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



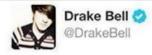




6/22/13, 11:26 PM

33.7K RETWEETS 24.7K FAVORITES

*	17	*	000
	aco Bell @Ta DrakeBell Ca	🥬 14m	

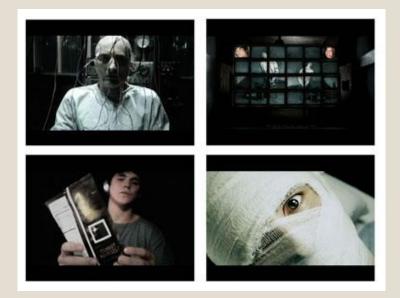


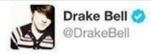


6/22/13, 11:26 PM











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.









6/22/13, 11:26 PM















10. What You're Eating on Instagram

🚱 pelgehendrick - 34 marrite age

+ Follow



12 mar @ 0 commerce

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

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

> Observational

Narrative-Based Story Telling

> User Statistics

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. <u>Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health</u>,7(4), 285-94.

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. <u>Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health</u>,7(4), 285-94.

Eye Tracking Technology

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. <u>Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health</u>,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?

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. <u>Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health</u>,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:

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. <u>Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health</u>,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

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. <u>Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health</u>,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

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

If you have high chelesterol, chalence as one nerversite, you may take liner i tak its very high balgements 52-500 mg//H, with an a material medition. Then's table are FE-despense invest-tables for heating very high trajparation that's made invest merage.5 bits all 10/48.5, storag with dat, that been chically present to know very high trajparation in calcular. Bedonkel mealts may very at 10/48.4 in our down beams to present bourt tables, a stradem. 10/28.5 is a only presentable by memory have that they been that they found tables. So if your finds your might have very high trajparation, the tabust tables. So if your finds your might have very high trajparation, the tapare docts chales gaining starts and an air chart 10/28.5.

URADA used done with a low-frank low-desintered dierts lower-write high-trigonatives "could be uput intend leaders to the provideshifting provide-obsert here you can invest high bload fasts by intengweight of you are absentingly, homosing priprices' counted, low-trigonation or a bearing discuss also a defause and and the single provides and our bearing fast-obsert of the single primer malcies for sine trigonable and shafting fast does or checking affine malcies and fast single trigonal.

IMPORTANT SAFETY INFORMATION FOR LOVAZA

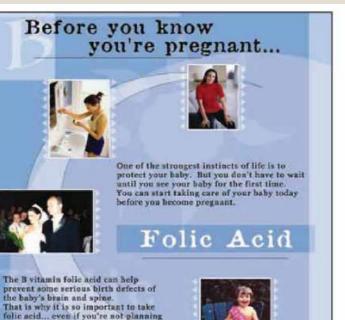
Set your durtur 4 you sen sheqit va laki ar sinelihit in SUNUA ono, veri be siqif far you. Tish to you a dishta dual min method anahtana you limet andi ange makadatana you ni chalang, ananakang tikona she ang you ange ange lakif ange pavales shanil ak bisat you kulon on dianang tautanat witi lakif cana pavales shanil ak bisat you kulon on dianang tautanat witi lakif cana pavales shanil ak bisat you kulon on dianang tautanat witi lakif cana pavales shanil ak bisat you kulon on dianang tautanat witi lakif cana pavales shanil ak bisat you kulon on dianang tautanat witi lakif cana pavales shanil ak bisat you kulon on diana tautanat witi lakif cana pavales shanila na bisat you kulon you kulon you you kulon dianana, pau neg mayan sadifkanat maninalay. Pansitas ida affarti kulonk haping, quare young, yai dianaga taunas of taus.

Plasse see important Patient Information on the next page. In one example to quirt regime also derived procession implies the ABC for even the graphysikerity, at all 1200708-1288.

For many extension, and 10%24 men in roll 1-677-109224

Contenting of the second secon





HEALTH

to have a baby yet. Unplanned pregnancies

happen every day. You can get folic acid

Getting enough folic acid requires a small

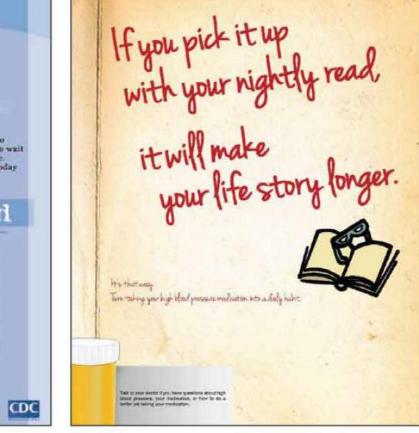
in a multivitamin and in some enriched

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

foods such as breakfast cereals.

菜 TDH

Sr.



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

If you have high chelesterol, chalence as one nerversite, you may take liner i tak its very high balgements 52-500 mg//H, with an a material medition. Then's table are FE-despense invest-tables for heating very high trajparation that's made invest merage.5 bits all 10/48.5, storag with dat, that been chically present to know very high trajparation in calcular. Bedonkel mealts may very at 10/48.4 in our down beams to present bourt tables, a stradem. 10/28.5 is a only presentable by memory have that they been that they found tables. So if your finds your might have very high trajparation, the tabust tables. So if your finds your might have very high trajparation, the tapare docts chales gaining starts and an air chart 10/28.5.

(JRAR) and done with a low-frand low-desintered derin lower were low-fragmenters of the sym interface desine strateging (JRAR), with a your substitutions provider obset them you can invest high bload fast, by interg weight of you are atometright, incoming priprint seatures, investiga atomit and use thering discuss also a defaunce and are typical propriority and the symbol seature of the symbol seature on termination and the symbol seatures.

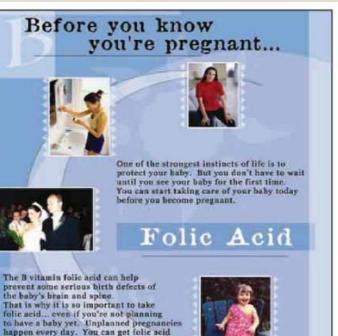
IMPORTANT SAFETY INFORMATION FOR LOVAZA

Set your dustru ''s you sen shargit to lok ar simblik to 100k/34 cross wet inesight for you. Tick to your district staat may methical transitiana you liven and ear methicationa you in challing, secondly from 5 thirt may incomes. Your landbeara provide staal die bleast tress leftens and facing transitiant. You landbeara provide staal die bleast tress leftens and facing transitiant. You landbeara provide staal die bleast tress leftens and facing transitiant. You landbeara provide staal die bleast tress leftens and facing transitiant with doesse, paa met remain underbaard monitorie, Prantise side affarts technik houting, gaar etymoty, with doesge to same of trass. Houting staget started, with doesge to same of trass.

Plasse see important Patient Information on the next page. In one example to quirt regime also derived procession implies the ABC for even the graphysikerity, at all 1200708-1288.

For many information, and 10%22 onto it call 1-877-139823





CDC

HEALTH

in a multivitamin and in some enriched

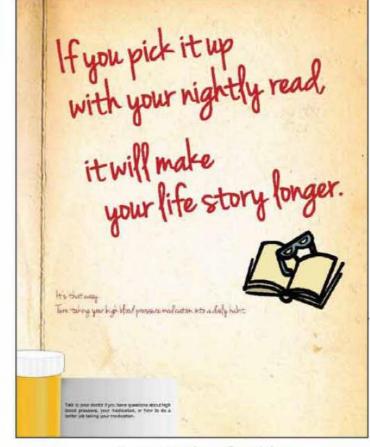
effort, but it can make a big difference. Information: 1-888-232-6789 www.cdc.gov/ncbddd/folicacid

Getting enough folic acid requires a small

foods such as breakfast cereals.

. TDH

S.



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

26.06 S duration

64.35 fixations

If you have high chelesteral, diabetes or the overweight, you may that be at lisk har very high triglyonities (a-500 mg/dL), which is a series a medical condition. There's only one FSA-oppower/ methoduse for treating very light triglycartine that's mode have among-3 hit all LOVAD, slong with dat, This been clinically prover to know very high triplecendes in starts, indeeded results may vary. LOWATA has not been shearn to prevent hourt uttacks as ctrokes. 100033 is only involuble by prescription. You car't get 2 at a healthload store. So if you think you might have very light trightenides, tolk to ACANCI made are less being tested and make street survey

UNAZA is used dong with a low-fit and low-desintent det to lower very high Highpanides (hatu) in your blood, Berlan Hiking LOVASA, talk to your halffurges previder obout how yes can insee high blood bets by insing weight, if you are deenweight, increasing physical eventse, lessening alcohol use, treating diseases such as illubras and low thread (hyperhyradian), and adjusting the deep or chorolog office multicloses that usua hig/yearide lateb sub is until blood presum medicites and entropers.

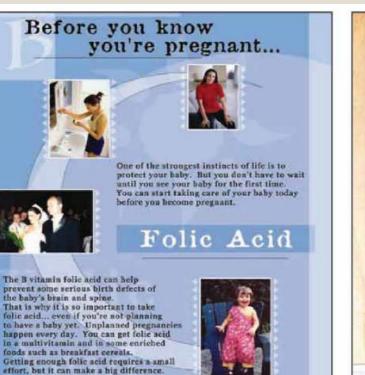
IMPORTANT SAFETY INFORMATION FOR LOVAZA

led your during if you was playin to lob or shallhill as LOWJA case not beright for you. Talk to your doctor closed any medical cardinant you have and cry mediations you me taking, specially them that may increase you (a) of idealing. In some patients, 121, thad) deviationd may increase. Your ladifying possible chault is blood toos lafers and doing technical with 109428 to theirk your cholesteral and highyraride levels. If you have liver channe, you may make udditional manifesting. Possilian side affacts technite huging, uport churach, and change to arrow of taxis. Hink Lappled: 1-gran capula

Plotse see important Patient Information on the next page No ne excession to apply apply and their it provides iting to fail the test of the second test provides its provident to a set (1800-024/1888).

For many extremation, and 10962 American of 1-677-10982 All





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

菜 TDH

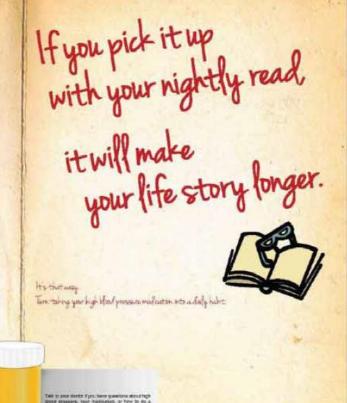
S.



HEALTH

CDC





techer ait tating your medication

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

If you have high chelesteral, diabetes or the overweight, you may that be at tak har very high highparties (2500 mg/IL), which is a series medical condition. There's only one FSA-oppower/ methoduse for treating very light triglycenties that's mode from amongs-3 hish all LOVAD, slong with date, This been clinically prover to know very high triplecendes in starts, indeeded results may vary. LOWATA has not been shearn to prevent hourt uttacks as strokes. LOADA is only swelledie by prescription. You car't get it or a feasible load store. So if you think you might have very light trightenides, tolk to ACANCI made are less being tested and make street survey

UNAZA is used dong with a low-fit and low-desintent det to lower very high Highpanides (hatu) in your blood, Berlan Hiking LOVASA, talk to your halffurges previder obout how yes can insee high blood bets by insing weight, if you are ownweight, increasing physical eventse, lessening alcohol use, treating diseases such as illubras and low thread (hyperhyradian), and adjusting the deep or chorolog office multicloses that usua hig/yearide lateb sub is until blood presum medicites and entropers.

IMPORTANT SAFETY INFORMATION FOR LOVAZA

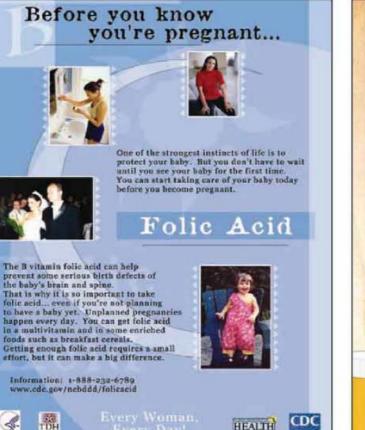
led your during if you was playin to lob or shallhill as LOWJA case not besight for you. Talk to your doctor stand any medical conditions you ferrer and any mediations you are taking, specially them that may incrume your (a) of idealing. In some patients, 121, thad) deviationd may increase. Your ladifying possible chault is blood toos lafers and doing technical with 104424 to theck your chalesteral and highwardle levels. If you have Town channe, you may make udditional manifesting. Possilian side affacts lockular happing, asset strength, and change to arrow of taxis. Hink Lappled: 1-gran capula

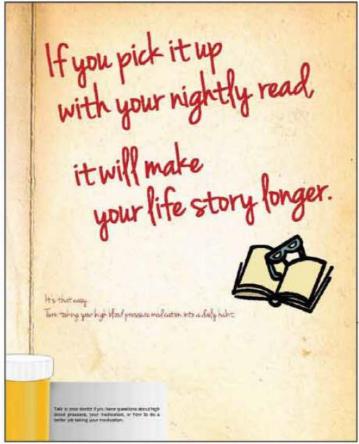
Plotse see important Patient Information on the next page No ne excession to apply apply and their it provides iting to fail the test of the second test provides its provident to a set (1800-024/1888).

For many information, and \$19822Ament in red 3-877-1388243



S.





26.06 S duration 64.35 fixations

20.93 S duration 68.50 fixations

CDC

HEALTH

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

If you have high choicestrul, students as are nerversight, you may also be at tak the way high high varies in 2620 mc//dll, whith is a startion module and taken the effect of the starting of the distribution of the distributi

URAR is used done with a low-it and low-desintend due to lower write light hispanetics. To built any at lower failer that the lower write light hispanetics. To all other than you can insert light bload faits by intring weight if you are beneficial, incoming priprical seatures, inserting abated are testing discuss at its oldness and any failer interpripriation, and adjusting the does or checking affine mulcicus and interprint which and the cumits fixed areas and mulcicus and any failer interpripries.

IMPORTANT SAFETY INFORMATION FOR LOVAZA

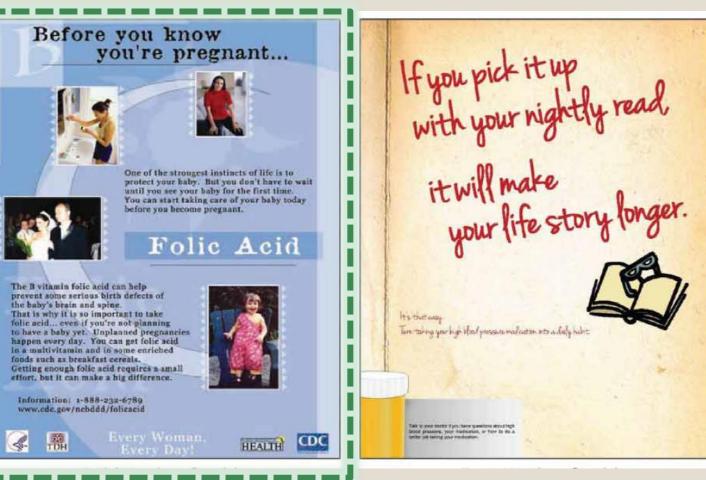
Set your dustru of you says sharing it to lok an stratibilities (2004) A rease not be slight for your. Bit is to your district statut may methical contribution your here and one and outputs your to shaling, executively from 5 that may increase. You hardbeare provide strated as there, 120, thead strategies are strategies and hardbeare provide strated as there, 120, thead strategies are strategies and hardbeare provide strated as the strate your form of strategies and closely and you want the strategies and the strategies and closely and you want the strategies and the strategies and closely, part way may an utilities of the strategies and these hardbeare guest the strategies and the strategies and the strategies hardbeare guest controls, and theraps to strate af these.

Plotse see important Patient Information at the next page. In an example is quiringthe air derived personne implies for 700. Non-sector performances, e cit 1 120/20/128

For many information, and 1098224 men or roll 1-877-1098243

El la casa de malha Casa de la ca





26.06 S duration 64.35 fixations

20.93 S duration 68.50 fixations

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. <u>Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health</u>,7(4), 285-94.

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. <u>Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health</u>,7(4), 285-94.

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.

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.

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

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 **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. <u>Qualitative Health Research</u>. 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. <u>Qualitative Health Research</u>. Published online ahead of print.

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

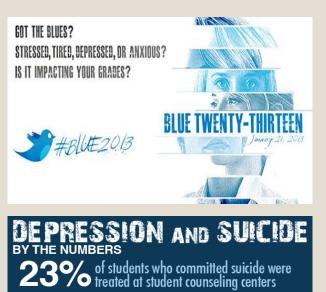
Increased suicide rates on campus

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:

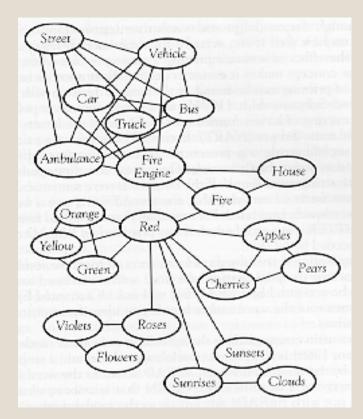
- New to the situation
- New to professional help seeking
- Anxiety about the unknown

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.



UNT

FIND US AT 1800 CHESTNUT HALL SPEAKOUT.UNT.EDU



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. _____

UNT

Facebook.com/untcts Twitter.com/unt_dta askSHWC@ur

FIND US AT 1800 CHESTNUT HALL SPEAKOUT.UNT.EDU

JUMPED FROM A PLANE

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.



FIND US AT 1800 CHESTNUT HALL SPEAKOUT.UNT.EDU



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.



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