

Trends Shaping Our Work as Health Communicators

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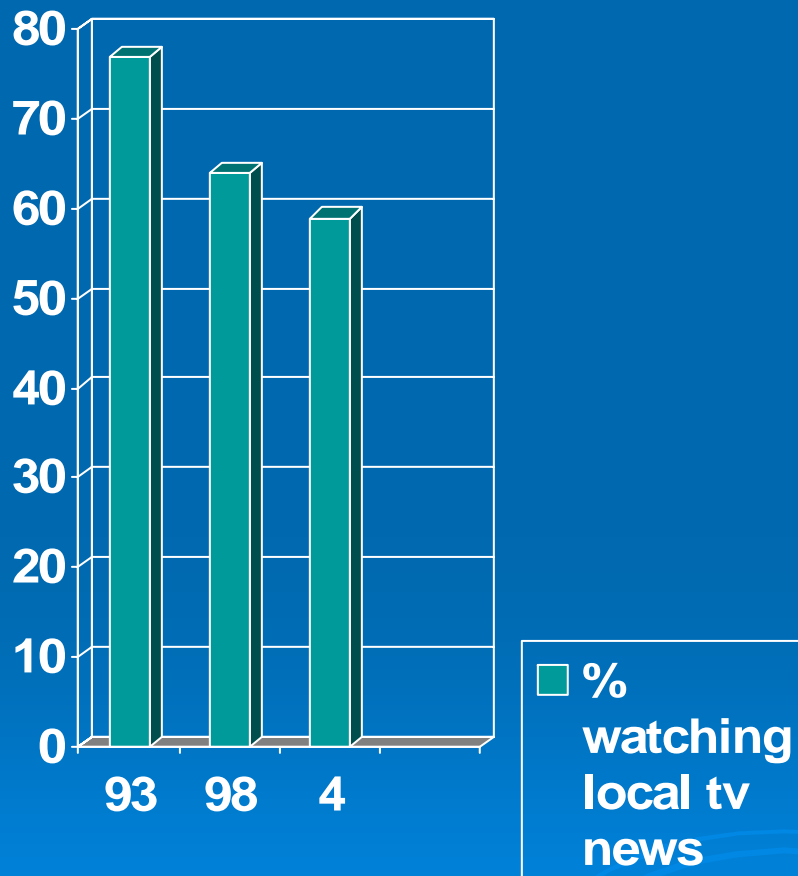
Scanning the Environment

- The media
 - Medicine
 - Health communication
 - Academe
- 

The Media: Five Major Reports on the Media

- *Media: More Voices, Less Credibility.* The Pew Research Center for the People and the Press
- *The State of the News Media.* The Project for Excellence in Journalism
- *Abandoning the News.* The Carnegie Foundation of New York
- *The Future of the First Amendment.* The John S. and James L. Knight Foundation
- *Generation M: Media in the Lives of 8-18 year olds.* The Kaiser Family Foundation

MediaTrend 1: Decline in Traditional News Consumption



- 1/3 Americans are regular consumers of 4+ news outlets
- Movement toward journalism that is faster, looser, cheaper
- Young moving away from traditional news sources
- 44% use Internet portals for news daily

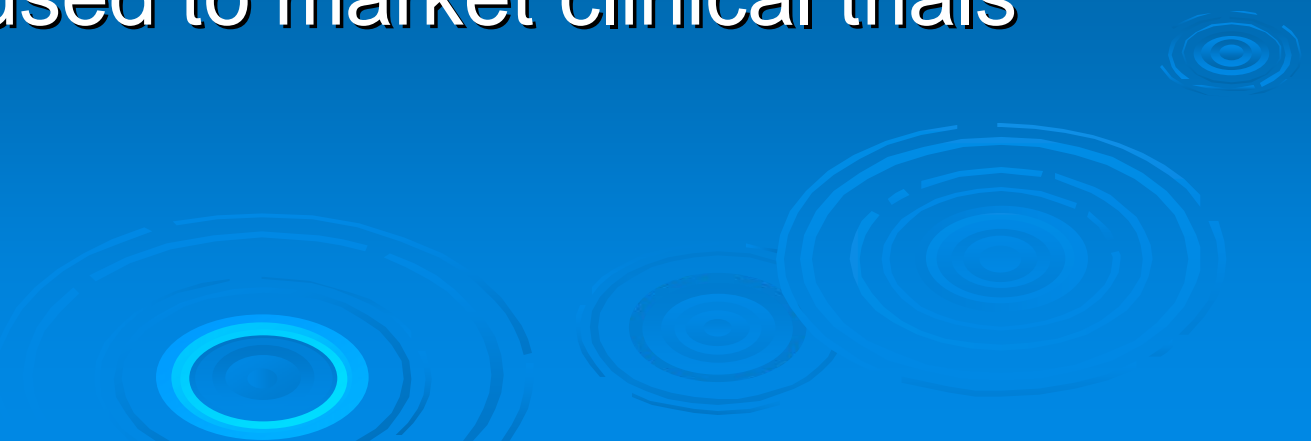
Media Trend 2: Decline in Media Credibility

- In 1985, 1 in 7 gave major news organizations low marks for credibility. Now 1 in 3
- In 1990, 74% had great deal or some confidence in press. By 2000, it was 58%
- More than twice (13%-32%) as many Americans say the press is immoral than two decades ago.

MediaTrend 3: Youth Are Media Multitaskers

- 8-18 yr. olds spends average of 6 hrs 21 min a day with media compared to 2 hrs 17 min with parents, 1 hr 25 min in physical activity and 50 min on homework.
- Lives in home with 3.6 CD players, 3-5 TVs, 3.3 radios, 219 VCRs or DVD players, 2.1 video consoles, and 1.9 computers
- 53% have no rules about TV watching
- 26% of time using one medium, doing something else media related.

MediaTrend 4: Grassroots Media

- Citizen blogging explodes TV
 - Cheap equipment, means to distribute, and means to find it
 - Blogs are used to market clinical trials
- 



What is the ASSIST-2 Trial?

What Therapies are Being Tested?

Who Can Participate in the Trial?

Find a Participating Center

About Clinical Trials

Find an ASSIST-2 Trial Site

Zip Code:

Distance:

For Further Assistance

further assistance call 866-4TLK286 (866-485-5286) between 8 am and 5 pm Pacific time.

Discussion for You and Your Doctor

Important points for you and your doctor to discuss...

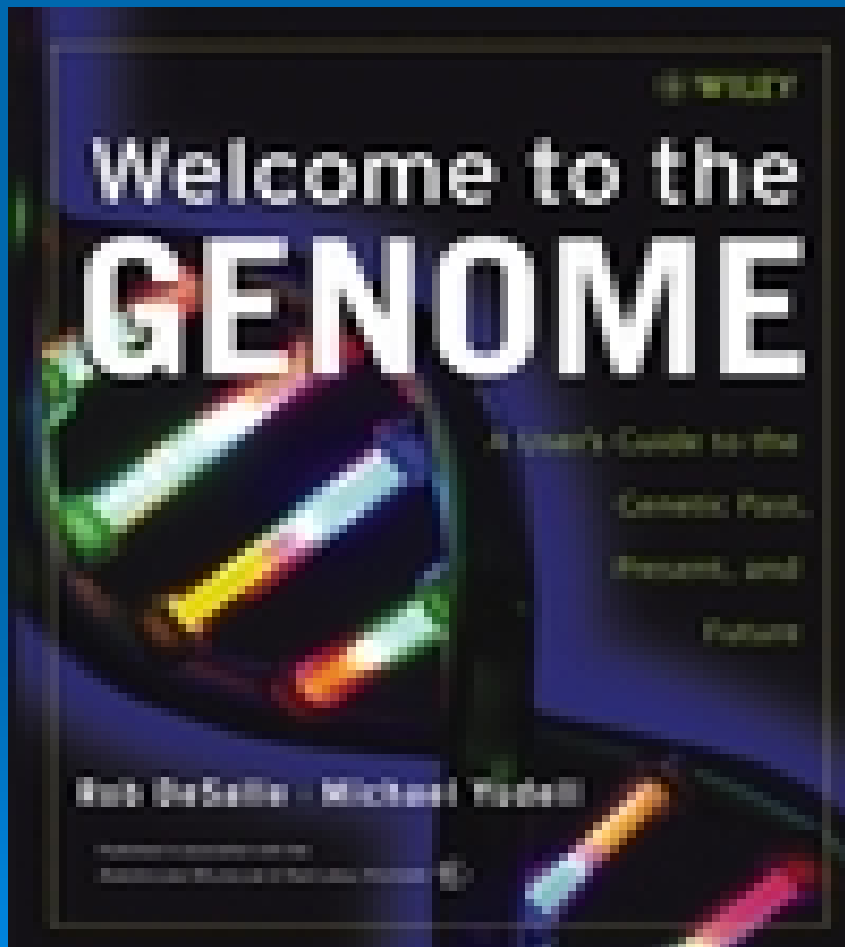


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Find an ASSIST-2 Trial Site

[Click here](#) to locate an ASSIST-2 clinical trial center in your area.

Medicine Trend: Predictive Medicine



- Medical marketers selling at home genetic testing
- Cheap tests, easy to administer, results online, not in official medical histories
- In one company revenues grew from \$8M in 2000 to \$43M in 2005
- Only 2000 genetic counselors in US, most work with pregnant women

Health Communication Trend: Use of Paid Advertising

- ONDCP Youth Media Campaign
- CDC's VERB campaign



Trend 5: Paid Advertisements: ONDCP

REMEMBER THAT JOINT SOME OF US "EXPERIMENTED" WITH?

WELL, IT'S TWICE AS STRONG TODAY.

Reliable evidence shows that marijuana today is more than twice as powerful on average as it was 20 years ago. The fact is, pot today has twice the concentration of THC, the chemical that affects the brain.

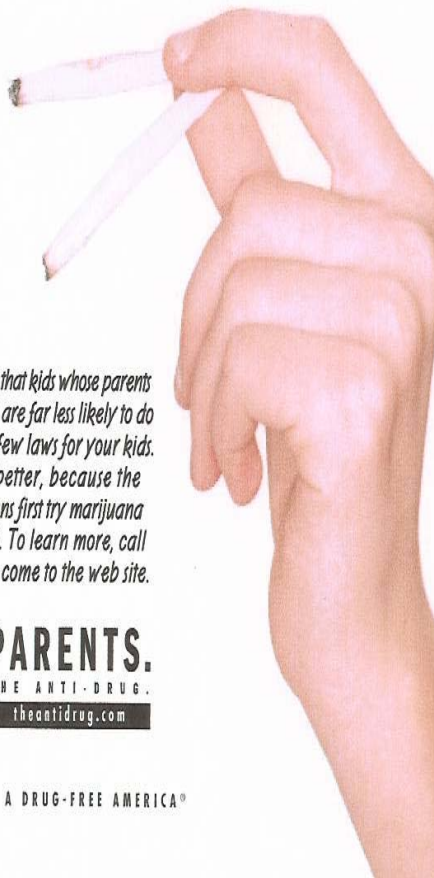
So even if you did pot when you were younger, there's nothing hypocritical about trying to keep your kid off it.

Many studies have shown what can happen to kids who regularly smoke marijuana:

- decreased ability to learn
- impaired judgment about driving or sex
- symptoms of depression, even thoughts of suicide
- breathing problems
- greater exposure to cancerous chemicals than from tobacco
- increased likelihood of using even more dangerous drugs

But the good news is that kids whose parents get involved with them are far less likely to do drugs. So lay down a few laws for your kids. And the sooner the better, because the average age when teens first try marijuana is under 14 years old. To learn more, call 1-800-788-2800 or come to the web site.

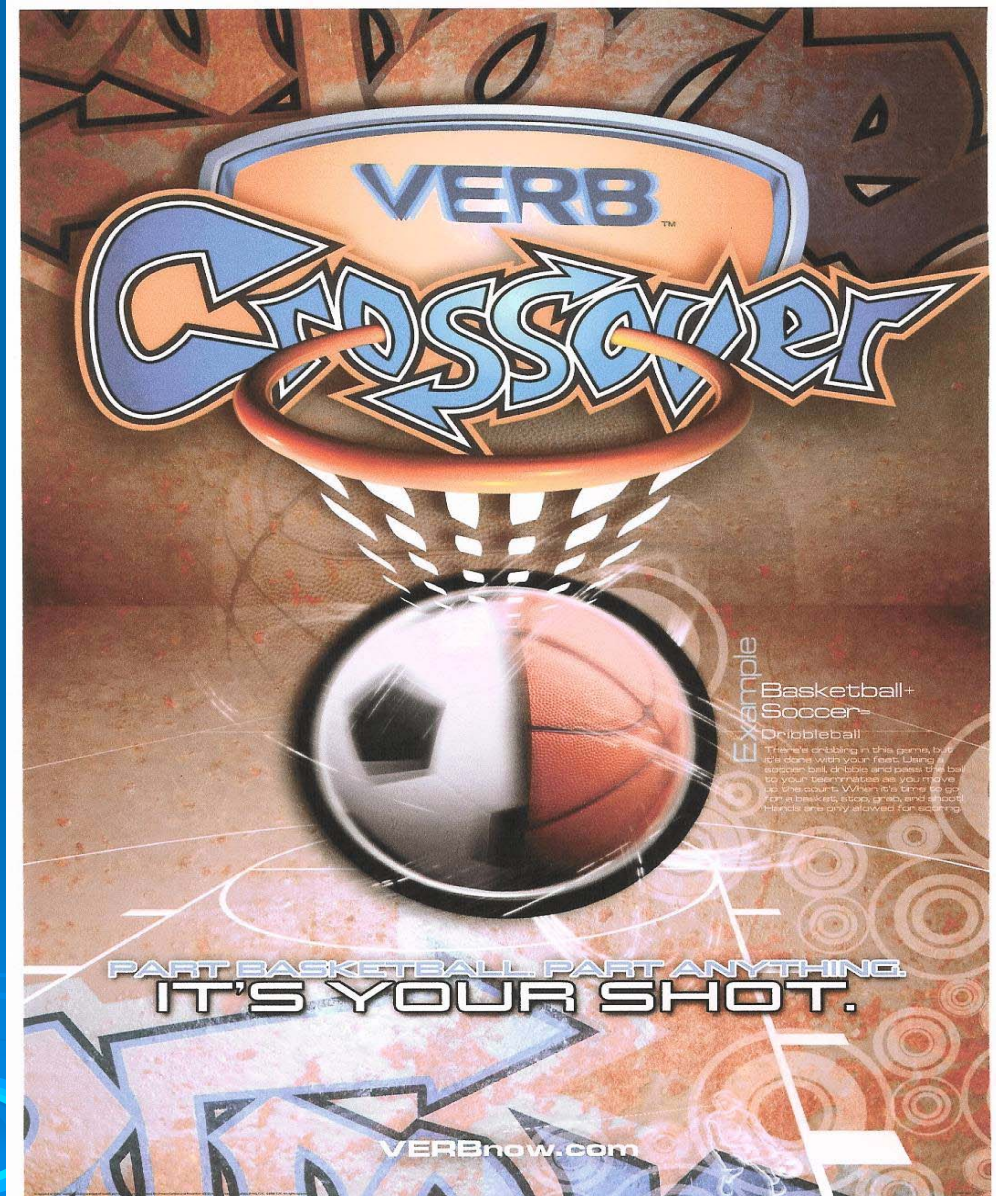
PARENTS.
THE ANTI-DRUG.
theantidrug.com



- Objective: Educate and enable America's youth (9-18) to reject illicit drugs
- One billion dollars over 5 years
- Centerpiece is ads but integrated marketing program to reach youth & parents at every intersection of their lives
- Behavior Change Expert Panel
- No evidence of results for youth drug use

CDC's Verb Campaign

- VERB—Its What you Do is a national, multicultural social marketing campaign
- 9-13 year olds (tweens)
- Objective: to be physically active everyday
- Budget: \$337 M over 5 years



VERB Results

- Among 8.6 M 9-10 yr olds, 34% more free time physical activity sessions for those aware than unaware of VERB
- Among 6 M tweens from lower-middle income households, 25% more physical activity sessions among those aware than unaware of VERB

Academic Trend: Universities Finally Recognize Health Communication

- Eleven universities offer comprehensive graduate programs in health communication
- 2004-5 nearly 20 academic positions advertised in health communication
- CDC survey, about 70 MA's & Ph.D's in health communication graduated each year
- 4 NCI-funded Centers of Excellence in Cancer Communication
- CDC issued call for 4 Centers of Excellence in Health Marketing/Health Communication

**What Challenges for Health
Communicators Are
Identified in this
Environmental Scan?**



New Intervention Models Needed

- Traditional PSA campaigns relic of the past
- New models need to be explored
 - Private/public partnerships
 - Five a Day example
 - Ehealth solutions
 - Why CHES has not been scaled up?
 - Entertainment-Education
 - Like news media, service but little control
 - Paid advertising
 - But is the 30 second spot a relic of the past?

The Federal Communication Infrastructure Needs to be Stronger

- Need for larger, more highly trained staff
 - Barriers such as personnel systems, hiring freezes
 - Must educate policymakers on the skills included in communication jobs and rethink labels

Need to remove barriers to effective communication work

Modify OMB policies to allow rapid formative communication research

Meeting Information Demands Is Growing Challenge

- Consumers demand comprehensive information systems that are easy to use and constantly updated.
- Mirror worlds—vast software representations that re-create the microactivities of actual communities in real time
- 311 information services in cities answer questions as well as provide data and shape policies
 - NYC example

Prevention Remains the Challenge

- More and better information systems exist for supplying health information that consumers are actively seeking
- Harder to get the attention of consumers with prevention information that they may need but not want

The Gap Between Information Have and Have Nots is Growing

- Communication revolution is increasing the divide, not reducing it.
- Consider the monthly costs of common communication media

Freimuth's Monthly Media Cost

MEDIUM	COST
2 newspapers	14.00
7 magazines	14.00
DISH + DVR	59.00
NETFLIX	20.00
Home Telephone	54.00
Cell Phone	60.00
Internet Access	40.00

*“Looking at the future
disturbs the present”*

Gaston Berger, French Futurist, c1964

