Beyond Simple and Clear

Including the voice of the patient in health promotion messages: How we can make message content stand out to our audience

Sara Champlin, PhD
The University of North Texas
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Advertising was once a one-way street.
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Advertising was once a one-way street. Today we see a complex intersection.
In honor of Kim and Kanye's baby "North West" I will be naming my first son "Taco"

@DrakeBell

6/22/13, 11:26 PM

33.7K RETWEETS 24.7K FAVORITES

Taco Bell @TacoBell
@DrakeBell Can't wait.
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More than ever, it’s important to understand who we’re talking to
More than ever, it’s important to understand who we’re talking to.

How do we do this?
If I had asked people what they wanted, they would have said faster horses.

Henry Ford
Not as easy as asking...
Not as easy as asking...

People don’t know what they want – or – they can’t articulate it
Not as easy as asking...
People don’t know what they want – or – they can’t articulate it

- Observational
- Narrative-Based Story Telling
- User Statistics
Not as easy as asking...

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Observational
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Eye Tracking Technology
Observational


Eye Tracking Technology

RQ1: Do visual health messages of increasing levels of design quality gain different levels of attention, on average?
Observational


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Attention:
Observational


Eye Tracking Technology

**RQ1:** Do visual health messages of increasing levels of design quality gain different levels of attention, on average?

**Attention:**

*Fixation Duration*
Observational


Eye Tracking Technology

RQ1: Do visual health messages of increasing levels of design quality gain different levels of attention, on average?

Attention:

*Fixation Duration*

*Fixation Count*
Very high triglycerides is a medical term for something serious: TOO MUCH FAT IN YOUR BLOOD.

Ask your doctor about the FDA-approved medication made from omega-3 fish oil: LOVAZA.

If you have high cholesterol, diabetes or are overweight, you may also be at risk for very high triglycerides (called HTG), which can cause serious problems. There is one medication approved for treating very high triglycerides (triglycerides are a type of fat in the blood) that belongs to the same class of medicines as LOVAZA. This medication is called fenofibrate and is available under the brand name FENOFIBRATE. It is important to talk to your doctor about getting started on this medicine.

LOVAZA (lovastatin) is a once-a-day treatment that can lower your triglycerides and cholesterol levels. It may also help you lose weight if you need to. If you start taking LOVAZA, your doctor will monitor your progress and adjust your dose as needed. This is especially important if you are overweight or have diabetes. It is also important to talk to your doctor about any changes you make in your diet or exercise routine.

Before you know you're pregnant...

One of the strongest instincts of life is to protect your baby. You can do this by eating a healthy diet and taking proper care of yourself. There are many ways to prevent birth defects, including taking a daily multivitamin and eating a balanced diet. But if you think you might be pregnant, talk to your doctor about getting tested so that you can start planning for your baby's health.

LOVAZA can help prevent some serious birth defects. The first three months of pregnancy is the most important time for your baby's development. If you start taking LOVAZA, your doctor will monitor your progress and adjust your dose as needed. This is especially important if you are overweight or have diabetes. It is also important to talk to your doctor about any changes you make in your diet or exercise routine.

Folic Acid

The B vitamin folic acid can help prevent some serious birth defects of the baby's brain and spine. That's why it's so important to take folic acid... even if you're not planning to have a baby yet. Even though you won't be trying to become pregnant, you can still benefit from taking folic acid. It can help prevent some serious birth defects, including spina bifida and anencephaly. These conditions can occur during pregnancy.

Every Woman, Every Day!

Folic Acid

If you pick it up with your nightly read it will make your life story longer.
Observational


Can I see what patients are seeing?

What actually elicits attention to health messages?
Not as easy as asking...

People don’t know what they want – or – they can’t articulate it

- Observational

- **Narrative-Based Story Telling**

- User Statistics
Narrative-Based Story Telling

Narrative-Based Story Telling


RQ: What skills are needed to find health information?
Anything you’ve recently learned about health.
Anything you’ve recently learned about health.  

Walk me through how you got there.
Anything you’ve recently learned about health.

Walk me through how you got there.

What advice would you give someone else?
Anything you’ve recently learned about health.

Walk me through how you got there.

What advice would you give someone else?

Adequate HL

Less Than Adequate HL
Anything you’ve recently learned about health.

Walk me through how you got there.

What advice would you give someone else?

Adequate HL

Knowing When To Search

Locating Text Vs. Numbers

Credibility

Technology/Online

Interpersonal Seeking

Less Than Adequate HL
Walk me through how you got there.

What advice would you give someone else?

Anything you’ve recently learned about health.

Adequate HL

- Knowing When To Search
- Locating Text Vs. Numbers
- Technology/Online
- Credibility
- Interpersonal Seeking

Less Than Adequate HL

- Knowing When To Search
- Locating Text Vs. Numbers
- Technology/Online
- Credibility
- Interpersonal Seeking
Walk me through how you got there.

What advice would you give someone else?

Things you’ve recently learned about health.

Adequate HL
- Knowing When To Search
- Credibility
- Locating Text Vs. Numbers
- Interpersonal Seeking
- Technology/Online

Less Than Adequate HL
- Knowing When To Search
- Credibility
- Locating Text Vs. Numbers
- Interpersonal Seeking
- Technology/Online
- Spatial Navigation
Narrative-Based Story Telling

Narrative-Based Story Telling


Patients and health do not exist in a vacuum

How can I provide context for talking about health?
Not as easy as asking...
People don’t know what they want – or – they can’t articulate it

- Observational
- Narrative-Based Story Telling
- User Statistics
User Statistics
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Increased suicide rates on campus
User Statistics

Increased suicide rates on campus
Increased suicide rates on campus
User Statistics
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Students experience a number of mental health issues while in college.
User Statistics

Students experience a number of mental health issues while in college
Few will seek professional assistance
User Statistics

Students experience a number of mental health issues while in college. Few will seek professional assistance.

**Feeling:**
- New to the situation
- New to professional help seeking
- Anxiety about the unknown
User Statistics

Students experience a number of mental health issues while in college. Few will seek professional assistance.

**Feeling:**
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TRYING SOMETHING NEW MAKES A BETTER YOU

Discover UNT’s many Mental Health and Wellness services this year to learn how to reduce stress and anxiety.

Did you know? The Counseling and Testing Center (CTC) has animal assisted therapy, biofeedback, massage therapy, and a meditation room. CTC also offers many drop-in group counseling sessions. CTC provides a range of professional and confidential services to help you conquer some of the challenges of higher education. Psychiatric care and counseling therapy are offered by the UNT Student Health and Wellness Center to help reduce stress and anxiety. Visit us online at or in person this year to help yourself or help a friend in need.

facebook.com/unt, twitter.com/unt, unt@unt.edu
User Statistics

What are other needs of the target audience?

Do they need *information*, or something else?

How can I create positive associations for health?
Not as easy as asking...

People don’t know what they want – or – they can’t articulate it

- Observational
- Narrative-Based Story Telling
- User Statistics
Not as easy as asking...
People don’t know what they want – or – they can’t articulate it

- Environmental Assessments
- Online, Public Forums
- EHR Review
How can we include their voice?
How can we include their voice?

- The copy/text itself – use direct quotes
How can we include their voice?

- The copy/text itself – use direct quotes
- The visuals
How can we include their voice?

- The copy/text itself – use direct quotes
- The visuals
- The environment – where should this work go?
How can we include their voice?

- The copy/text itself – use direct quotes
- The visuals
- The environment – where should this work go?
- The user experience
Thanks!

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