

Closing the Gap between Science and Practice in Health Communication: Lessons from the CDC

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Today's Talk

- CDC's health communication vision
- Barriers to applying science and evidence to health communication
- Strategies for overcoming the barriers





Vision for improving health through health communication and marketing at the CDC



What is Health Marketing?

- Health marketing is the scientific activity, set of institutions, and processes for creating, communicating, delivering, and exchanging value for customers, clients, partners, and society at large to protect and promote health.¹
- Multi-disciplinary area of practice informed by health communication, social marketing, and other related disciplines

1. DRAFT - Adapted from the American Marketing Association.



Commercial Marketing

Market research, Audience segmentation,
Sales and marketing metrics

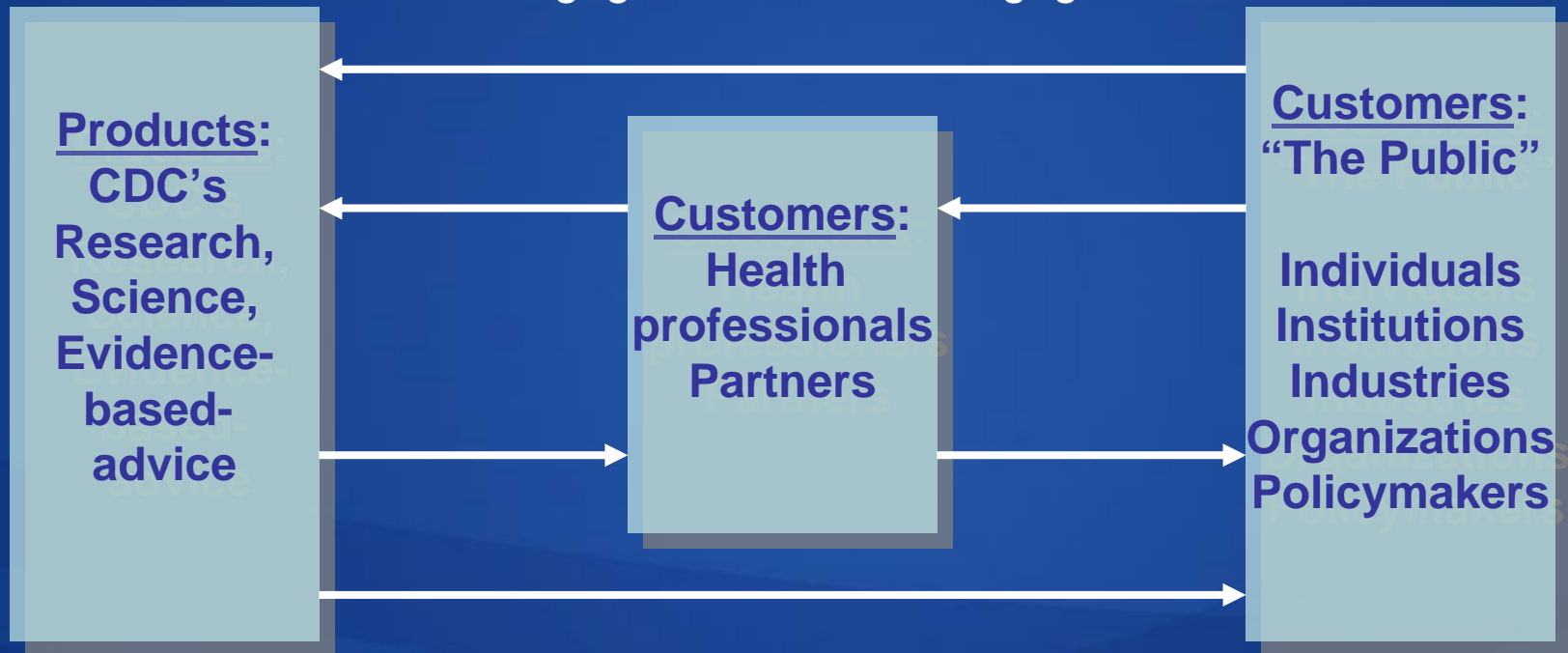


Product development, Packaging,
Placement, Promotion (B2B/DTC)



Health Marketing

Audience research, Formative research,
Public engagement, Partner engagement



Translating research to practice (B2B),
Health communication and marketing (DTC)



CDC's Diverse Customers

- **Health Professionals**
 - 1000+ Health Departments
 - 1000+ Partner Organizations
- **“The Public”** (Domestic and Global)
 - 300+ million Americans
 - Populations in 50+ countries

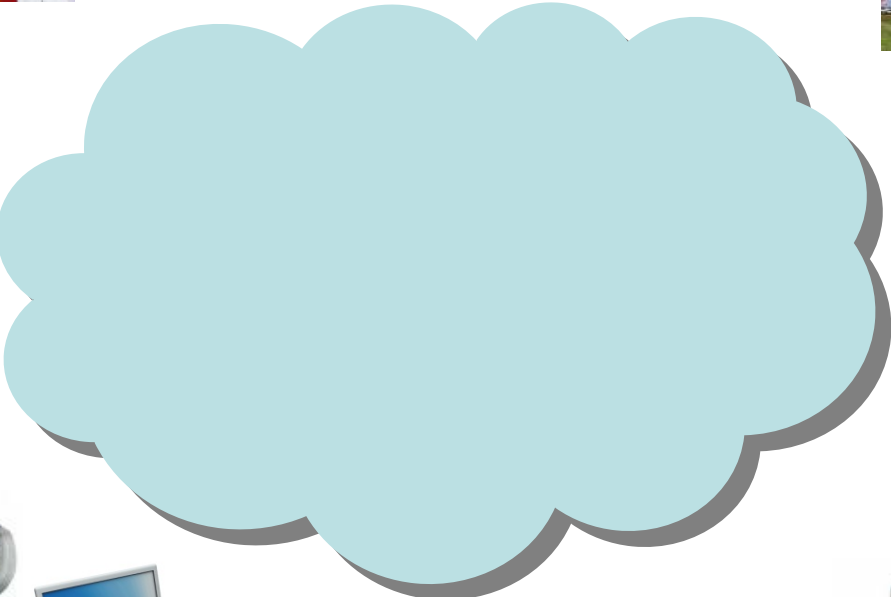


Our Channels are Changing!

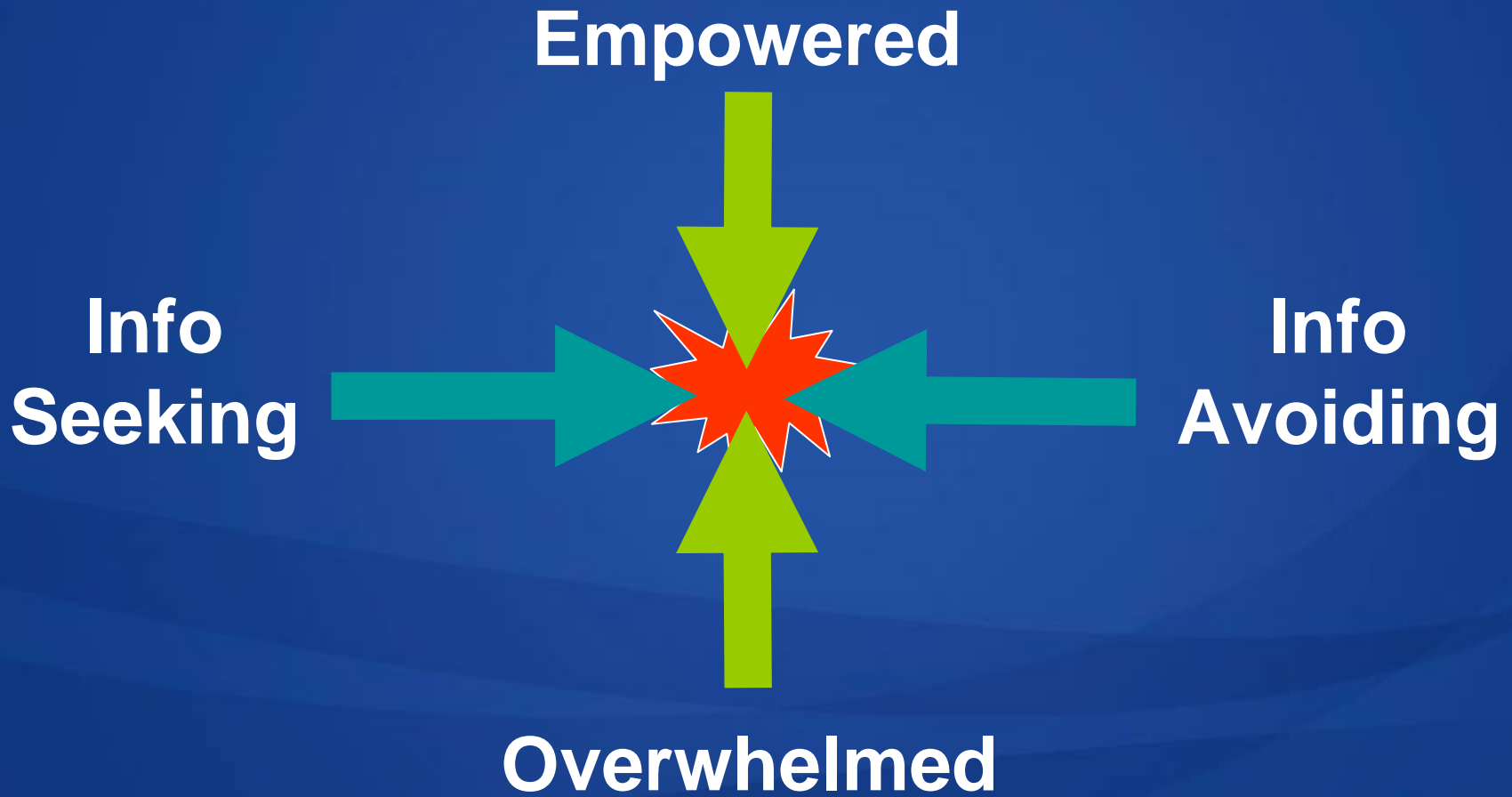
Average informed person reads or listens to 7 sources of information daily - Pew (2008)



Where does the public get its health information?



Health Information and the Public



Health Information and the Public

- Physicians most trusted health info source, but internet is the most frequently visited
 - Hesse et al. (2005)
- 9 out of 10 people do not trust advertising, but 9 out of 10 people buy on the basis of peer recommendation
 - Forrester Research (2008)

Lessons from Public Relations

Traditional Media

- Television/Radio
- Newspapers & Magazines
- Print media
- “Expert” Websites

Social Media

- Telephones
- Newsgroups/Discussion Boards/Chat/Email
- Sharing Services
 - Video, Audio, Photos, News, Games, Links

Vertical/Horizontal Nexus

- “People like me”=most trusted
 - Edelman Trust Barometer '07
- Aim for the “Sweet Spot”

- Blogs/Video Logs
- Instant Messaging
- Mobile Messaging
- Wikis
- Social Networks
- Mash ups



Lessons from Commercial Marketing



***Coca-Cola should always be
“within an arm’s reach of desire.”
— Robert Woodruff***



Source: Coca-cola website image library



Effective Public Health Means...

- Providing health information, interventions, and products when, where, and how people need them to inform healthy decisions
- *“CDC within an arm’s reach of need”*



Web 2.0

The screenshot displays the CDC website's 'Widgets and Gadgets' section. It features several interactive elements:

- MRSA in Schools:** A prominent banner with a 'GO' button and the text 'Preventing the Spread of Skin Infections'.
- Health & Safety Topics:** A sidebar menu listing categories like 'Diseases & Conditions', 'Healthy Living', 'Emergency Preparedness & Response', and 'Injury, Violence & Safety'.
- DATA & STATISTICS:** A section titled 'Physical Activity Among Adults With Disabilities, United States, 2005' showing a 26.9% figure.
- NEWS & EVENTS:** A section for 'Laboratory Safety and The Select Agent Program'.
- Search and Index:** A search bar and an A-Z index for navigation.
- On this Page:** A list of links including 'How to Use CDC Widgets and Gadgets', 'Disclaimer', and 'Questions or Comments'.

Blogs

The screenshot shows the 'Director's Blog' by Jay M. Bernhardt, PhD, MPH. It includes:

- Director's Blog:** Header with a photo of the director and his name.
- On this page:** A list of recent blog entries with dates, such as 'Treat Me (4/26/2007)', 'CDC 2.0 (4/19/2007)', and 'Medscape (3/29/2007)'.
- Navigation:** Links for 'Email this page', 'Print friendly version', and 'RSS Feed'.

CDC's Wants Bloggers to Encourage Getting Flu Shots

The screenshot shows a blog post titled 'CDC's Wants Bloggers to Encourage Getting Flu Shots' by Enoch Choi, dated Monday, December 18, 2006. The post features:

- Header:** 'Don't Let the Flu Ruin Your Holidays! Get vaccinated!' with a flu virus icon.
- Text:** 'Today, the CDC, America's Centers for Disease Control and Prevention, hosted a webinar for bloggers to ask us to get the word out that people should go and get their flu shots.'
 - Quote:** 'Over the course of 40 minutes, they gave the scientific background supporting influenza vaccine and how it helps, and how it doesn't. They also gave some basic strategies for getting things to go and spreading the message some fun ways.'
 - Keywords:** influenza vaccine, how it helps, how it doesn't, strategies, spreading the message, fun ways.

Streaming Media

The graphic features a laptop displaying the CDC logo, a pair of headphones, and a globe. The text reads:

- Health Marketing Matters**
- PODCAST SERIES**

Social Networking

The screenshot shows the 'CONTACTING CDC.GOV' section with various social media and communication options:

- CONTACTING CDC.GOV:** Includes links for 'Send Message', 'Add to Friends', 'Forward to Friend', 'Add to Favorites', 'Bookmark Message', 'Block User', 'Add to Group', and 'Book User'.
- CONTACTING CDC.GOV:** Provides contact information for the CDC, including the address (1600 Clifton St., Atlanta, GA 30333), phone number (1-800-CDC-INFO), and public inquiries number.
- MySpace 1981:** A link to the CDC's MySpace profile.
- Add a Badge to Your Page!**: A section encouraging users to add a CDC badge to their website.
- ENERGIZE YOUR LIFE:** A promotional banner for CDC's latest blog entry, 'March is Back Injury Awareness Month'.
- About CDC:** A link to learn more about the organization.



Virtual Worlds



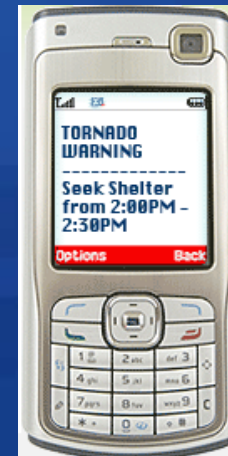
Preliminary March 12, 2008

Global Health Odyssey



Mobile Health Communication

- Disease management
- Risk communication
- Persuasive messaging & reminders
- Health promotion
- Emergency preparedness
- Personal safety
- Current pilot studies



CDC Health Communication Vision

- *Health information and interventions where, when, and how people need them*
- Highly accessible info (health literacy)
- Highly relevant information (tailoring)
- Vertical and horizontal strategies
- Within an arm's reach (like mobile!)



Aligning the Vision with the Evidence

- Does all CDC health communication align?
 - No, for several reasons
- Are we using evidence to inform the vision?
 - Yes, but there are gaps

Audience data?	Some
Usability data?	Some
Campaign standards?	Mixed
Program evaluation?	Little
Targeted messages?	Little
Tailored messages?	None





Barriers to applying
science and evidence
to health communication
practice at CDC



Many, Many Barriers

- Historical
- Political
- Social
- Economic
- Scientific
- Cultural
- Organizational
- Interactions

50% recommended healthcare practices are implemented
< 50% for prevention and behavior change interventions
What percentage for health communication programs?

Translating Research to Practice

- Completing studies
 - Disseminating results
 - Knowledge synthesis
 - Actionable knowledge
 - Transfer and distribution
 - Adoption decision
 - Practice integration
 - Implementation
 - Maintenance
- Researchers' Job**
- Whose job is this?**
- Practitioners' Job**



Evidence Based Barriers

- Few meta-analyses or research syntheses
- Evidence base is not organized
- Recommendations not easily accessible
 - Review articles and books not accessed
 - Training disparities between researchers and practitioners, especially in small orgs.
 - Not “packaged” for easy implementation



Researcher Based Barriers

- Glasgow and Emmons (2007)
 - Intervention characteristics
 - Target settings
 - Research or evaluation design
 - Interactions among these 3
- Other barriers
 - Dissemination channels and content
 - Not “practitioner centric”

Practitioner Based Barriers

- Limited time
- Limited resources
- Insufficient training
- Lack of evaluation
- Lack of incentives
- Inadequate infrastructure
- Inadequate systems

Glasgow, Lichtenstein & Marcus (2003) AJPH



Other Barriers

- Public health culture emphasizes and rewards surveillance over intervention
- Communication and marketing still viewed by many as a “skill” more than a “science”
- Limited engagement between researchers and practitioners
- Limited oversight and policies mandating science and evidence-based practice



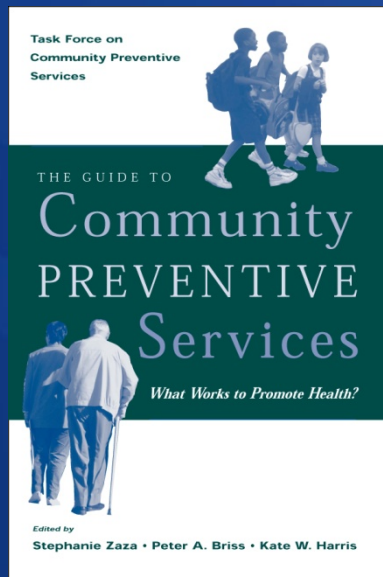


Strategies for overcoming the barriers



Addressing Evidence Base Barriers

- Conduct more research syntheses
- Develop more practice guidelines
- Establish science translation networks



Addressing Researcher Based Barriers

- Community based participatory research (CBPR)
- Practitioner centered dissemination and translation (PCDT)
 - Researches should use “practitioner centered” strategies for translation and dissemination of findings
- Universities should reward translation activities
- Funding agencies should require translation



Addressing Practitioner Based Barriers

- Policies and procedures to ensure science and evidence-based practice (clearance)
- Increased support for extramural research
- Increased engagement with researchers



National Center for Health Marketing

SEMINARS & COURSES

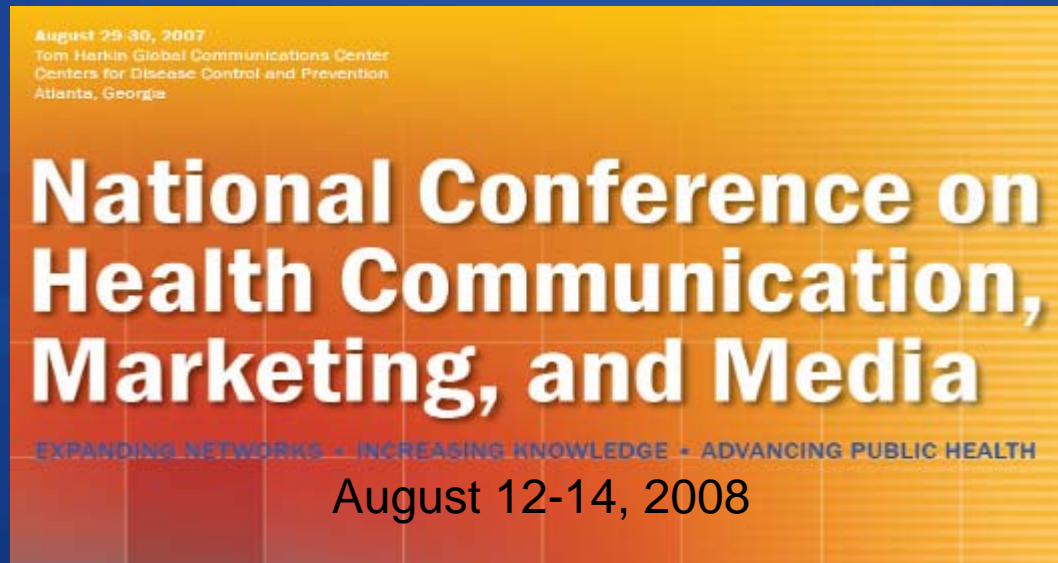
eCDC Seminar Series

Spring, 2008



Addressing Other Barriers

- Increase connectivity among health communication researchers & practitioners
- Increase awareness and support for health communication and marketing science



- Old African Proverb -

If you want to go fast, go alone.

If you want to go far, go together.



Thank you from the CDC
National Center for Health Marketing!

www.cdc.gov/healthmarketing
jbernhardt@cdc.gov



Additional slides

(Time Permitting)

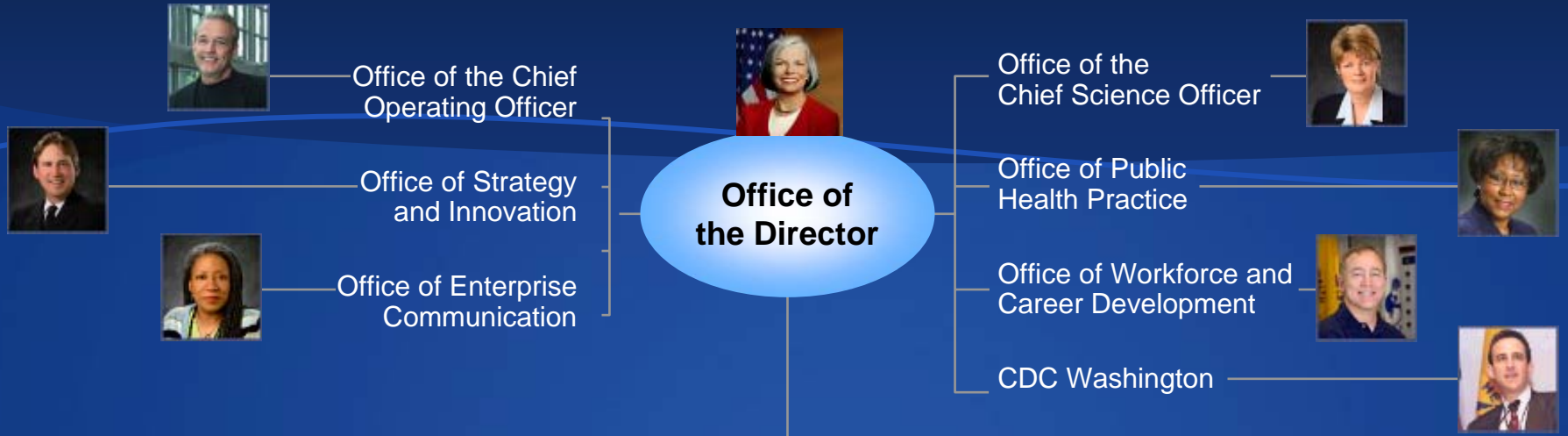


Centers for Disease Control and Prevention

- Vision: “Healthy people in a healthy world - through prevention.”
- Mission: “To promote health and quality of life by preventing and controlling disease, injury, and disability.”
- Strategy: “Health Protection and Health Equity”



Centers for Disease Control and Prevention 2008



GLOBAL HEALTH



TERRORISM PREPAREDNESS & EMERGENCY RESPONSE



ENVIRONMENTAL HEALTH & INJURY PREVENTION



HEALTH INFORMATION & SERVICES



HEALTH PROMOTION



INFECTIOUS DISEASES



NIOSH

NCEH

NCIPC

NCHM

NCHS

NCPHI

NCCDPHP

NCBDDD

OPHG

NCPDCID

NCIRD

NCHHSTP

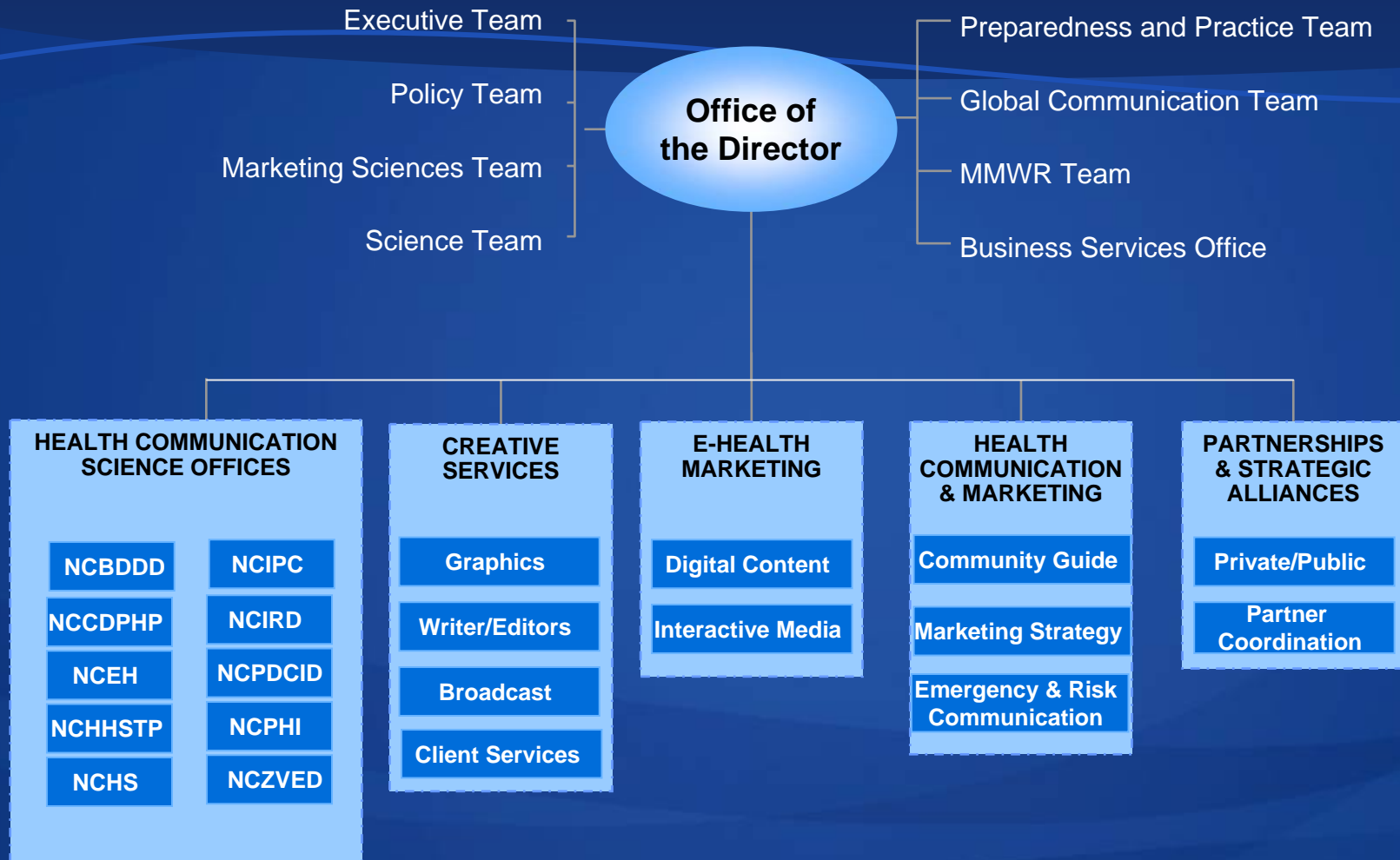
NCZVED

= Coordinating Office

= National Center



National Center for Health Marketing



NCHM Program Priorities 2008-2010

- CDC-TV programs for consumers
 - Increasing message accessibility and reach
- CDC health message content management
 - Increasing accessibility, timeliness and reach
- Health literacy research and leadership
 - Increasing message accessibility
- Partner communication and engagement
 - Increasing CDC reach and impact



CDC Health Marketing with the Public



CDC Health Marketing with Professionals

HEALTH INSURER PANDEMIC INFLUENZA PLANNING CHECKLIST

In the event of an influenza pandemic, national and regional health insurers will have several key responsibilities: protecting their employees' health and safety, providing coverage and related services to their members, and coordinating access to care through the provider community. Pandemic influenza planning is critical and will help limit the negative impact on our economy and society. To assist health insurers in their efforts, the Department of Health and Human Services (HHS) and the Centers for Disease Control and Prevention (CDC) have developed the following checklist. It identifies important, targeted activities health insurers can do now to prepare for a pandemic. The checklist is organized according to business-related, employee-related, and communication-related activities. Please consider incorporating these pandemic-specific elements into your current all-hazards business continuity plan. Please access <http://www.pandemicflu.gov> for additional information, including planning assumptions and tools and guidelines for health-care planning.

Completed	In Progress	Not Started	Activity
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Plan for the impact of an influenza pandemic on your business.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Within the scope of your business continuity-of-operations plan: <ul style="list-style-type: none"> <input type="checkbox"/> Identify a pandemic coordinator or team. <input type="checkbox"/> Develop a written pandemic preparedness plan that incorporates elements of this checklist. <input type="checkbox"/> Ask your employees and members for their input.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Identify employee and customer (e.g., recipient, subcontractor, product, and logistic) that are critical for business continuity and financial operations for each location and functional area in the event of a pandemic.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Forecast and develop contingency plans for employee absences due to illness of personnel, lack of their family members, or community-wide containment measures such as closing of children during school closures. Assess steady capacity (staff and facilities) for supporting key operations. Consider: <ul style="list-style-type: none"> <input type="checkbox"/> Cross-training current employees and sharing key business knowledge; <input type="checkbox"/> Establishing flexible work settings and schedules (e.g., telecommuting and staggered shifts); <input type="checkbox"/> Preparing notices to health-care essential roles; <input type="checkbox"/> Contracting with temporary staffing agencies.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Develop and plan for scenarios during a pandemic that are likely to result in an increase in demand for their employees' business operations such as call centers, case management, open-enrollment services, requests for proposals, and contract renewals.

