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

Products

Brands

**Sales Force
Distributors
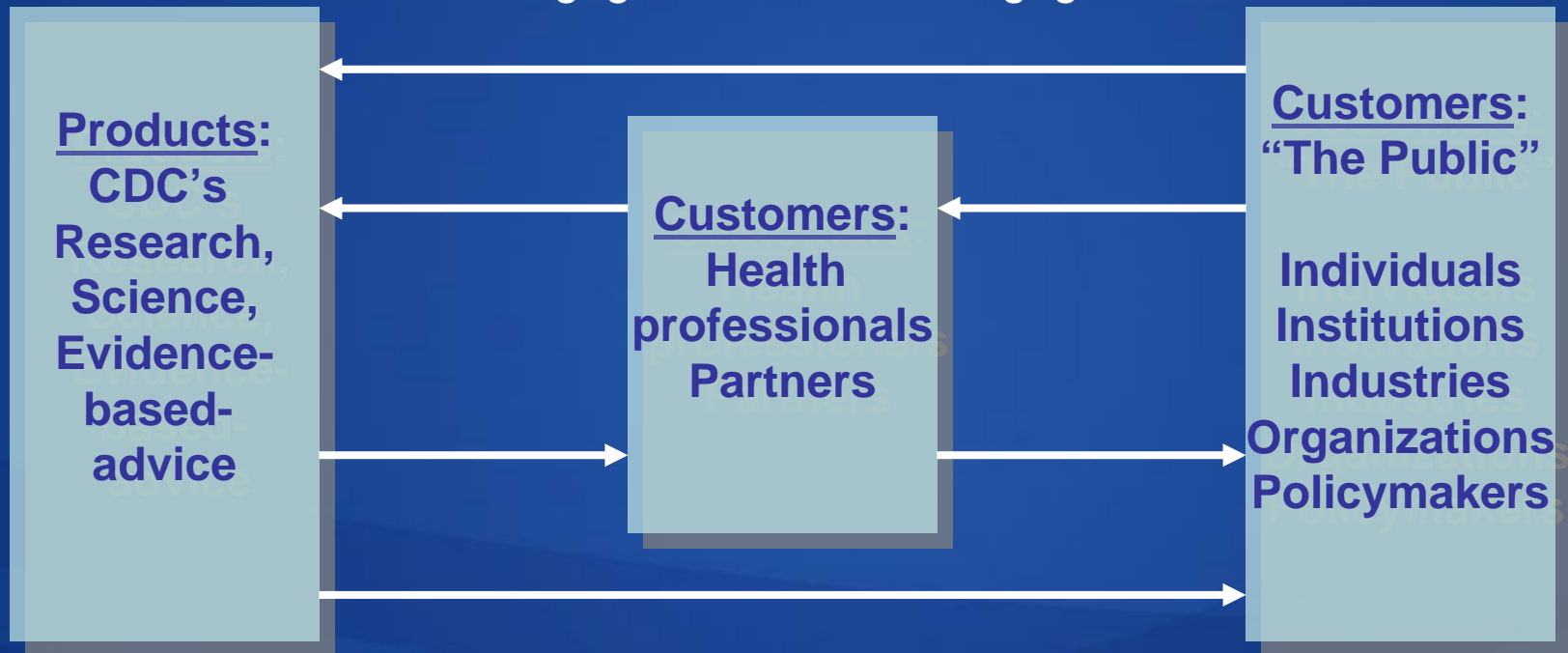Retailers**

Customers

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

Health Marketing

Audience research, Formative research,
Public engagement, Partner engagement

Products:
CDC's
Research,
Science,
Evidence-
based-
advice

Customers:
Health
professionals
Partners

Customers:
"The Public"

Individuals
Institutions
Industries
Organizations
Policymakers

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?
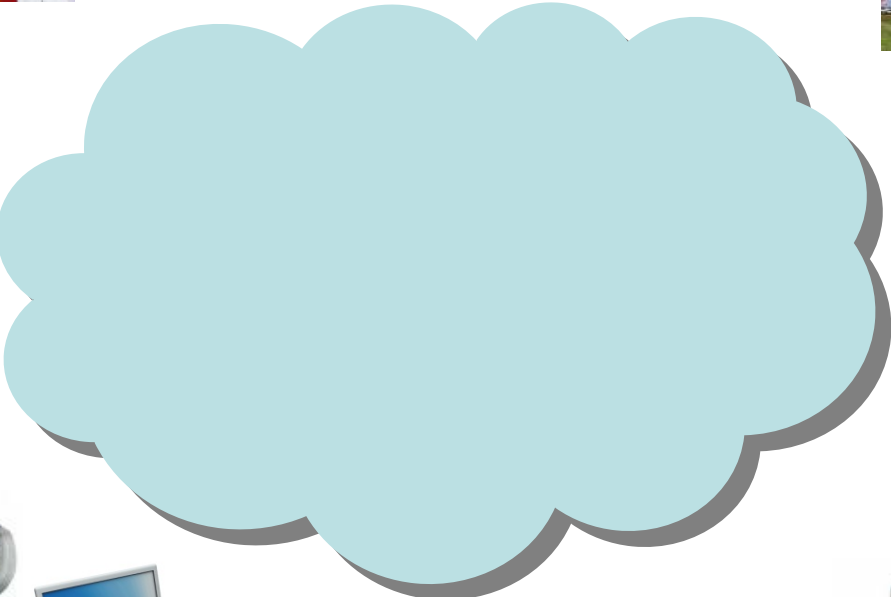
Health Information and the Public

- 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)

Source: www.edelman.com/speak_up/blog/

Lessons from Public Relations

Traditional Media

- Television/Radio
- Newspapers & Magazines
- Print media
- "Expert" Websites

Vertical/Horizontal Nexus

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

Social Media

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

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

Lessons from Commercial Marketing

Friendliest drink on earth

DRINK Coca-Cola

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 <u>when</u>, <u>where</u>, and <u>how</u> people need them to inform healthy decisions

- *"CDC within an arm's reach of need"*

Web 2.0

Blogs

Streaming Media

Social Networking

Virtual Worlds

Mobile Health Communication

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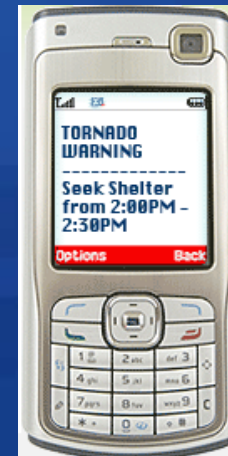
CDC Health Communication Vision

- *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

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?

Glasgow & Emmons (2007) Annual Review of Public Health

Translating Research to Practice

- Completing studies
- Disseminating results

Researchers' Job

- Knowledge synthesis
- Actionable knowledge
- Transfer and distribution

Whose job is this?

- Adoption decision
- Practice integration
- Implementation
- Maintenance

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"

Glasgow & Emmons (2007) Annual Review of Public Health

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
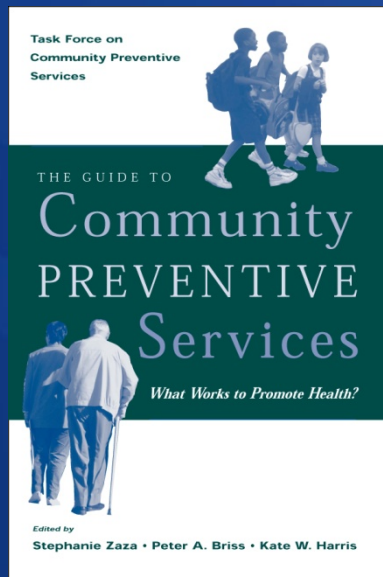
Addressing Researcher Based Barriers

- 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

Addressing Other Barriers

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

August 29-30, 2007
Tom Harkin Global Communications Center
Centers for Disease Control and Prevention
Atlanta, Georgia

National Conference on Health Communication, Marketing, and Media

EXPANDING NETWORKS • INCREASING KNOWLEDGE • ADVANCING PUBLIC HEALTH

August 12-14, 2008
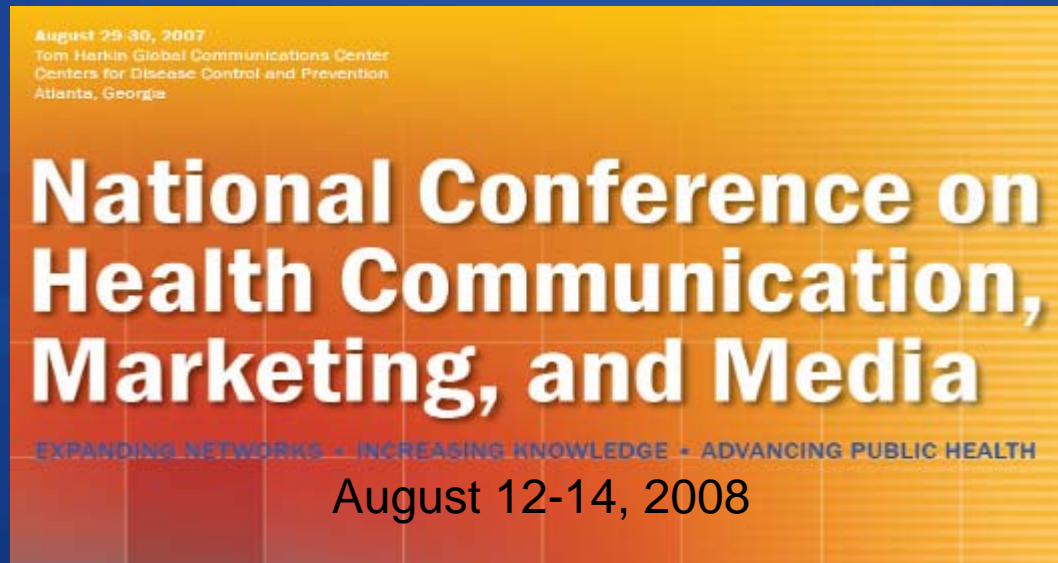
- Old African Proverb -

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

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Additional slides

(Time Permitting)

Centers for Disease Control and Prevention

- <u>Vision</u>: "Healthy people in a healthy world - through prevention."

- <u>Mission</u>: "To promote health and quality of life by preventing and controlling disease, injury, and disability."

- <u>Strategy</u>: "Health Protection and Health Equity"

Centers for Disease Control and Prevention 2008

Office of the Chief Operating Officer

Office of Strategy and Innovation

Office of Enterprise Communication

Office of the Director

Office of the Chief Science Officer

Office of Public Health Practice

Office of Workforce and Career Development

CDC Washington
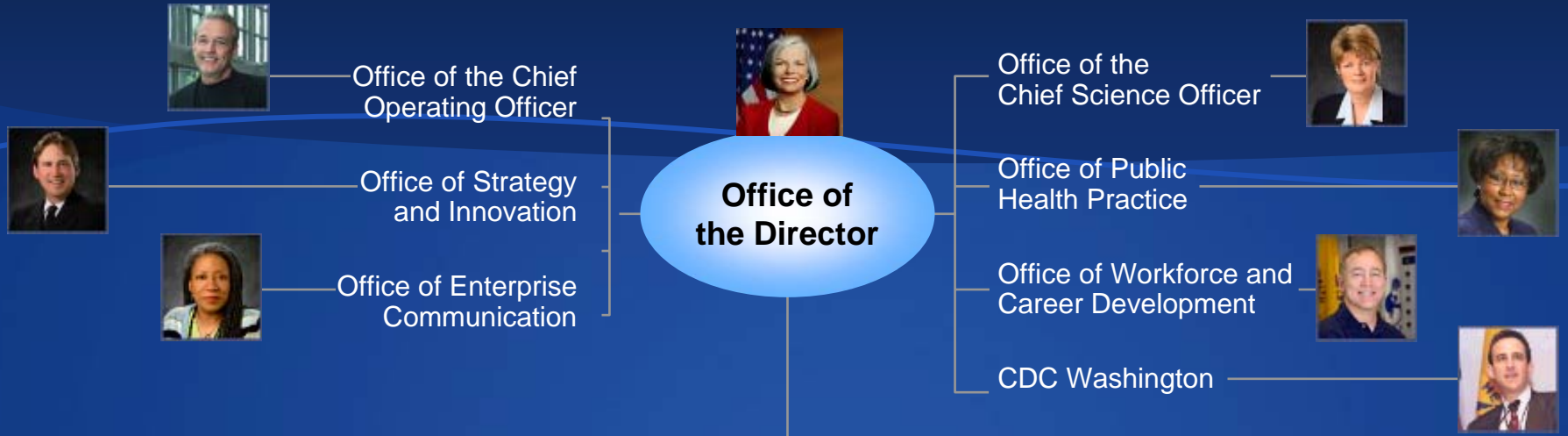
GLOBAL HEALTH

TERRORISM PREPAREDNESS & EMERGENCY RESPONSE

ENVIRONMENTAL HEALTH & INJURY PREVENTION

- **NCEH**
- **NCIPC**

HEALTH INFORMATION & SERVICES

- **NCHM**
- **NCHS**
- **NCPHI**

HEALTH PROMOTION

- **NCCDPHP**
- **NCBDDD**
- **OPHG**

INFECTIOUS DISEASES

- **NCPDCID**
- **NCIRD**
- **NCHHSTP**
- **NCZVED**

NIOSH

= Coordinating Office

= National Center

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

1-800-CDC-INFO

CDC-TV

CDC Health Marketing with Professionals