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 October 14th, 2016

Advertising was once a one-way street



Advertising was once a one-way street

Advertising was once a one-way street

Today we see a complex intersection







6/22/13, 11:26 PM

33.7K RETWEETS 24.7K FAVORITES

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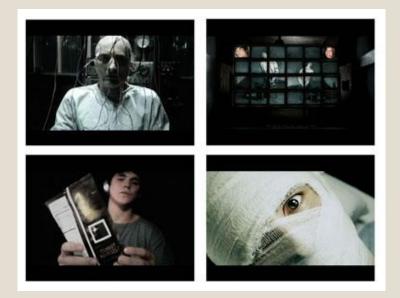


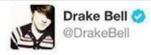


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6/22/13, 11:26 PM











6/22/13, 11:26 PM







10. What You're Eating on Instagram

🚱 pelpheodick - 24 months agai

+ Follow



decvent.com

What You're Eating IRL



Entry Sheets / Mintford

It's time to snap a pic — the PSL is back! Celebrate the beginning of fall with a Pumpkin Spice Latte from Starbucks.









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10. What You're Eating on Instagram

🚱 pelgehendrick - 34 marrite age

+ Follow



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What You're Eating IRL



Firstly Showie / Mintf and

It's time to snap a pic — the PSL is back! Celebrate the beginning of fall with a Pumpkin Spice Latte from Starbucks.





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

People don't know what they want - or - they can't articulate it

People don't know what they want - or - they can't articulate it

> Observational

Narrative-Based Story Telling

> User Statistics

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Eye Tracking Technology

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Eye Tracking Technology

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

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Attention:

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Fixation Duration

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Fixation Duration

Fixation Count

Ask your ductor obeat the FDA exproved medication mode from amongo 3 fish all LOVAZA

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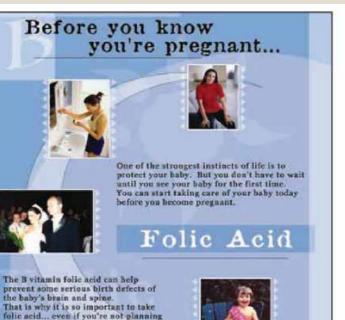
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HEALTH

to have a baby yet. Unplanned pregnancies

happen every day. You can get folic acid

Getting enough folic acid requires a small

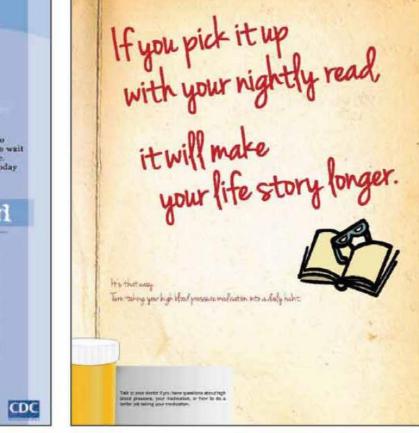
in a multivitamin and in some enriched

effort, but it can make a big difference. Information: 1-888-232-6789 www.cdc.cov/ncbddd/folicacid

foods such as breakfast cereals.

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Ask your ductor about the FDA approved medication mode from amongo 3 lish all LOVAZA

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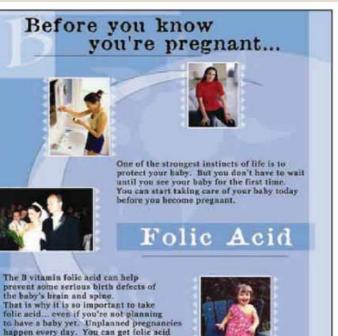
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CDC

HEALTH

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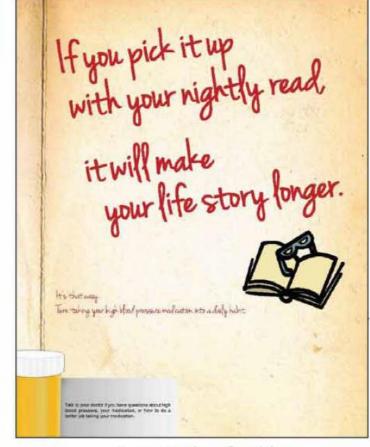
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Getting enough folic acid requires a small

foods such as breakfast cereals.

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Ask your ductor about the FDA exproved medication mode from amoge 3 lish all LOVAZA

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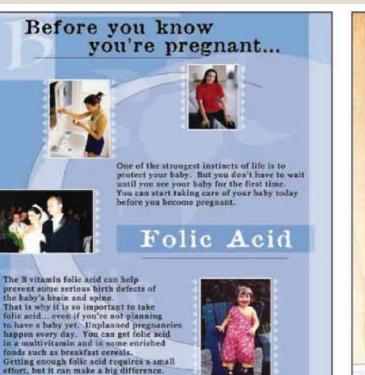
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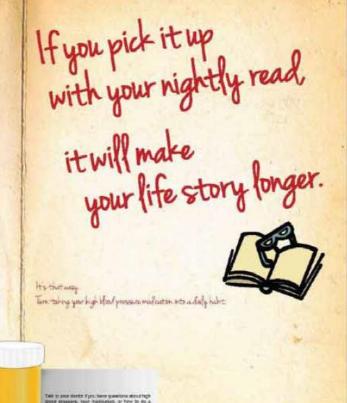
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HEALTH

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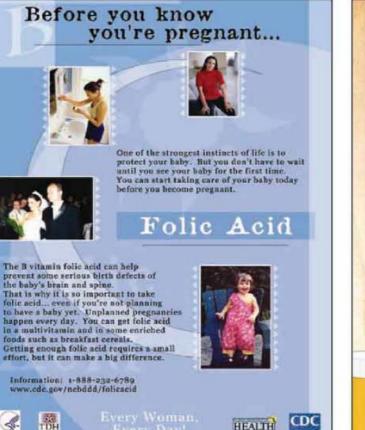
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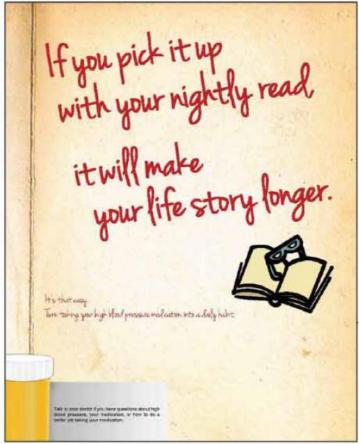
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HEALTH

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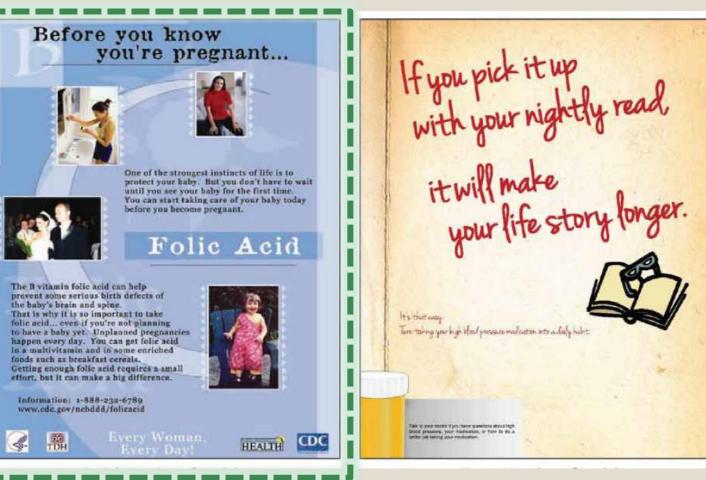
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Can I see what patients are seeing?

What actually elicits attention to health messages?

People don't know what they want - or - they can't articulate it

> Observational

> Narrative-Based Story Telling

> User Statistics

Narrative-Based Story Telling

Champlin, S., Mackert, M., Glowacki, E.M., & Donovan, E.E. (2016). Toward a better understanding of patient health literacy: A focus on the skills patients need to find health information. <u>Qualitative Health Research</u>. Published online ahead of print.

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RQ: What skills are needed to find health information?

Anything you've recently learned about health.

Walk me through how you got there.

Walk me through how you got there. What advice would you give someone else?

Walk me through how you got there. What advice would you give someone else?

Adequate HL

Less Than Adequate HL

Walk me through how you got there.

What advice would you give someone else?

Adequate HL

Locating Text Vs. Numbers

Technology/Online

Knowing When To Search

Credibility

Interpersonal Seeking

Less Than Adequate HL

Walk me through how you got there.

What advice would you give someone else?

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

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Adequate HL Locating Text Vs. Numbers Technology/Online **Knowing When To Search Interpersonal Seeking** Credibility Less Than Adequate HL Locating Text Vs. Numbers Technology/Online **Knowing When To Search Interpersonal Seeking** Credibility **Spatial Navigation**

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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

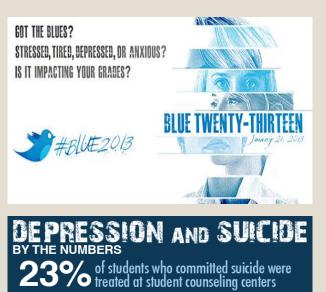
Increased suicide rates on campus

Increased suicide rates on campus



Increased suicide rates on campus





Suicide **11th** leading cause of death is the **11th** in the United States...

But **3rd** for young people aged 15 to 24

56% Increase in number of college students reporting depression symptom in the past 6 years activeminds We believe mental health matters and no student should be left strugglin slone. Since 2003, Active Minds has changed the culture on calleg amouses, empowered millions of students to speak apenly about ments THE MENTAL HEALTH CRISIS OUTREACH CHANGES EVERYTHING LET'S MAKE A CHANGE TOGETHER Your Impact 0 70 of students S100 Billion health disorder tell a friend they are Every dollar you raise for suicidal before telling Active Minds directly supports More people die by anyone else 11 our programming and SUICIDE each year that arassroots efforts Active Minds re struggling and need treatment are getting the help the saves students lives 111111 Our Reach 21121 70-90% 75% **Active Minds** on Active Minds for mente equips students to respond to 1111 th education, outreach an programming each yea friends in need and improved quality 111111 by one 24 www.myactiveminds.org

Students experience a number of mental health issues while in college

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

Students experience a number of mental health issues while in college

Few will seek professional assistance

Feeling:

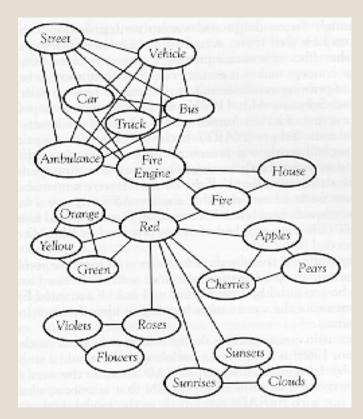
- New to the situation
- New to professional help seeking
- Anxiety about the unknown

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







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



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FIND US AT 1800 CHESTNUT HALL SPEAKOUT.UNT.EDU



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JUMPED FROM A PLANE

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UNT

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

The copy/text itself – use direct quotes

The copy/text itself – use direct quotes
The visuals

- The copy/text itself use direct quotes
- The visuals
- The environment where should this work go?

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

Thanks!

Sara Champlin, PhD

Assistant Professor of Advertising Mayborn School of Journalism The University of North Texas sara.champlin@unt.edu