



The University of Texas at Austin

Center for Health Communication

Moody College of Communication

Beyond Clear and Simple: Integrating Patient Perspectives to Design Persuasive Messages that Promote Behavior Change

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WHAT STARTS HERE CHANGES THE WORLD



real men wear gowns

They're counting on you to be there. For all the big moments. And all the little ones. Don't miss a single one. Many potentially deadly diseases can be treated if you catch them in time. For a complete list of all the tests you need and when you need to get them, visit ahrq.gov/realmen. Then go to your doctor and get them. Because real men take care of the people they care about. That's why real men wear gowns.

Ad Council

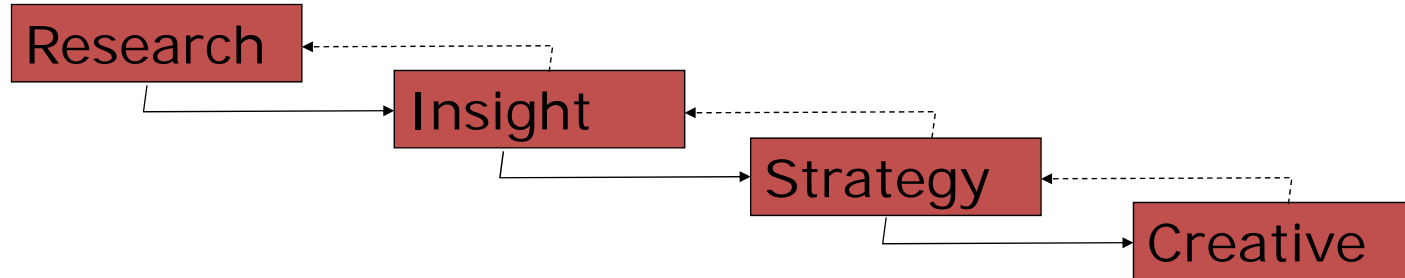
 **AHRQ**
Agency for Healthcare Research and Quality



We Want Behavior Change



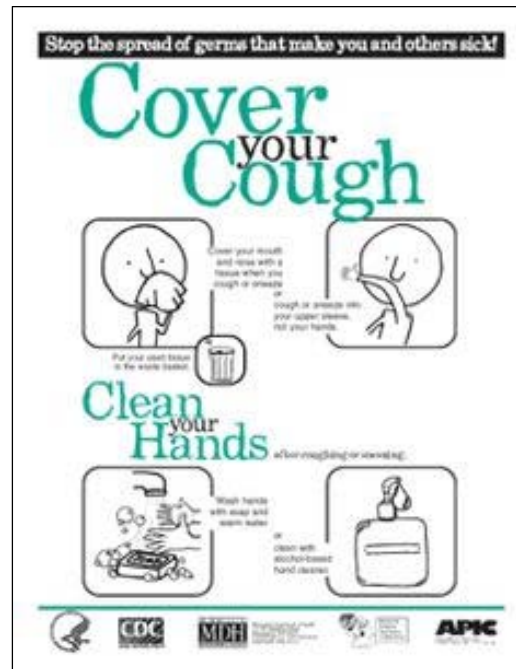
Developing Effective Messages



- This isn't always a linear process
- Think “organic”



Hand Hygiene





Hand Hygiene



Two out of five people don't wash their hands after using the restroom.
Don't take the bathroom with you.

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2 out of 5 people
don't wash their hands
after using the restroom

Is
◀◀◀ ***your neighbor*** ▶▶▶
one of them?

Are you?

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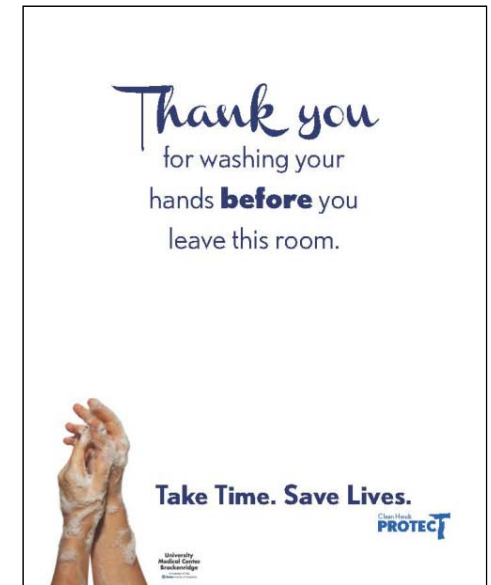




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WHAT STARTS HERE CHANGES THE WORLD

Hand Hygiene





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WHAT STARTS HERE CHANGES THE WORLD

Folic Acid Promotion


**BEFORE
YOU
KNOW
IT.**

your baby is this big.



You just found out. You're pregnant! For you, the hopes and dreams begin. But your baby's brain and spine have been growing for weeks now. It's too late to prevent some types of serious birth defects. That's why it's so important to get enough folic acid every day long before you realize you're pregnant. Most women don't get enough of this B-vitamin in their daily diets. An easy way to get folic acid is in a vitamin supplement or multivitamin. Breakfast cereals, breads, and pastas, have folic acid too, but it takes careful planning every day to get enough. For more information, call 1-888-232-6789.

FOLIC ACID NOW

The time to prevent birth defects is **before** you know you're pregnant.


**Before you know
you're pregnant...**





One of the strongest instincts of life is to protect your baby. But you don't have to wait until you see your baby for the first time. You can start taking care of your baby today before you become pregnant.

Folic Acid

The B vitamin folic acid can help prevent some serious birth defects of the baby's brain and spine. That is why it is so important to take folic acid... even if you're not planning to have a baby yet. Unplanned pregnancies happen every day. You can get folic acid in a multivitamin and in some enriched foods such as breakfast cereals. Getting enough folic acid requires a small effort, but it can make a big difference.



Information: 1-888-232-6789
www.cdc.gov/ncbddd/folicacid

  Every Woman,
Every Day!  



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WHAT STARTS HERE CHANGES THE WORLD

Folic Acid Promotion





Folic Acid Promotion

YOU DIDN'T KNOW ABOUT FOLIC ACID.

YOU GOT LUCKY

TAKING A MULTI-VITAMIN WITH FOLIC ACID CAN GREATLY IMPROVE YOUR DAUGHTER'S HEALTH.

- helps prevent cancer
- lower risk of heart disease
- helps with memory and retention
- may help with depression
- reduces risk of birth defects
- improves appearance of hair and skin
- reduces risk of stroke

Don't wait. Get your daughter started on a multivitamin with Folic Acid to improve her health now and in the future.

Look for a multivitamin that includes the recommended daily amount of folic acid: 400-800 micrograms (400-800mcg or 4-8mg).

The Votes Are In...

Kristen Chavez Best Hair

Kristen Chavez Best Smile

Kristen Chavez Best Athlete

Kristen Chavez Most Likely to Succeed

Kristen Chavez Most Spirited

Kristen Chavez Best Student

What's her secret?

A daily multivitamin can help keep hair, skin and nails looking good. It boosts energy and muscle function, while maintaining physical health. Secret's out.

Kristen Chavez
"I change myself, I change the world."
- Gloria Anzaldua

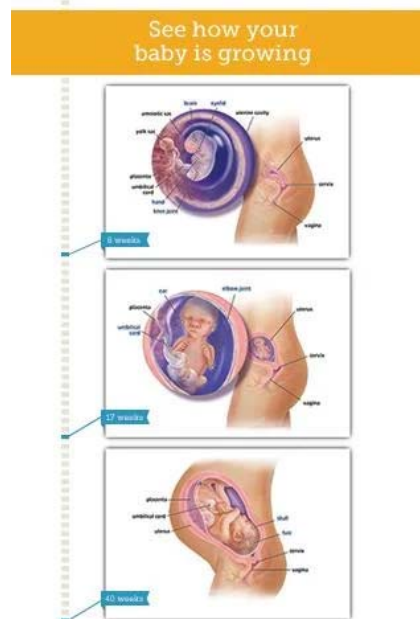
Voted Best Hair, Best Smile, Best Athlete, Most Likely to Succeed, and Most Spirited

What's her secret?

A daily multivitamin can help keep hair, skin and nails looking good. It boosts energy and muscle function, while maintaining physical health. Secret's out.

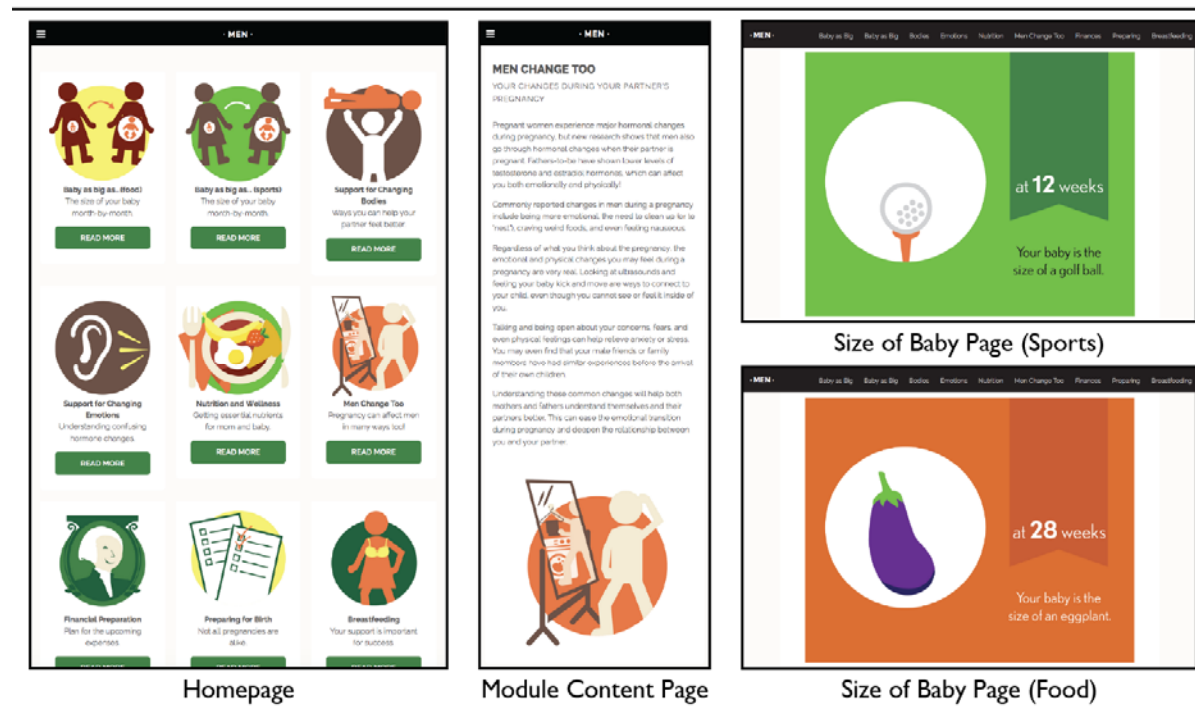


Improving Maternal & Child Health





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Improvisation guided by available material and personal interests and contacts.

-Paul Lazarsfeld, describing his research agenda

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