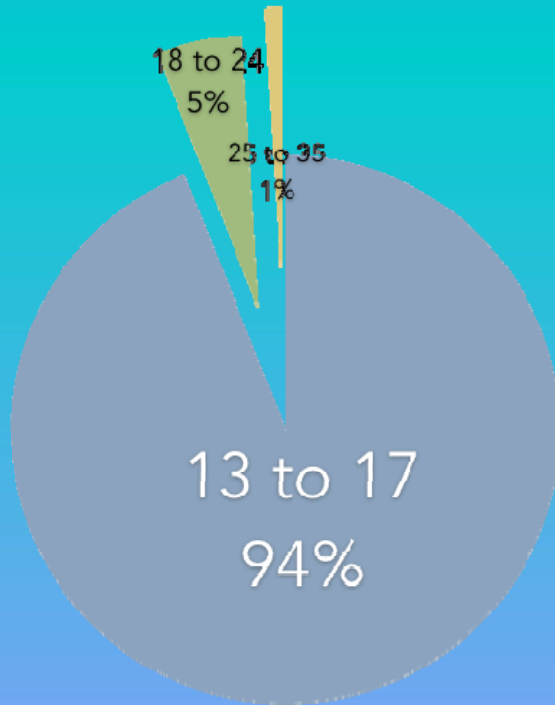


Data recorded from January 11th to February 2nd 2017





BBS English Demographics



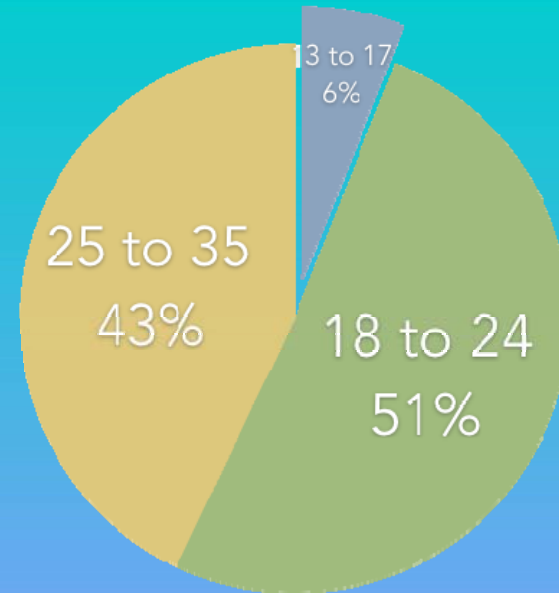
● 13 to 17

● 18 to 24

● 25 to 35

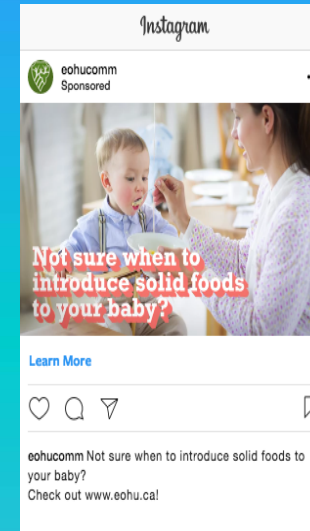
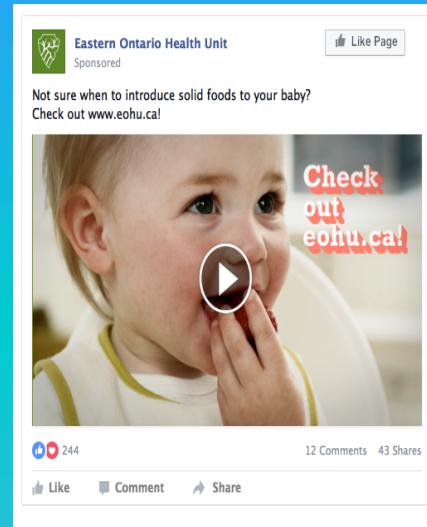


BBS French Demographics



Data recorded from January 11th to February 2nd 2017

M

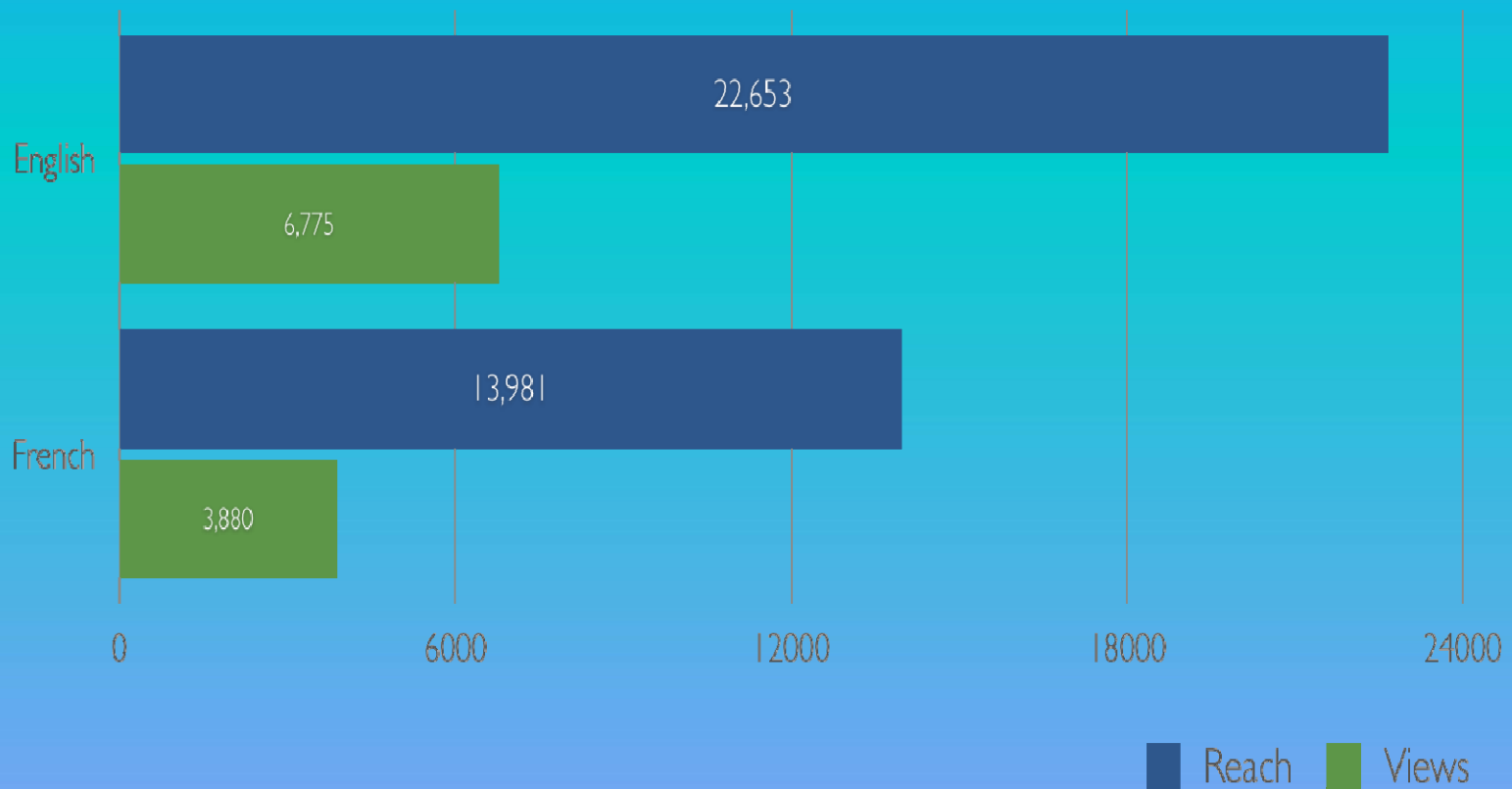


A.D. FACEBOOK AND INSTAGRAM

**Child Health - 10 seconds (English and French)
Geotargeted to men and women from Eastern Ontario - Age range of 18 to 65 +
Schedule January 20th to December 31st 2017
Budget of \$1000 per language**

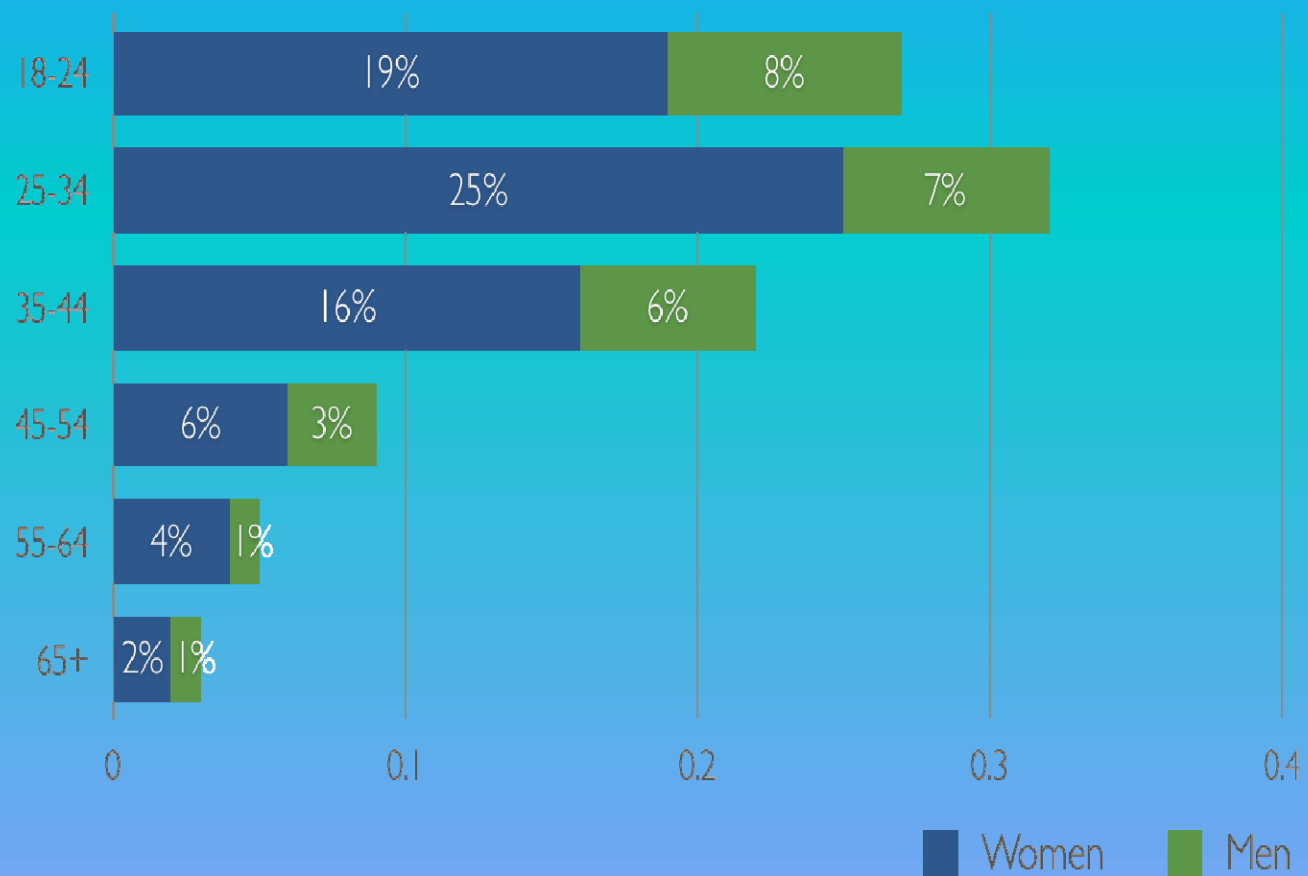
E.

Introduction to solid foods - Reach and Views



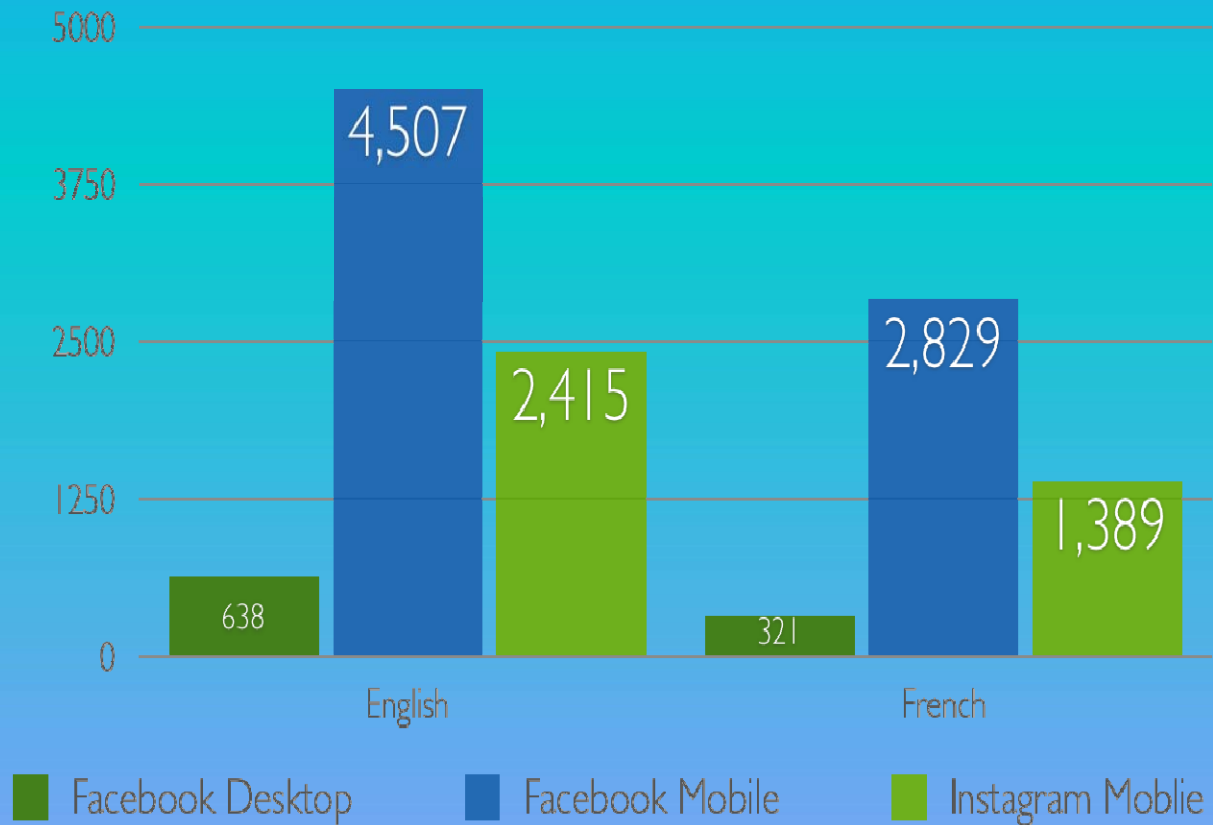
Data recorded from January 20th to February 2nd 2017

Introduction to Food Solids Demographics English



Data recorded from January 20th to February 2nd 2017

Reach according to Placement and Device



Data recorded from January 20th to February 2nd 2017

AUDIENCE HABITS AND ACCESS



Let's Talk

Tips for Building Your Child's Speech and Language Skills

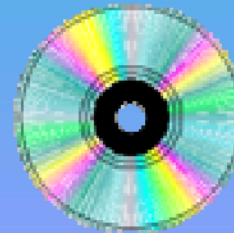
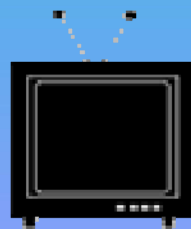
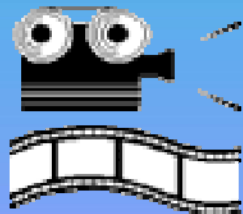
CONCLUDING THOUGHTS



**Theories, campaigns and technology
should not replace, but rather
complement our public health
communications efforts and activities**

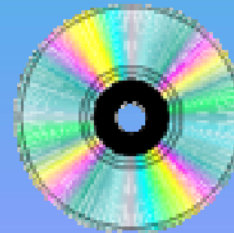
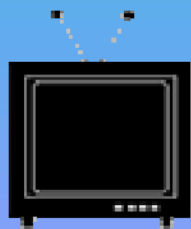
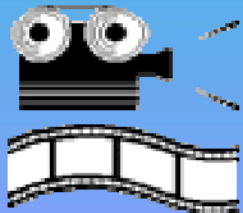


THE HEALTH COMMUNICATIONS WHEEL





THE HEALTH COMMUNICATIONS WHEEL



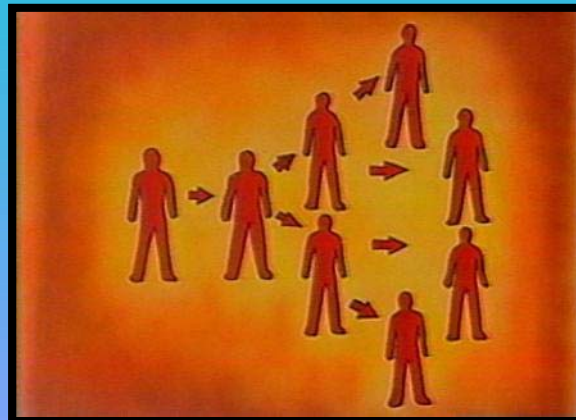
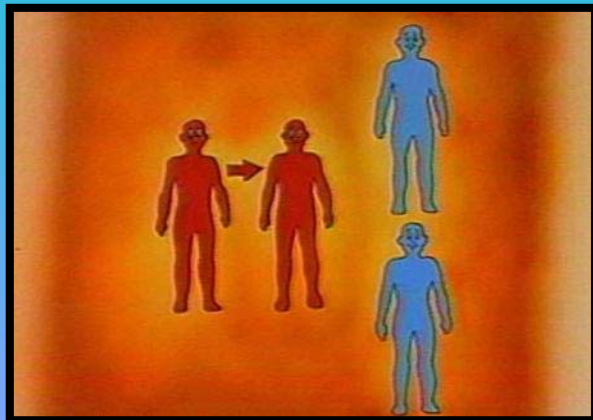
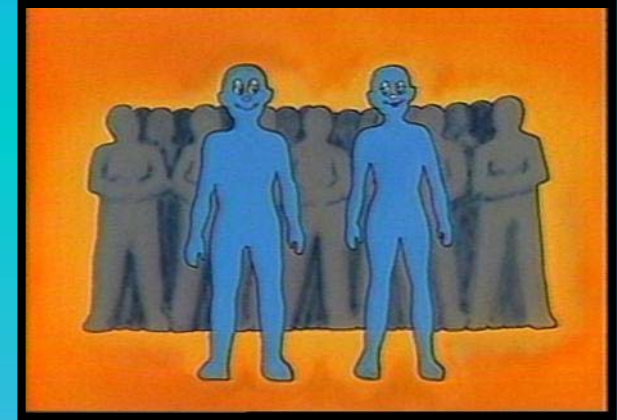
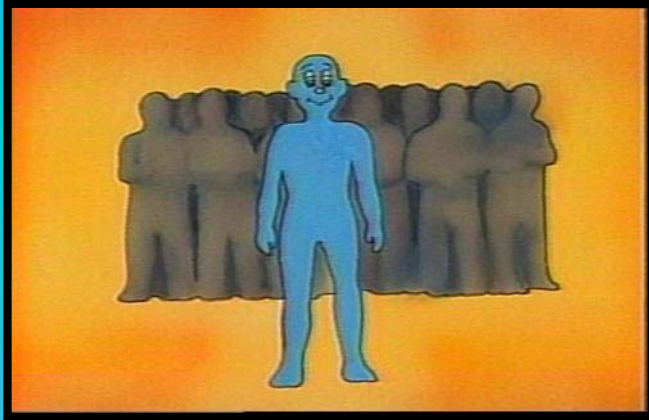
ONE ON ONE

- Texting
- Email
- Video Conferencing

BARRIERS AND BENEFITS

DON'T FORGET THE BASICS

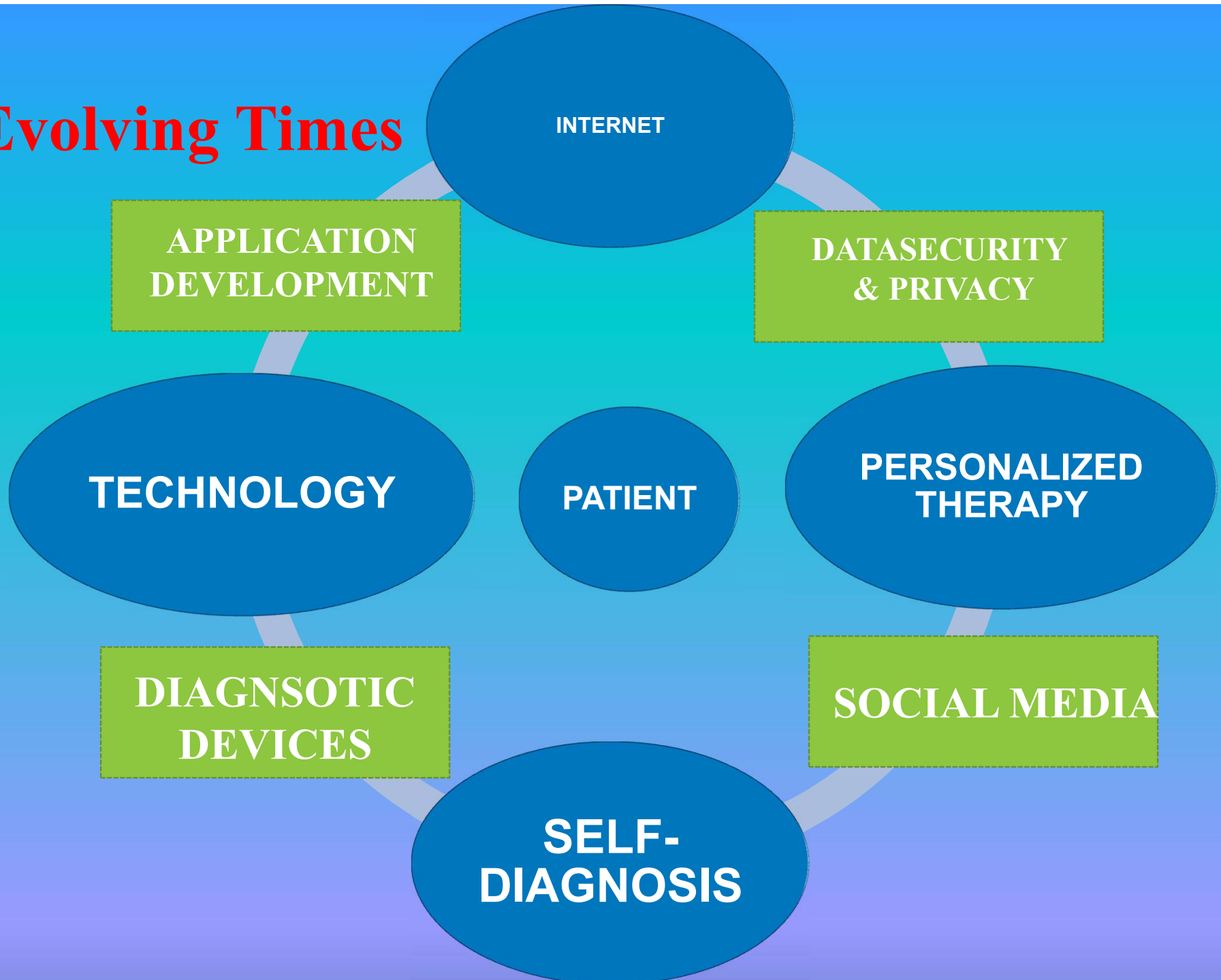
M A D E

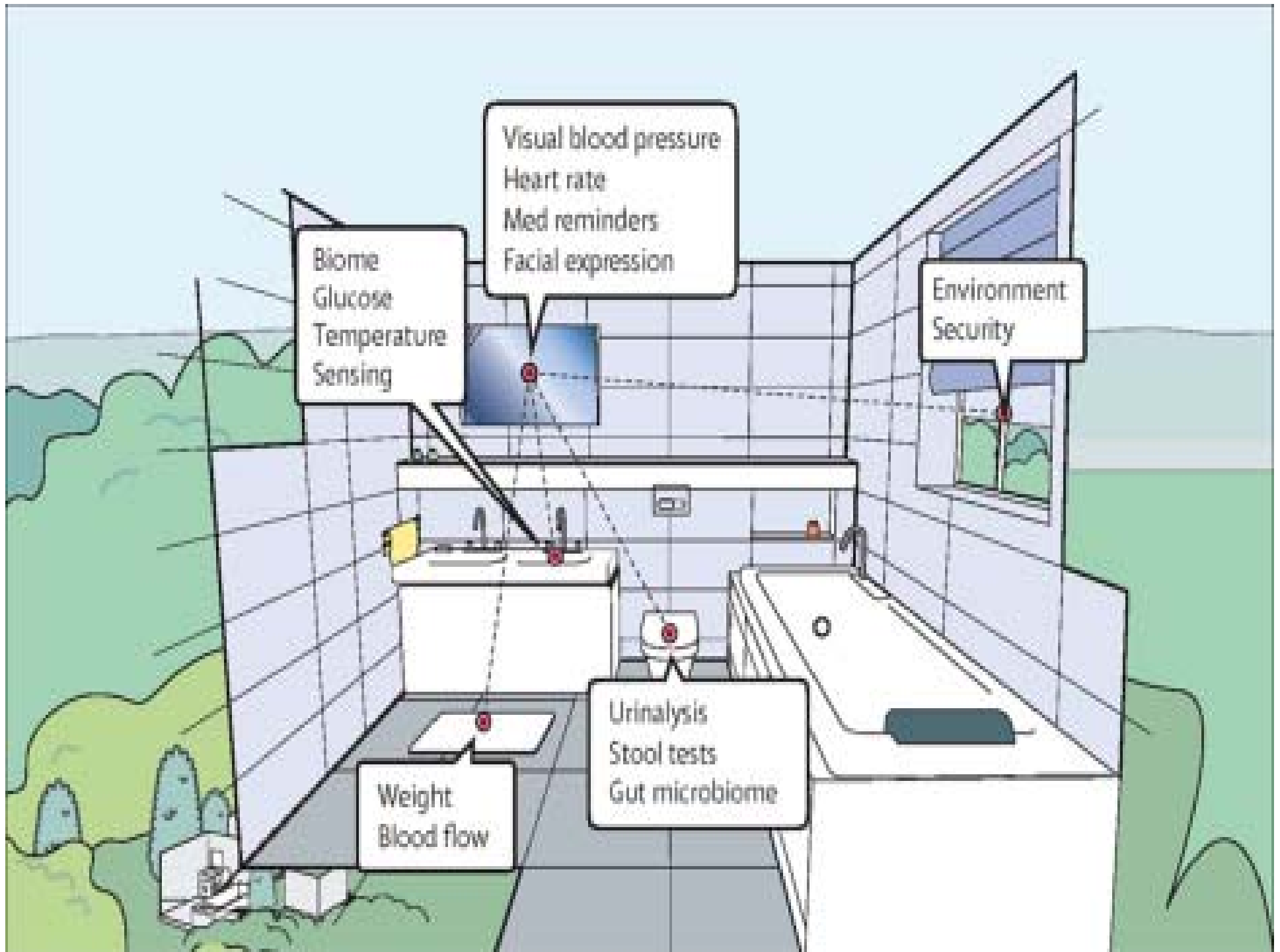


UNPF-CAMEROON HIV AWARENESS PROGRAM

**THE FUTURE IS
CLOSER THAN YOU
THINK**

Evolving Times



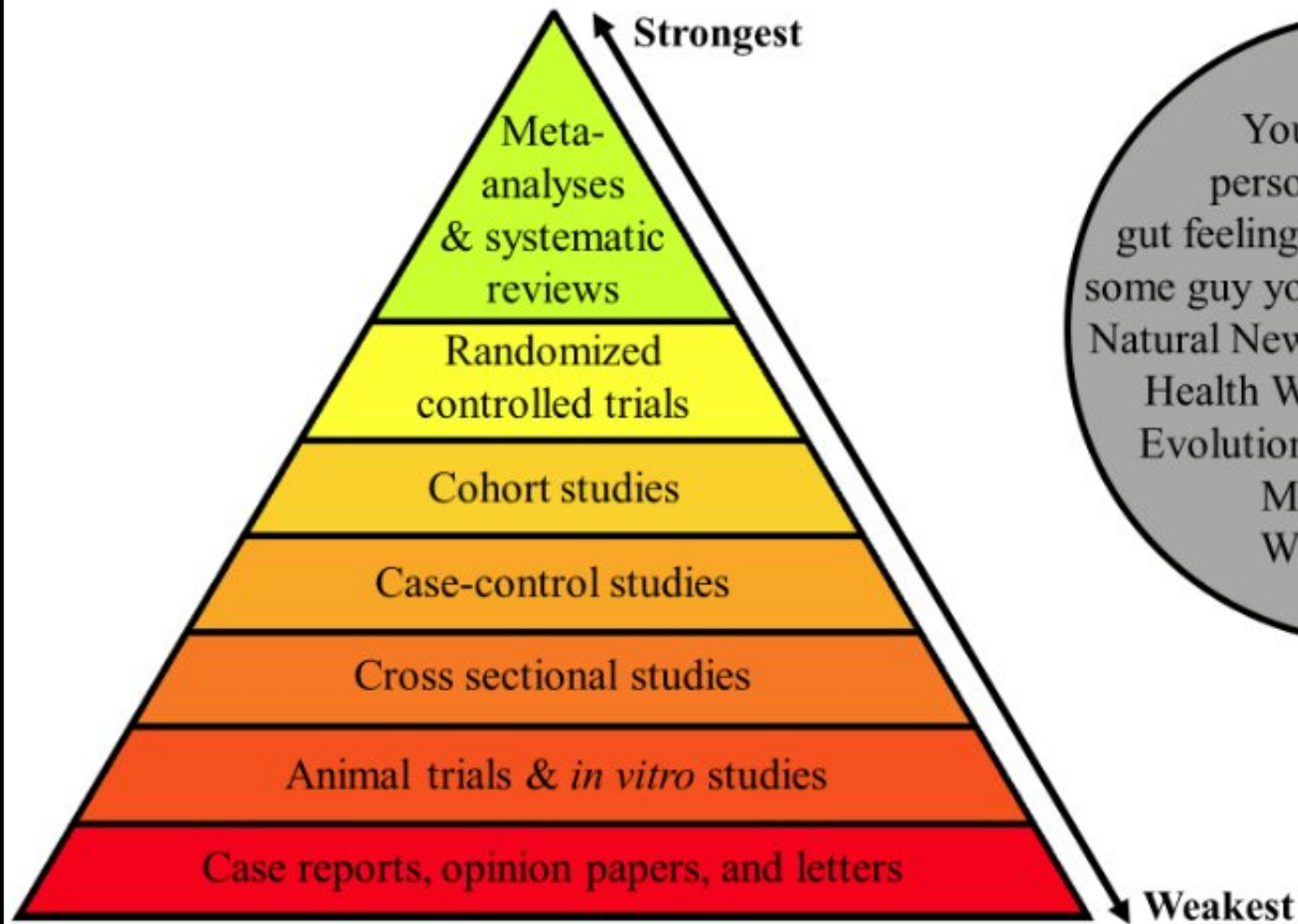


CHALLENGES POSED BY THE ONLINE WORLD OF FACTS AND NON-FACTS

EMERGING COMMUNICATIONS TECHNOLOGY
IN PUBLIC HEALTH PRACTICE

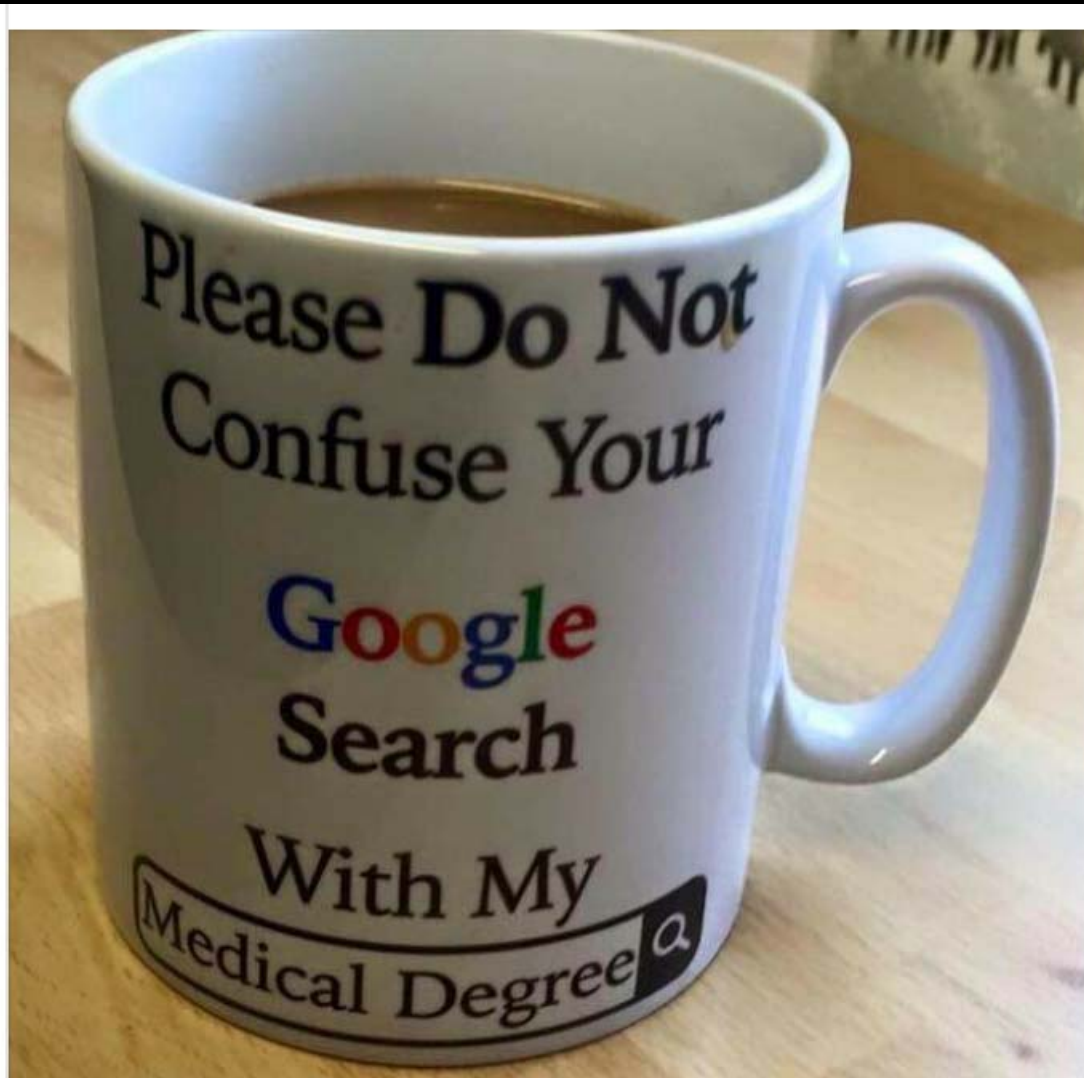
Hierarchy of Scientific Evidence

Not Scientific Evidence



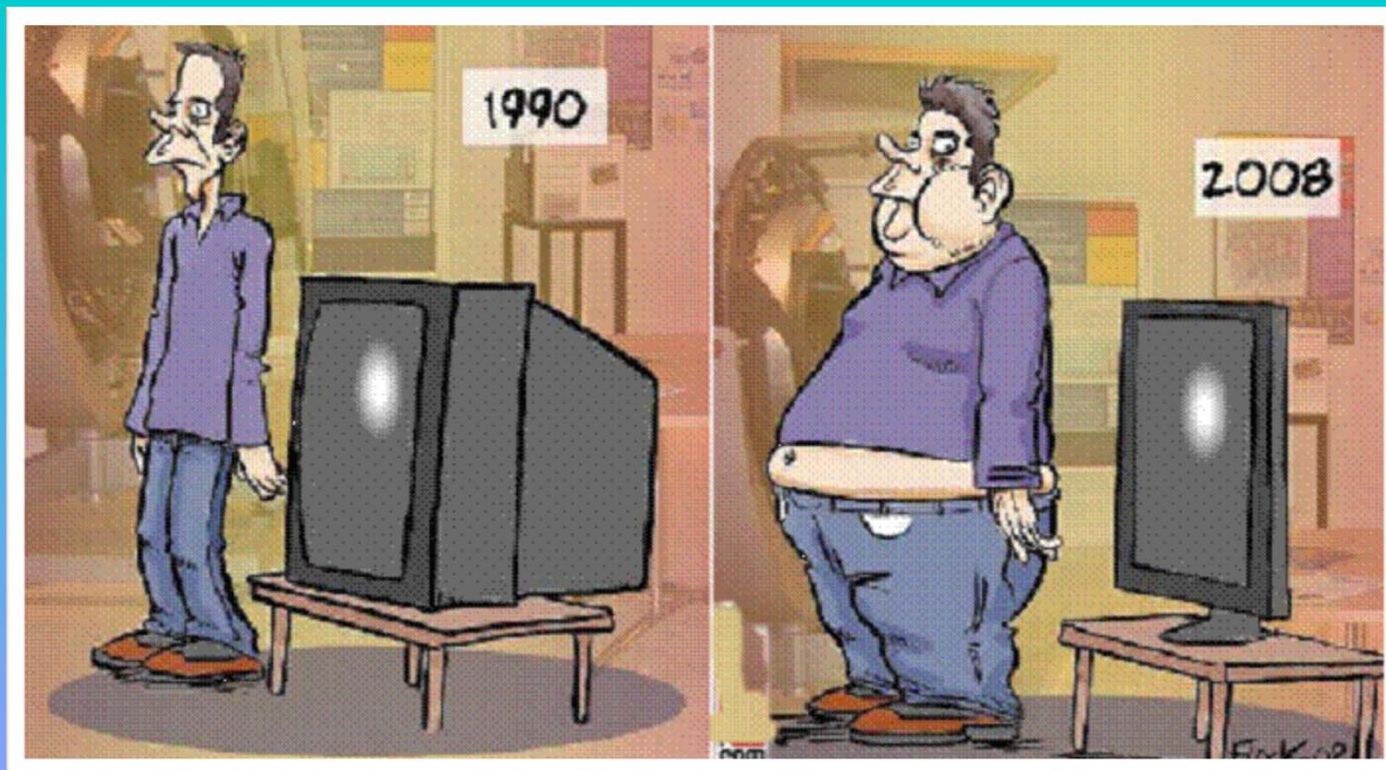
Youtube videos, personal anecdotes, gut feelings, parental instincts, some guy you know, websites like Natural News, Info Wars, Natural Health Warriors, Collective Evolution, Green Med Info, Mercola.com, Whale.to, etc.

thelogicofscience.com



EMERGING COMMUNICATIONS TECHNOLOGIES
IN PUBLIC HEALTH PRACTICE

EVOLUTION OF NEW MEDIA- A PUBLIC HEALTH PARADOX



THANK YOU LET'S CREATE A MESSAGE!

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@thedrpaul