

Health Communication Campaigns to Promote Healthy Behaviors: A Primer

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Interdisciplinary Health Communication

Health communication is a potent tool for improving the public's health. To be most effective, health communication builds on expertise from many disciplines. UNC has leading programs in journalism and mass communication, public health, information and library science, psychology and allied fields that are working together to build a new science of health communication. Read more...



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FEATURED NEWS POSTS



THE HEALTH CONSCIOUS MOVEMENT

June 10, 2012 • Posted by: Katie Shumake

The Health Conscious Movement was announced on June 2nd. Headed by



DISNEY TAKES STEPS TO GET KIDS TO EAT HEALTHILY

June 6, 2012 • Posted by: Katie Shumake

Yesterday the news broke that Disney will no longer air junk food



PATIENT EMPOWERMENT? NOT SO MUCH.

• Posted by: Laura Marshall

The journal Health Affairs recently published a study that should make the...



THERE'S AN A HEALTH-OR S

June 4, 2012 • Post

Checked out the American Life pr
nt ...

Areas of Interest

- *Health behavior theory* – uses, applications, limitations, theory-testing methods
- *Health communication messages and campaigns*– message design, campaign implementation and evaluation
- *eHealth applications* – computer, mobile
- *Cancer announcements* – understand effects, implications for interventions



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eHEALTH APPLICATIONS

PROMISING STRATEGIES FOR
BEHAVIOR CHANGE

EDITED BY SETH M. NOAR AND
NANCY GRANT HARRINGTON



Health Communication Campaigns

“a campaign intends to generate specific outcomes or effects 2) in a relatively large number of individuals 3) usually within a specified period of time, and 4) through an organized set of communication activities”
(Rogers & Storey, 1987, p. 821)

Social marketing

“The design, implementation, and control of programs seeking to increase the acceptability of a social idea or practice in target group(s). It utilizes concepts of market segmentation, consumer research, idea configuration, communication, facilitation, incentives, and exchange theory to maximize target group response” (Kotler, 1975)

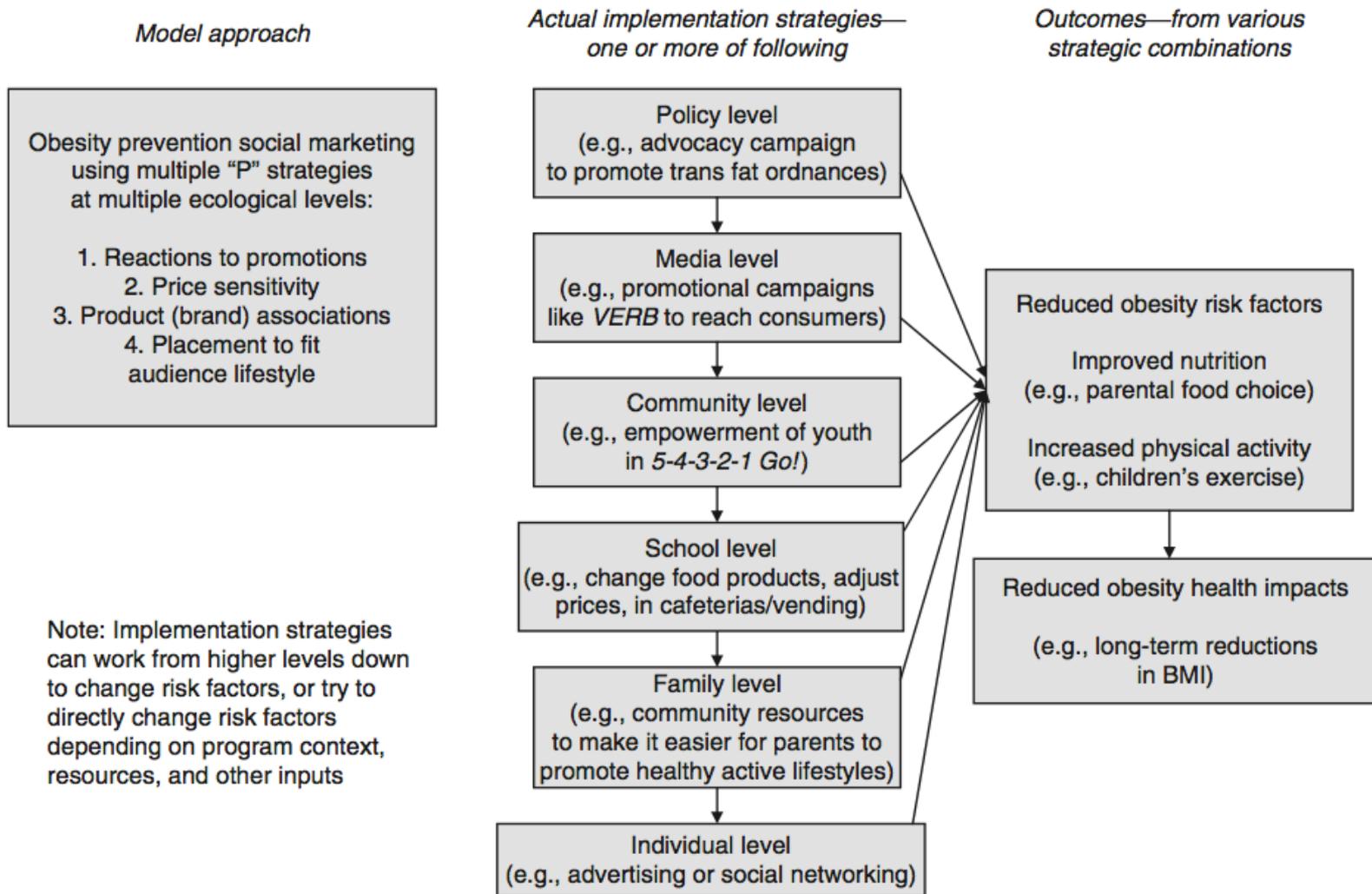
The 4 p's of Social Marketing

- **Product** – the focus of the transaction between marketer and the target market
- **Price** – cost of adopting the practice –time, financial, social, etc.
- **Place** – distribution channels for the product
- **Promotion** – communication strategy

Social Marketing Example

- **Product** – fruit and vegetable consumption
- **Price** – eat less junk food, actual cost of items, keeping items fresh, etc.
- **Place** – grocery store, farmers market, etc.
- **Promotion** – communication campaign





Evans, W. D., Christoffel, K. K., Necheles, J. W., & Becker, A. B. (2010). Social marketing as a childhood obesity prevention strategy. *Obesity* 18, S23-S26.

Conceptual Differences

- Communication models – focus on the *persuasion* process
 - McGuire's model, BCC model, ACME
- Marketing models – focus on an *exchange* process
 - Social marketing
- Psychological models – focus on the process of *self change*
 - Motivational interviewing, stage of change

Health Campaigns

- Long history of health communication campaigns in the US
- Rogers & Storey (1987)
 - 1940's & 1950's - "Minimal effects"
 - 1960's & 1970's - "Campaigns can succeed"
 - 1980's & 1990's - "Moderate effects"
- Where are we now?
 - "Conditional effects" era – no new principles, but existing principles effectively put into action

Behavior Change

- *Can mass media campaigns change behavior?*
- If so, by how much?
- What should our goals be? What is realistic?

Meta-Analyses

- Snyder & Hamilton (2002)
 - 48 published US campaigns
 - Mean ES $r = .09$ ($r = .05$ w/o enforcement; about 5%)
- Derzon & Lipsey (2002)
 - 72 published and unpublished studies
 - Mean ES = .04 SD's (behavior)
- *The best evidence to date suggests that campaigns tend to have “small” protective effects (short term)*

Obesity-related Campaigns

- Fruit and vegetable campaigns have had, on average, better effects than typical campaigns ($r = .08$) (Snyder, 2007)
- Campaigns to encourage individuals to switch to lower fat milk have been successful (Regel et al., 1999; Maddock et al., 2007)
- VERB campaign has shown success in increasing physical activity behaviors among “tweens” (Huhman et al., 2010)
- Other interventions such as computer-tailored materials are effective in reducing fat intake and possibly increasing F&V intake (Noar et al., 2007, 2011)

Campaign Design Principles



Principles

1. Formative research
2. Use of theory
3. Audience segmentation
4. Message design – targeted to audience
5. Channels and message placement
6. Process evaluation and high message exposure
7. Outcome evaluation



Principle #1: Conduct Formative Research

1. Clearly understand the behavior and its determinants
 2. Learn what channels / programs are watched by target audience
 3. Pre-test campaign messages
- *Note: Ineffective campaigns often do not pretest messages*

Formative Research Methods

All of the methods below can be used for:

1. Gaining insights into audience beliefs that can inform audience segmentation, message design, and channel preferences
 2. Garnering feedback on message concepts and preliminary messages
- Methods
 - Focus groups
 - In-depth interviews
 - Surveys
 - Experiments

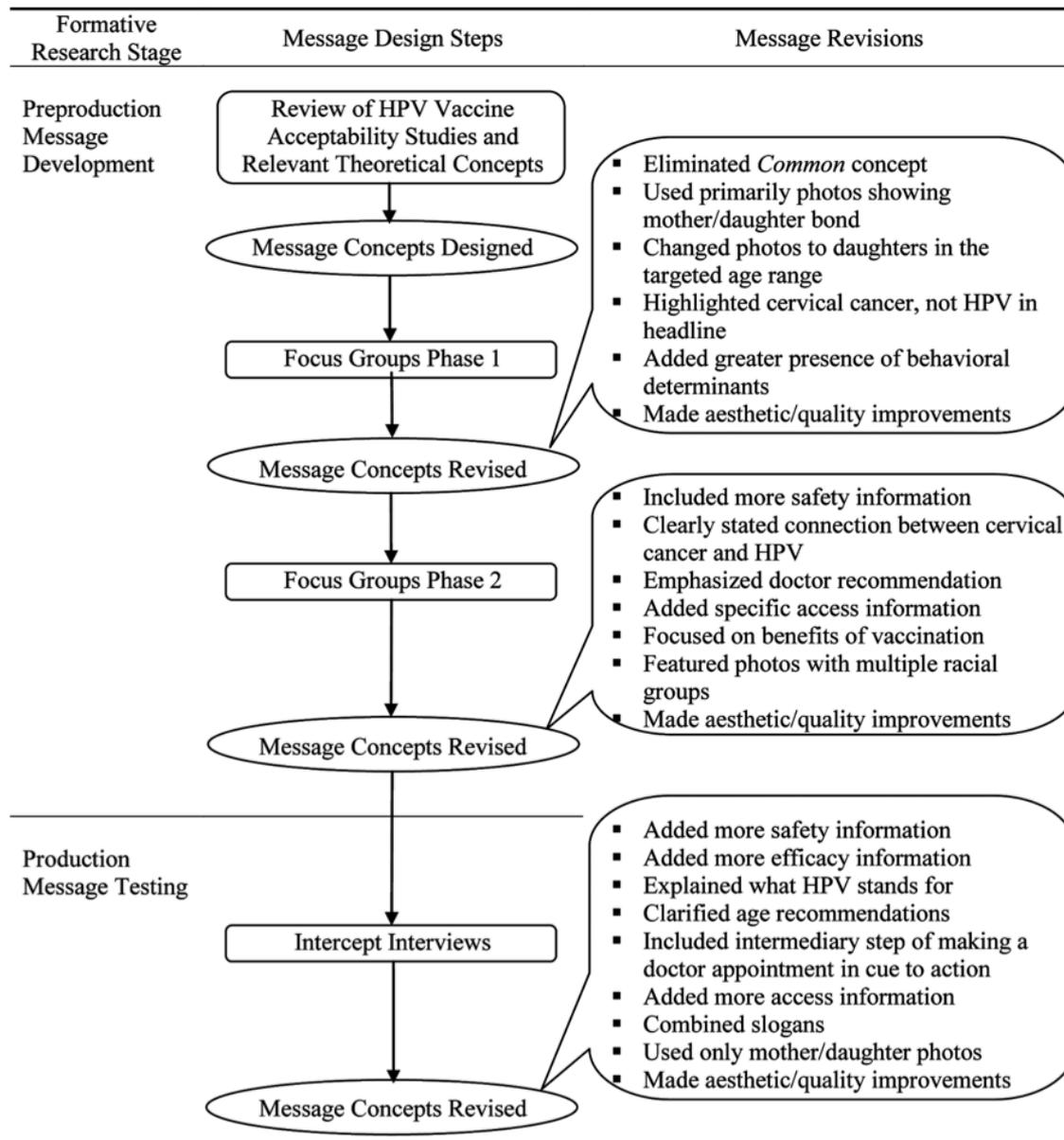
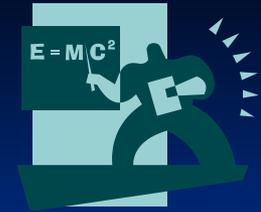


Figure 1. Formative research activities for message development.

Principle #2: Use Theory



1. Provide conceptual foundation for campaign – guide audience through process of behavioral change
2. Suggest theoretical determinants to focus on with messages
3. Suggest theoretical determinants to use in evaluation

Some Theories

- Diffusion of innovation
- Elaboration likelihood model
- Extended parallel process model
- Consumer information processing theory
- Media practice model
- McGuire's hierarchy-of-effects model
- Cognitive dissonance
- Social norms theory
- Social integration model
- Health belief model
- Theory of reasoned action
- Theory of planned behavior
- Social cognitive theory
- Transtheoretical Model / Stages of change model

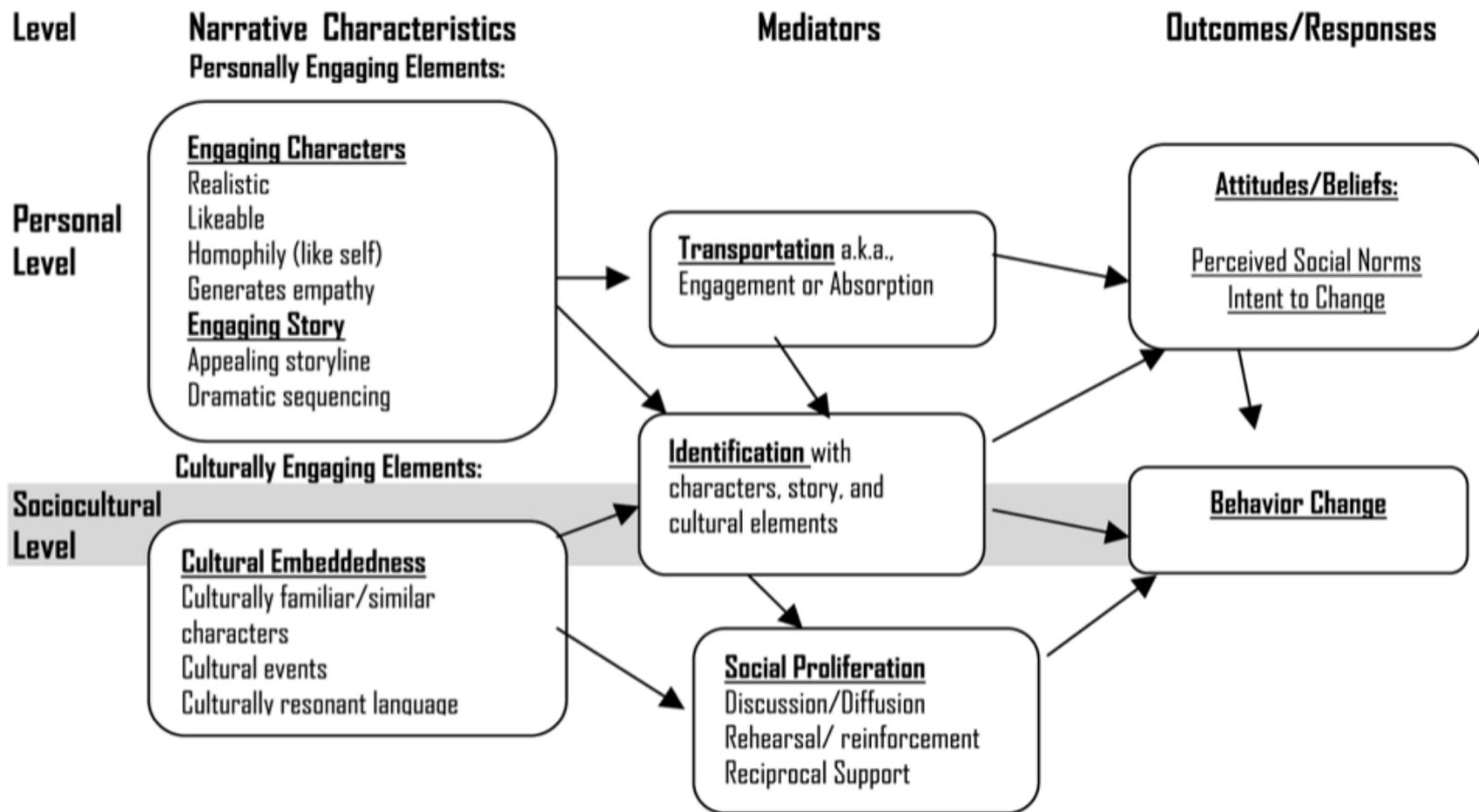


Figure 1. A model of culture-centric narratives in health promotion.

Principle #3: Segment Audience



1. Divide audience into meaningful subgroups
 2. Characteristics to segment on can include demographic, risk, behavioral, personality, and / or other characteristics
- *Note: Campaigns sometimes fail because they try and reach “everyone”*



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Principle #5:



Message/Channel Placement

1. Place messages in channels widely viewed by the target audience
2. Strategically position campaign messages within the selected channels
3. Both of the above are learned through formative research



Channel Considerations



- What communication channels and programs does audience currently use? (collect data on this)
- What channels do they trust? (source credibility)
- What channels might they be most receptive to?
- Consider communication dimensions of each channel
- Consider single vs. multiple channels/components

Principle #6: Conduct Process Evaluation (and ensure high message exposure)

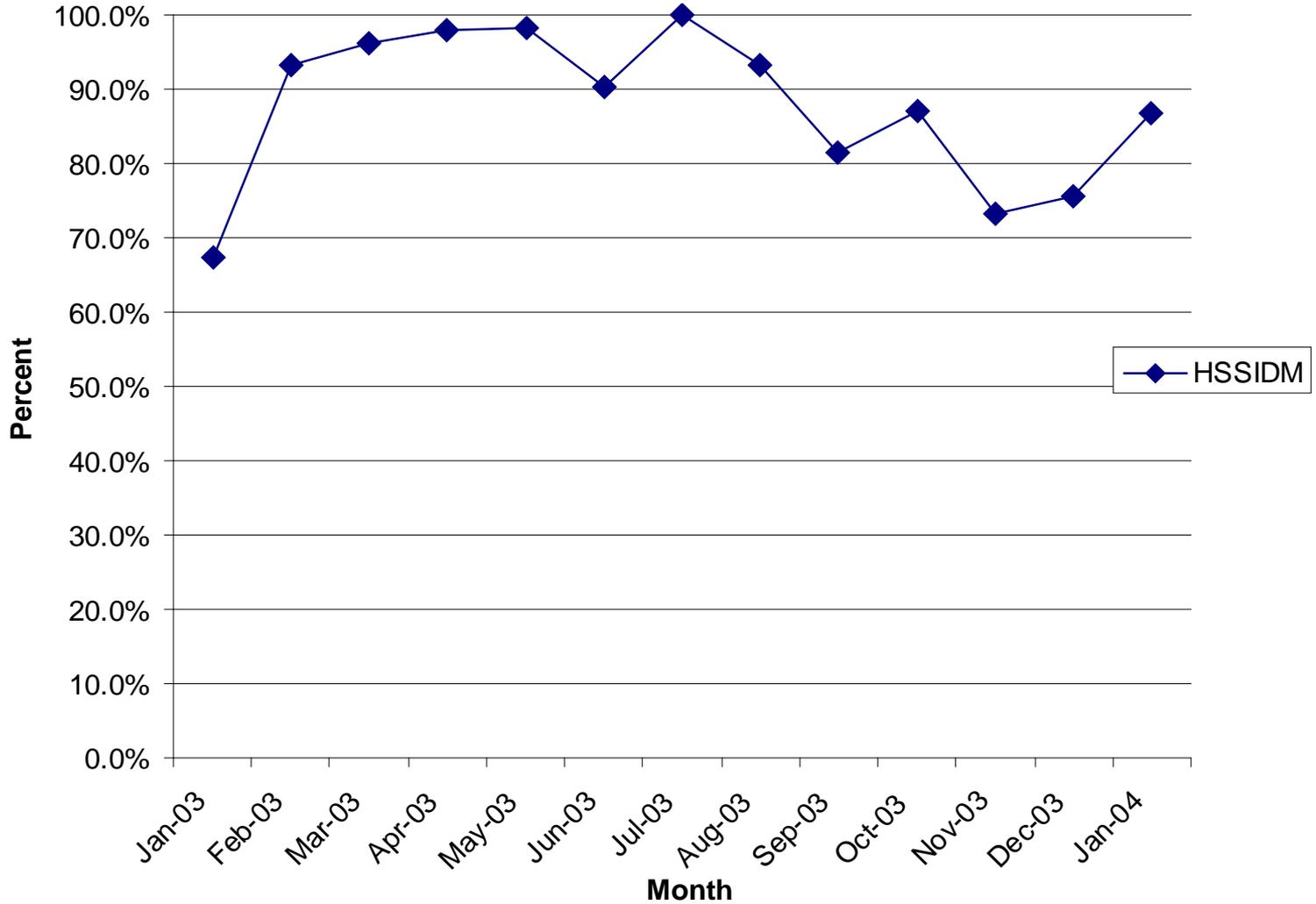


1. Monitor and collect data on campaign implementation
 2. Make mid-course corrections where necessary
 3. Ensure high exposure to campaign messages – both reach and frequency
- *Note: Average campaigns have only 36 - 42% reach*

Process Evaluation

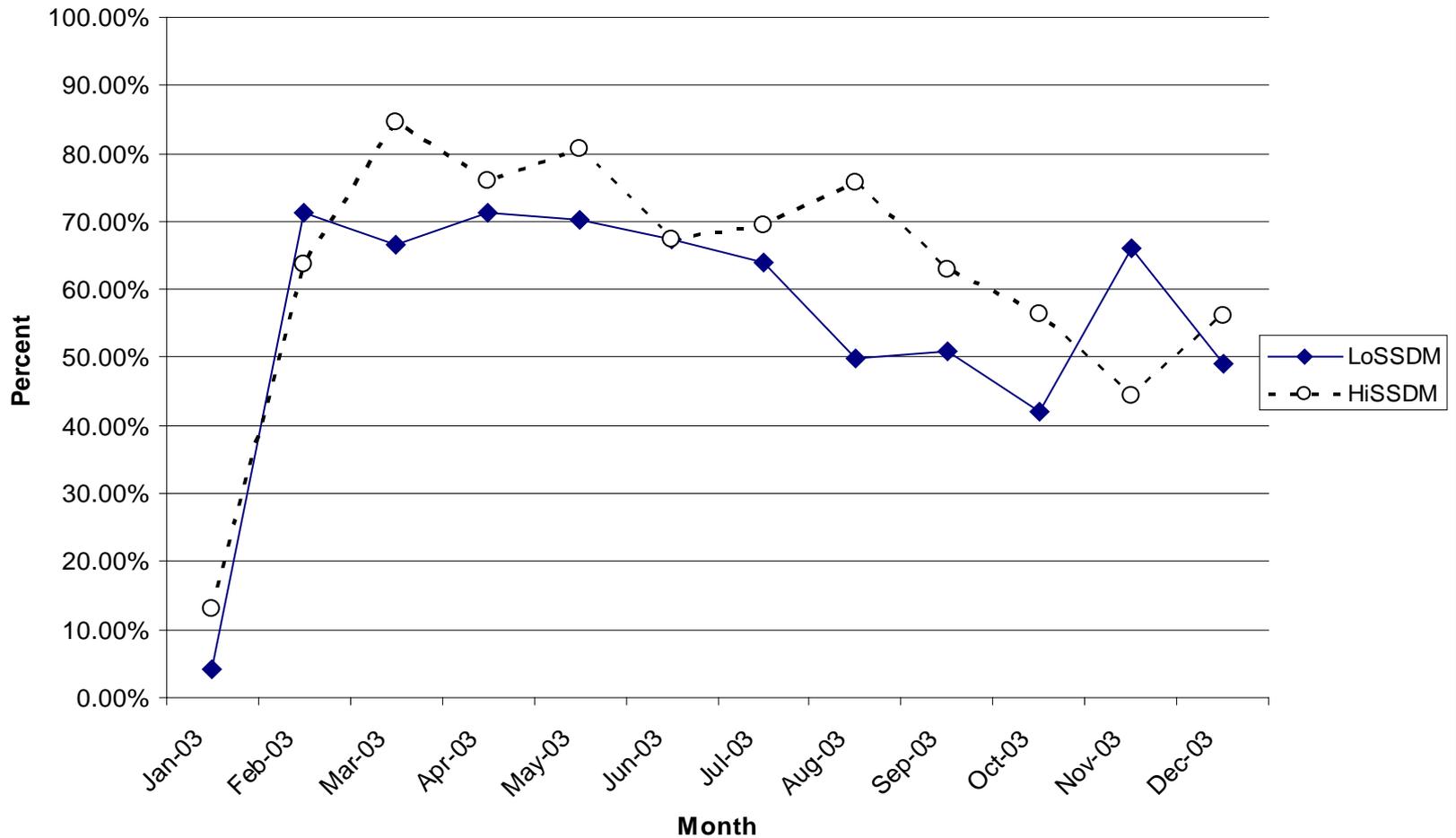
- Concerned with monitoring and collection of data on fidelity and implementation of campaign activities (Valente, 2001)
 - CDC distinguishes between “process monitoring” and “process evaluation”
 - *Process monitoring* is the routine collection of output data, while *process evaluation* examines conformity to program design, implementation, and extent of reaching the target audience

Exposure: Saw at least 1 PSA



Exposure: Saw 3 different PSAs

Percentage of respondents in Lexington who saw at least 3 PSAs



Principle #7: Conduct Outcome Evaluation



1. Evaluate the campaign
 2. Use a sensitive outcome evaluation design that reduces threats to internal validity (i.e., pretest, control group)
- *Note: Most campaigns are not well evaluated, using post-only or one group pre-post designs*

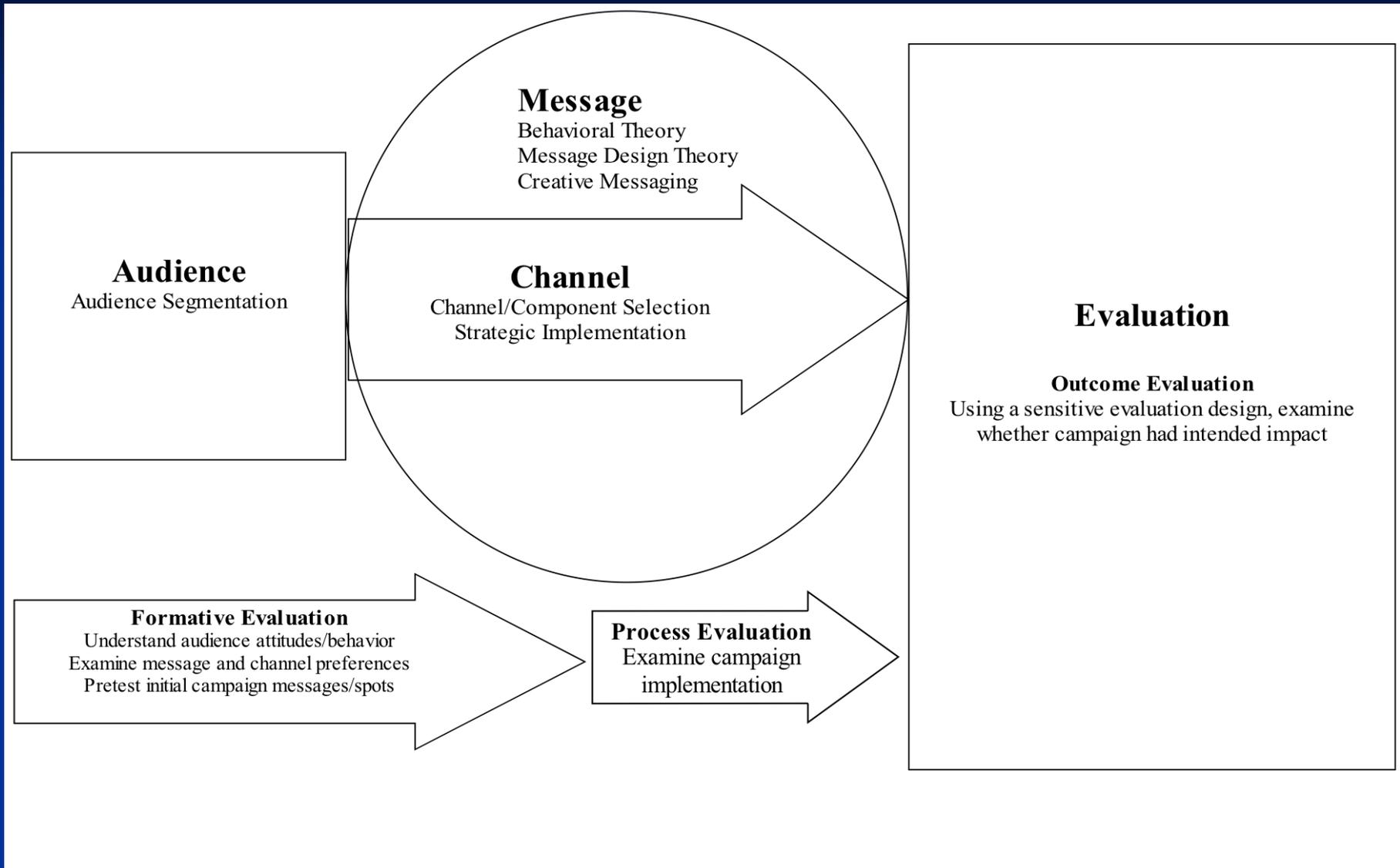
Issues in Outcome Evaluation

- Think about the following:
 - How will you assess whether your objectives were met or not?
 - What, when, and how will you measure the phenomena under study?
 - How does theory play into your evaluation?
 - How will you collect your data?
 - Will you be able to rule out internal validity threats?
 - What challenges might you face and how can you most effectively deal with those challenges?

Synergy of Principles

- Principles work together
- For instance:
 - Audience segmentation has implications for...
 - Message Targeting
 - Channel / Message Placement
 - Evaluation

ACME Framework



Campaign Failure

- Unfortunately, failure to attend to one crucial principle can doom a campaign
 - For instance:
 - Lack of formative research
 - Lack of audience segmentation
 - Lack of rigorous evaluation

Conclusion

- Health mass media campaigns can have small-to-moderate effects on health behavior
- Because of their wide reach, this can translate into population impact
- However, in order to be successful, campaigns must be carefully designed, implemented, and evaluated
- Many campaigns do *not* succeed because they fail to follow one or more of these best practices

Thank You!

