

2009 BRFSS Regional Training

Translating Science into Action: Using
BRFSS to Promote Health

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Overview

- Basic theories of behavior change
 - ◆ Stages of change model
 - ◆ Theory of planned behavior
 - ◆ Ecological perspective
- Health marketing basics
- Tips for printed materials



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Stages of Change Model

- Stages of change model states that people go through **distinct stages** while planning and making changes
- In order for lasting change to occur, people must pass through **every stage**
 - ◆ They may spend the same amount of time on every stage, but most likely they won't
- People can also go **back and forth** between the stages



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Stages of Change Model (cont.)

- **Precontemplation:** person is not considering behavior change
- **Contemplation:** person is considering behavior change but has taken no action toward it
- **Preparation/Ready for Action:** person is gathering support and resources toward behavior change
- **Action:** person begins behavior change
- **(Lapse/Relapse):** person may or may not fall back into old behavior
- **Maintenance:** behavior change becomes normal and routine



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Theory of Planned Behavior

- Behavior is shaped by a variety of factors:
 - ◆ attitude toward behavior
 - ◆ expected outcome
 - ◆ perceived control
 - ◆ Beliefs of others and desire to act as others do
- These factors shape the individual's intention, which in turn shapes behavior



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Ecological Perspective

- Multiple levels of influence include
 - ◆ Intrapersonal
 - ◆ Interpersonal
 - ◆ Institutional
 - ◆ Community
 - ◆ Public policy



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Health Marketing Basics

- Choose a specific audience and target your message to them
 - ◆ You can also choose a specific stage to target
- Choose a specific aspect of your message
- Be sure to include specific action items, but not more than one or two



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Health Marketing Basics

- Use one message per publication and make sure it's clearly articulated
- Graphics and design can convey as much information as words



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Examples: Anti-Smoking



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Examples: Anti-Smoking



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Health Marketing Basics

- Use more than one channel and more than one type of media if possible
 - ◆ print and audio messages appeal to different learning styles
- Stay positive: scare tactics generally turn people off and they won't hear the rest of your message.



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Evaluation

- Think through how you will evaluate your campaign while planning your intervention.
- BRFSS is a great built-in tool, but not the only tool.
- Consider what your goals are – what specifically would success mean? How would you measure it?



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Importance of Publication and Dissemination

- Final stages complete the process
 - ◆ Planning
 - ◆ Questionnaire Design
 - ◆ Sample Design
 - ◆ Data Collection
 - ◆ Data Processing
 - ◆ Statistical Analysis
 - ◆ **Publication**
 - ◆ **Dissemination**



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Identify Publication Needs

- Discuss needs with Data User's Group
- Who is your audience?
 - ◆ Public health programs
 - ◆ Policy makers
 - ◆ Grant/project proposal
 - ◆ Non-profit organizations
 - ◆ General public and media
 - ◆ Epidemiologists and other scientists
- Consider
 - ◆ Budget
 - ◆ Timeline
 - ◆ Personnel resources



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Personnel Resources

- Ask your Project Officer
 - ◆ You have an assigned Epidemiologist on the State Support Team
 - ★ Analyze data and design content
 - ★ Design reports, fact sheets, etc.
 - ★ CDC clearance not required
 - ◆ Other resources
 - ★ Health Marketing
 - ★ Health Education
 - ★ More complex publication design



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Types of Print Materials

- Reports
 - ◆ Useful for detailed analyses
 - ◆ Typically include statistical results
 - ◆ Overwhelming for general audiences
 - ◆ Many examples (ask your project officer)
- Fact sheets
 - ◆ Usually brief and audience-specific
 - ◆ Typically summarize statistical results
 - ◆ Space is limited
- Other
 - ◆ Pamphlets, newsletters, posters, etc.



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Fact Sheets

- Template
 - ◆ Handout and examples
 - ◆ Logo Use
- Function
 - ◆ Promote programs
 - ◆ General requests
 - ◆ Media inquiries
 - ◆ Compliment release of a report
 - ◆ Web content



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Guidelines for a General Audience

- Emphasize the importance of the risk factor
- Use simple language and minimal statistics
- Only discuss differences that are statistically significant
- Use simple maps, graphs, and tables



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Guidelines for a General Audience

- Do not use footnotes
- Use appropriate font and ample white space
- Avoid potentially offensive language
- Use color if possible, but be sure it copies well in black and white



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Dissemination

- Data User's Group
- Internal Programs
- External Organizations
- Press release
- Other state entities
 - ◆ Universities
 - ◆ State and local libraries
- Website
 - ◆ Post as .pdf or page content
 - ◆ Maximize key word search capabilities



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QUESTIONS?



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Extra Slides



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Outline

- Health Behavior Change Theory
 - ◆ Stages of change
- Basic Health Marketing Theory and Practice
 - ◆ Narrow down your topic and audience
 - ◆ Know your audience
 - ◆ Use more than one channel
 - ◆ Creative ways to extend your message
 - ◆ Positive messages
 - ◆ Evaluation besides BRFSS
- Printed materials
 - ◆ Importance of dissemination
 - ◆ Identify needs
 - ◆ Reports
 - ◆ Fact sheets
 - ★ Templates and examples
 - ★ Guidelines (logo use, KISS, use bullets, use minimal stats)
 - ◆ Other print publications



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Sources

- http://www.csupomona.edu/~jvgrizzell/best_practices/bctable.html



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