



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





Drake Bell 
@DrakeBell



In honor of Kim and Kanye's baby
"North West" I will be naming my
first son "Taco"

6/22/13, 11:26 PM

33.7K RETWEETS 24.7K FAVORITES



Taco Bell @TacoBell
@DrakeBell Can't wait.

14m







10. What You're Eating on Instagram



What You're Eating IRL



Emily Shew / BuzzFeed

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





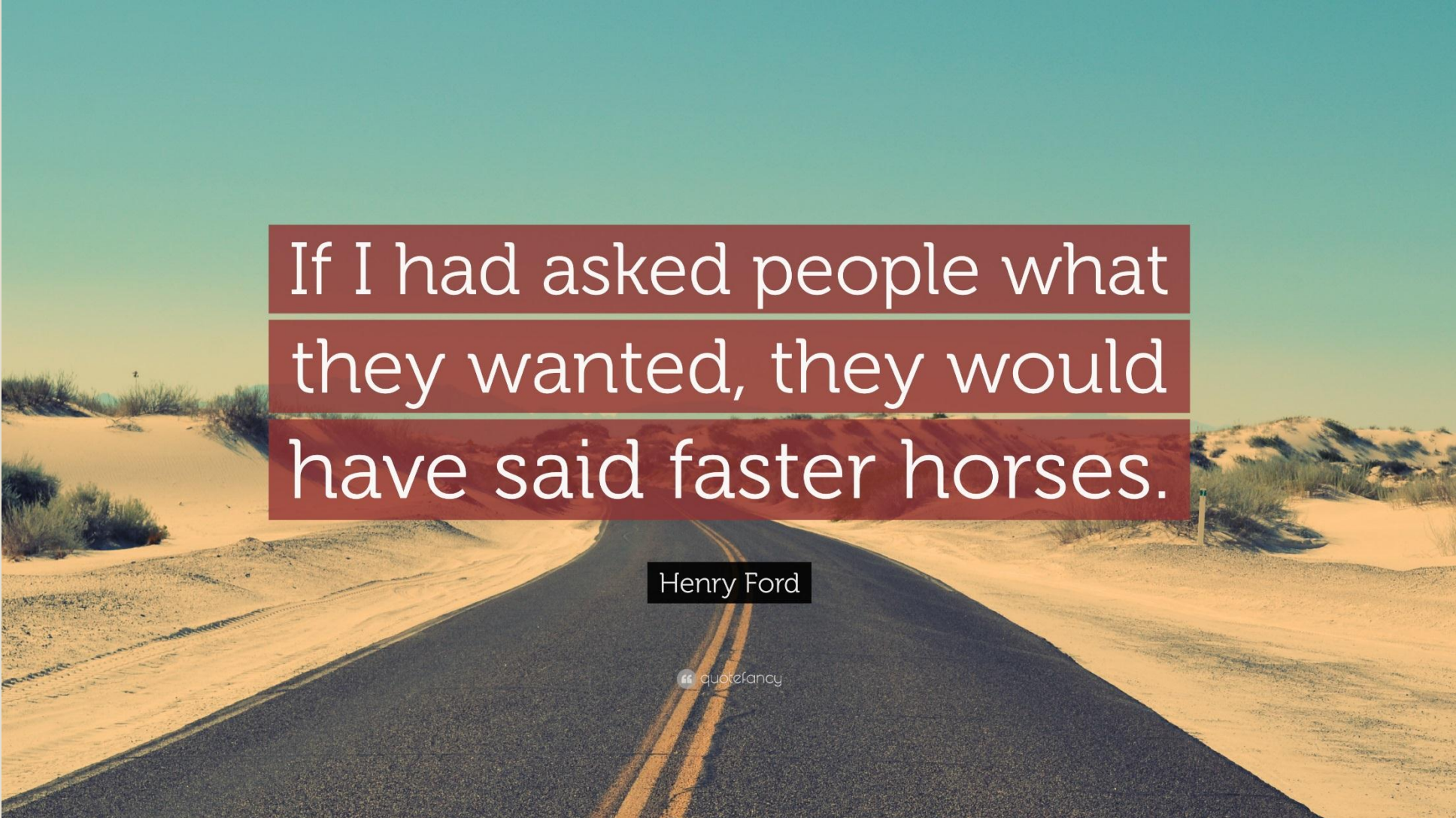
It's time to snap a pic — the PSL is back! Celebrate the beginning of fall with a [Pumpkin Spice Latte](#) from Starbucks.



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

 quote fancy

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...

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

- **Observational**

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Observational

Observational

Champlin, S., Lazard, A., Mackert, M., & Pasch, K.E. (2014) Perceptions of Design Quality: An Eye Tracking Study of Attention and Appeal in Health Advertisements. Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health,7(4), 285-94.

Observational

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Eye Tracking Technology

Observational

Champlin, S., Lazard, A., Mackert, M., & Pasch, K.E. (2014) Perceptions of Design Quality: An Eye Tracking Study of Attention and Appeal in Health Advertisements. Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health,7(4), 285-94.

Eye Tracking Technology

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

Observational

Champlin, S., Lazard, A., Mackert, M., & Pasch, K.E. (2014) Perceptions of Design Quality: An Eye Tracking Study of Attention and Appeal in Health Advertisements. Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health,7(4), 285-94.

Eye Tracking Technology

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

Attention:

Observational

Champlin, S., Lazard, A., Mackert, M., & Pasch, K.E. (2014) Perceptions of Design Quality: An Eye Tracking Study of Attention and Appeal in Health Advertisements. Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health,7(4), 285-94.

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

Champlin, S., Lazard, A., Mackert, M., & Pasch, K.E. (2014) Perceptions of Design Quality: An Eye Tracking Study of Attention and Appeal in Health Advertisements. Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health,7(4), 285-94.

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 (≥500 mg/dL), which is a serious medical condition. There's only one FDA-approved medication for treating very high triglycerides that's made from omega-3 fish oil: LOVAZA, along with diet, has been clinically proven to lower very high triglycerides in adults. Individual results may vary. LOVAZA has not been shown to prevent heart attacks or strokes. LOVAZA is only available by prescription. You can't get it at a health food store. So if you think you might have very high triglycerides, talk to your doctor about getting tested and risk about LOVAZA.

LOVAZA is used along with a low-fat and low-cholesterol diet to lower very high triglycerides (≥500) in your blood. Before taking LOVAZA, talk to your healthcare provider about how you can lower high blood fats by losing weight, if you are overweight, increasing physical exercise, lowering alcohol use, treating diseases such as diabetes and low thyroid (hypothyroidism), and adjusting the dose or changing other medicines that raise triglyceride levels such as certain blood pressure medicines and estrogen.

IMPORTANT SAFETY INFORMATION FOR LOVAZA

Tell your doctor if you are allergic to fish or shellfish as LOVAZA may not be right for you. Talk to your doctor about any medical conditions you have and any medications you are taking, especially those that may increase your risk of bleeding. In some patients, LDL (bad) cholesterol may increase. Your healthcare provider should do blood tests before and during treatment with LOVAZA to check your cholesterol and triglyceride levels. If you have liver disease, you may require additional monitoring. Possible side effects include burping, upset stomach, and changes in sense of taste. How supplied: 1 gram capsule.

Please see Important Patient Information on the next page.
No one is exempted from negative side effects of prescription drugs in the U.S.
Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

For more information, visit LOVAZA.com or call 1-877-4LOVAZA



LOVAZA
omega-3 acid ethyl esters

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**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!**



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



*It's that easy.
Turn taking your high blood pressure medication into a daily habit.*



Take it your doctor if you have questions about high blood pressure, your medication, or how to do a better job taking your medication.

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 (≥500 mg/dL), which is a serious medical condition. There's only one FDA-approved medication for treating very high triglycerides that's made from omega-3 fish oil: **LOVAZA**, along with diet, has been clinically proven to lower very high triglycerides in adults. Individual results may vary. **LOVAZA** has not been shown to prevent heart attacks or strokes. **LOVAZA** is only available by prescription. You can't get it at a health food store. So if you think you might have very high triglycerides, talk to your doctor about getting tested and risk about **LOVAZA**.

LOVAZA is used along with a low-fat and low-cholesterol diet to lower very high triglycerides (≥500) in your blood. Before taking **LOVAZA**, talk to your healthcare provider about how you can lower high blood fats by losing weight, if you are overweight, increasing physical exercise, lowering alcohol use, treating diseases such as diabetes and low thyroid (hypothyroidism), and adjusting the dose or changing other medicines that raise triglyceride levels such as certain blood pressure medicines and estrogen.

IMPORTANT SAFETY INFORMATION FOR LOVAZA

Tell your doctor if you are allergic to fish or shellfish as **LOVAZA** may not be right for you. Talk to your doctor about any medical conditions you have and any medications you are taking, especially those that may increase your risk of bleeding. In some patients, LDL (bad) cholesterol may increase. Your healthcare provider should do blood tests before and during treatment with **LOVAZA** to check your cholesterol and triglyceride levels. If you have liver disease, you may require additional monitoring. Possible side effects include burping, upset stomach, and changes in sense of taste. How supplied: 1 gram capsule.

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LOVAZA
omega-3 acid ethyl esters

**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.



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www.cdc.gov/ncbddd/folicacid



Every Woman,
Every Day!



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with your nightly read
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*It's that easy.
Turn taking your high blood pressure medication into a daily habit.*



Talk to your doctor if you have questions about high blood pressure, your medication, or how to do a better job taking your medication.

11.04 s duration
38.80 fixations

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

If you have high cholesterol, diabetes or are overweight, you may also be at risk for very high triglycerides (500 mg/dL), which is a serious medical condition. That's only one FDA-approved medical use for treating very high triglycerides that's made from average 8 fish oil. LONEXA, along with diet, has been clinically proven to lower very high triglycerides in adults. Individual results may vary. LONEXA has not been shown to prevent heart attacks or strokes. LONEXA is only available by prescription. You can't get it at a health food store. So if you think you might have very high triglycerides, talk to your doctor about getting tested and risk your LONEXA.

LOVITA is used along with a low-fat and low-cholesterol diet to lower very high high-density lipoprotein (HDL) in your blood. Before taking **LOVITA**, talk to your healthcare provider about how you can lower high blood fats by losing weight, if you are overweight, increasing physical exercise, lowering alcohol use, treating diseases, such as diabetes and low thyroid (hypothyroidism), and adjusting the dose or changing other medicines that raise high-density lipoprotein levels such as certain blood pressure medicines and statins.

IMPORTANT SAFETY INFORMATION FOR LOVLZA

Let your doctor if you are allergic to fish or shellfish as LOXAZA may not be right for you. Let us if you take about any medical condition you have or any medications you are taking, especially those that may increase your risk of bleeding. In some patients, LOX (blood) clots may increase. Your healthcare provider should do blood tests before and during treatment with LOXAZA to check your platelet and triglyceride levels. If you have liver disease, you may require additional monitoring. Possible side effects include lightheadedness, upset stomach, and changes in sense of taste.

How supplied: 1 gram capsule

Please see important Patient Information on the next page.
 We are committed to rapid response side effects of prescription drugs in the U.S.
 Visit us at www.fda.gov/medwatch or call 1-800-338-1088.



LOVAZA

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/nebddd/folicacid



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



It's that easy.

Turn taking your high blood pressure medication into a daily habit.



Talk to your doctor if you: have symptoms such as frequent urination, your medication, or how to do better at taking your medication.

26.06 s duration
64.35 fixations

11.04 s duration

38.80 fixations

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 (≥500 mg/dL), which is a serious medical condition. There's only one FDA-approved medication for treating very high triglycerides that's made from average-8 fish oil (LONXIA, among others), but has been clinically proven to lower very high triglyceride levels in adults. Individual results may vary. LONXIA has not been shown to prevent heart attacks or strokes. LONXIA is only available by prescription. You can't get it at a health food store. So if you think you might have very high triglycerides, talk to your doctor about getting tested and risk your LONXIA.

LOVAX is used along with a low-fat and low-cholesterol diet to lower very high triglycerides (fat) in your blood. Before taking LOVAX, talk to your healthcare provider about how you can lower high blood fats by losing weight, if you are overweight, increasing physical exercise, lowering alcohol use, treating diseases, such as diabetes and low thyroid (hypothyroidism), and adjusting the dose or changing other medicines that raise triglyceride levels such as certain blood pressure medicines and estrogens.

IMPORTANT SAFETY INFORMATION FOR LOVIZA

Let your doctor if you are allergic to fish or shellfish as LOXAZA may not be right for you. Tell your doctor about any medical conditions you have or any medications you are taking, especially those that may increase your risk of bleeding. In some patients, LOXAZA should be used with caution. Your healthcare provider should also advise you before and during treatment with LOXAZA to check your cholesterol and triglyceride levels. If you have low cholesterol, you may require additional monitoring. Possible side effects include lightheadedness, upset stomach, and changes in taste of food.

How supplied: 1 green capsule

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LOVAZA

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www.cdc.gov/nebddd/folicacid



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



It's that easy.

Turn-taking your high blood pressure medication into a daily habit.



Talk it your sister if you have questions about leg wood preservers, your radiation, or how to do better at taking your medication.

64.35 fixations

68.50 fixations

38.80 fixations

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 (≥500 mg/dL), which is a serious medical condition. There's only one FDA-approved medication for treating very high triglycerides that's made from omega-3 fish oil: LOVAZA, along with diet, has been clinically proven to lower very high triglycerides in adults. Individual results may vary. LOVAZA has not been shown to prevent heart attacks or strokes. LOVAZA is only available by prescription. You can't get it at a health food store. So if you think you might have very high triglycerides, talk to your doctor about getting tested and risk about LOVAZA.

LOVAZA is used along with a low-fat and low-cholesterol diet to lower very high triglycerides (trig) in your blood. Before taking LOVAZA, talk to your healthcare provider about how you can lower high blood fats by losing weight, if you are overweight, increasing physical exercise, lowering alcohol use, treating diseases such as diabetes and low thyroid (hypothyroidism), and adjusting the dose or changing other medicines that raise triglyceride levels such as certain blood pressure medicines and estrogen.

IMPORTANT SAFETY INFORMATION FOR LOVAZA
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How supplied: 1 gram capsule

Please see Important Patient Information on the next page.
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For more information, visit LOVAZA.com or call 1-877-4LOVAZA





LOVAZA
omega-3 acid ethyl esters

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Quesada
© 2011 Quesada


26.06 s duration
64.35 fixations

Before you know you're pregnant...





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Folic Acid



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

Every Woman, Every Day!


TDH HEALTH CDC

20.93 s duration
68.50 fixations

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



It's that easy.
Turn taking your high blood pressure medication into a daily habit.



Take it your doctor if you have questions about high blood pressure, your medication, or how to do a better job taking your medication.

11.04 s duration
38.80 fixations

Observational

Champlin, S., Lazard, A., Mackert, M., & Pasch, K.E. (2014) Perceptions of Design Quality: An Eye Tracking Study of Attention and Appeal in Health Advertisements. Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health,7(4), 285-94.

Observational

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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

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. Qualitative Health Research. Published online ahead of print.

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. Qualitative Health Research. Published online ahead of print.

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

Technology/Online

Credibility

Interpersonal Seeking

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

Technology/Online

Credibility

Interpersonal Seeking

Less Than Adequate HL

Knowing When To Search

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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

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Technology/Online

Credibility

Interpersonal Seeking

Less Than Adequate HL

Knowing When To Search

Locating Text Vs. Numbers

Technology/Online

Credibility

Interpersonal Seeking

Spatial Navigation

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. Qualitative Health Research. Published online ahead of print.

Narrative-Based Story Telling

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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**

User Statistics

User Statistics

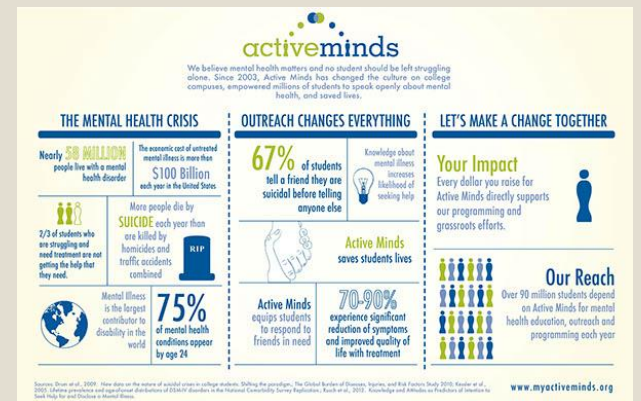
Increased
suicide
rates on
campus

User Statistics

Increased
suicide
rates on
campus



Increased suicide rates on campus



User Statistics

User Statistics

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:

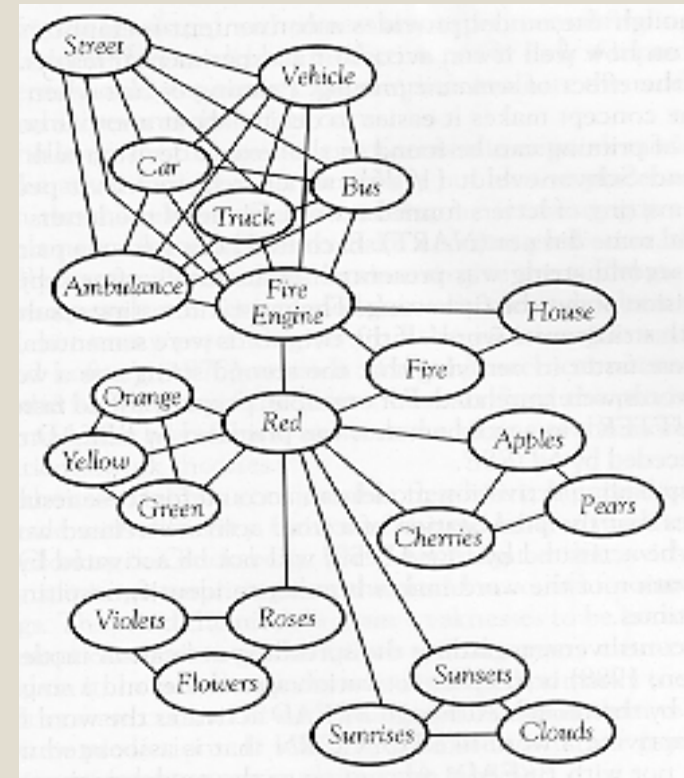
- New to the situation
- New to professional help seeking
- Anxiety about the unknown

User Statistics

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

Feeling:

- 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.



Facebook.com/unctcts



Twitter.com/unt_dsa



askSHWC@unt.edu

FIND US AT | 1800 CHESTNUT HALL | SPEAKOUT.UNT.EDU

UNT



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Twitter.com/unt_dsa



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UNT

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!

Sara Champlin, PhD

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