

World
Social Marketing
Conference 2008



How it's done

Health Marketing at the U.S. Center for Disease Control and Prevention: It's More than the Message

Dr Katherine Lyon Daniel

Deputy Director of the National Center for Health Marketing
at the U.S. Centers for Disease Control and Prevention



Health Marketing: More than the Message

Katherine Lyon Daniel, PhD

National Center for Health Marketing
Centers for Disease Control and
Prevention



The Healthiest Nation We Can Be



Seventh Generation

"In every deliberation
we must consider the
impact on the seventh
generation ..."

- Native American
Quote, Iroquois Tribe



A Flood of Health Information

Average informed person reads or listens to 7 sources of information daily (Pew, 2008)



What Influences Health Decisions?

Is now the time to talk to Jon about having another child?

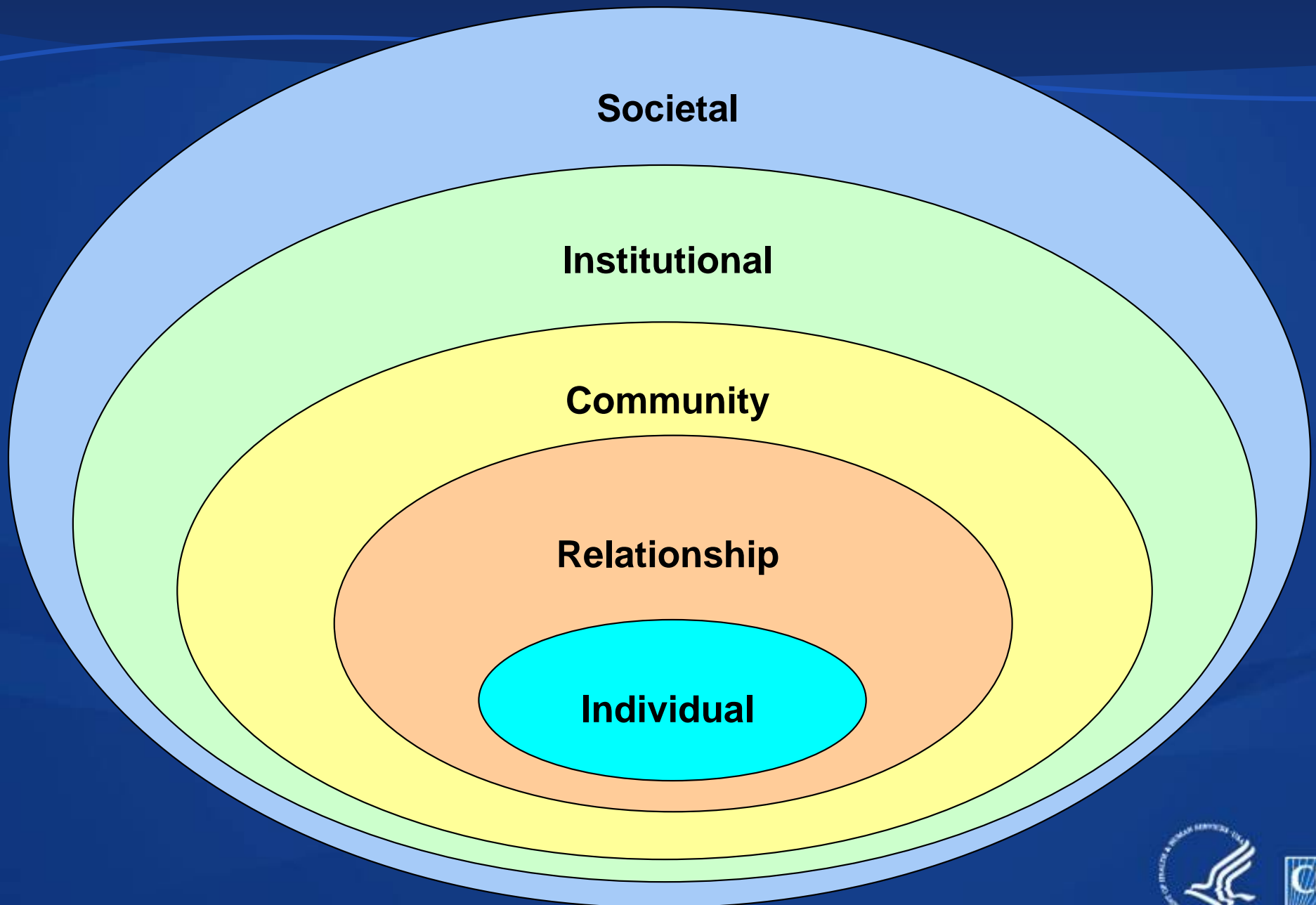
Really, I need to make sure we have condoms...

Should I try out for soccer this year?

I wonder what cigarettes taste like...



Social Ecological Model



Social Ecological Model



Lessons from Commercial Marketing



***Coca-Cola should always be
“within an arm’s reach of desire.”***

— Robert Woodruff



Source: Coca-cola website image library



Effective Health Marketing Means...

- Providing health information, interventions, and products when, where, and how people need them to inform healthy decisions, and inspire them to act

*“Public health within
an arm’s reach of need”*



Vision:

A world where all people actively use accessible, accurate, relevant, and timely health information and interventions to protect and promote their health and the health of their families and communities.



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Global Health



The Digital Divide

- **Gap between those with “access” and those without**

49% of people have few technological assets:

- Many over the age of 70
- Many with disabilities
- < high school education
- Literacy issues



Pew Internet & American Life Project

Health Literacy



North Carolina Institute of Medicine

- The degree to which individuals have the capacity to *obtain, process, and understand* basic health information and services needed to make appropriate health decisions.

- Dependent on



Consequences

- Only 12% of US adults have “proficient health literacy.”
- 14% of US adults (30 million people) have “below basic health literacy.”
- Misinformation can be deadly



CDC Health Marketing to the Public



Texting4Health Conference

Using SMS to Motivate Behavior Change



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Our Science is Significant

- Research
- Evaluation
- Translation
- Exchange



CDC.gov Primary Audiences

LEADERSHIP RANK

#1

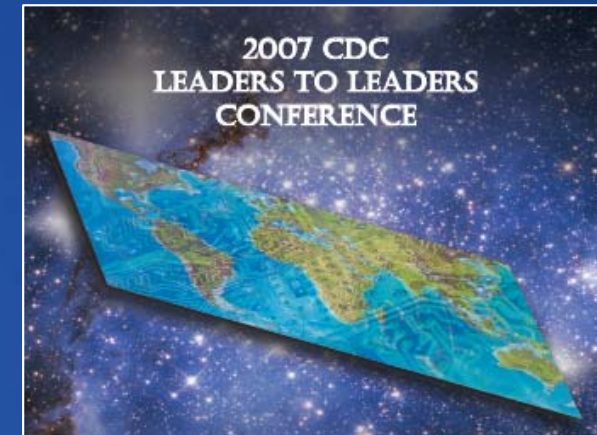
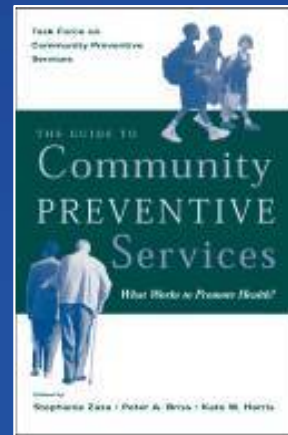
#2

#3



| | Public Health Professionals | Healthcare Providers | Consumers |
|---|--|--|---|
| Percent of Current Users: | 19% (N=215) | 22% (N=246) | 16% (N=170) |
| Primary Reason for Visiting the Site Today: | <ol style="list-style-type: none"> 1. Data & Statistics 2. Patient Education 3. Scientific Articles | <ol style="list-style-type: none"> 1. Patient Education 2. Data & Statistics 3. Academia / Teaching | <ol style="list-style-type: none"> 1. My Health Needs 2. Family / Friend Health Needs 3. Data & Statistics |
| Primarily Looking For: | <ol style="list-style-type: none"> 1. Diseases & Conditions 2. Disease Prevention 3. Health Promotion | <ol style="list-style-type: none"> 1. Diseases & Conditions 2. Health Promotion 3. Vaccinations / Immunizations | <ol style="list-style-type: none"> 1. Symptoms 2. Diseases & Conditions 3a. Healthy Living <i>(Tie for 3rd)</i> 3b. Disease Prevention <i>(Tie for 3rd)</i> |
| Current Satisfaction | 73 | 82 | 69 |

Health Marketing to Professionals



HEALTH INSURER PANDEMIC INFLUENZA PLANNING CHECKLIST

In the event of an influenza pandemic, national and regional health insurers will have several key responsibilities: protecting their employees' health and safety, providing coverage and related services to their enrollees, and coordinating access to care through the provider community. Pandemic influenza planning is critical and will help limit the negative impact on our economy and society. To assist health insurers in their efforts, the Department of Health and Human Services (DHHS) and the Centers for Disease Control and Prevention (CDC) have developed the following checklist. It identifies important, targeted activities health insurers can do now to prepare for a pandemic. This checklist is organized according to business-related, employee-related, and communications-related activities. Please consider incorporating these pandemic-specific elements into your current all-hazards business continuity plan. Please see <http://www.pandemic.gov> for additional information, including planning assumptions and tools and guidelines for health-care planning.

| 1. Plan for the impact of an influenza pandemic on your business. | | | |
|---|--------------------------|--------------------------|---|
| Completed | In Progress | Not Started | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Within the scope of your business continuity/operations plan: <ul style="list-style-type: none"> Identify a pandemic coordinator or team. Develop a written pandemic preparedness plan that incorporates elements of this checklist. Ask your employees and enrollees for their input. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Identify employees and resources (e.g., supplies, subcontractors, products, and facilities) that are critical for business continuity and financial operations for each location and functional area in the event of a pandemic. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Forecast and develop contingency plans for employee absence due to illness of personnel and/or their family members, or community-wide containment measures such as taking care of children during school closures. Assess standby capacity (staff and facilities) for sustaining key operations. Consider: <ul style="list-style-type: none"> Cross-training current employees and sharing key business knowledge. Establishing flexible work settings and schedules (e.g., telecommuting and staggered shifts). Preparing return-to-work/career notices. Connecting with temporary staffing agencies. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Develop and plan for scenarios during a pandemic that are likely to result in an increase in demand for or disruption in business operations such as call centers, case management, open-enrollment seasons, requests for proposals, and contract renewals. |



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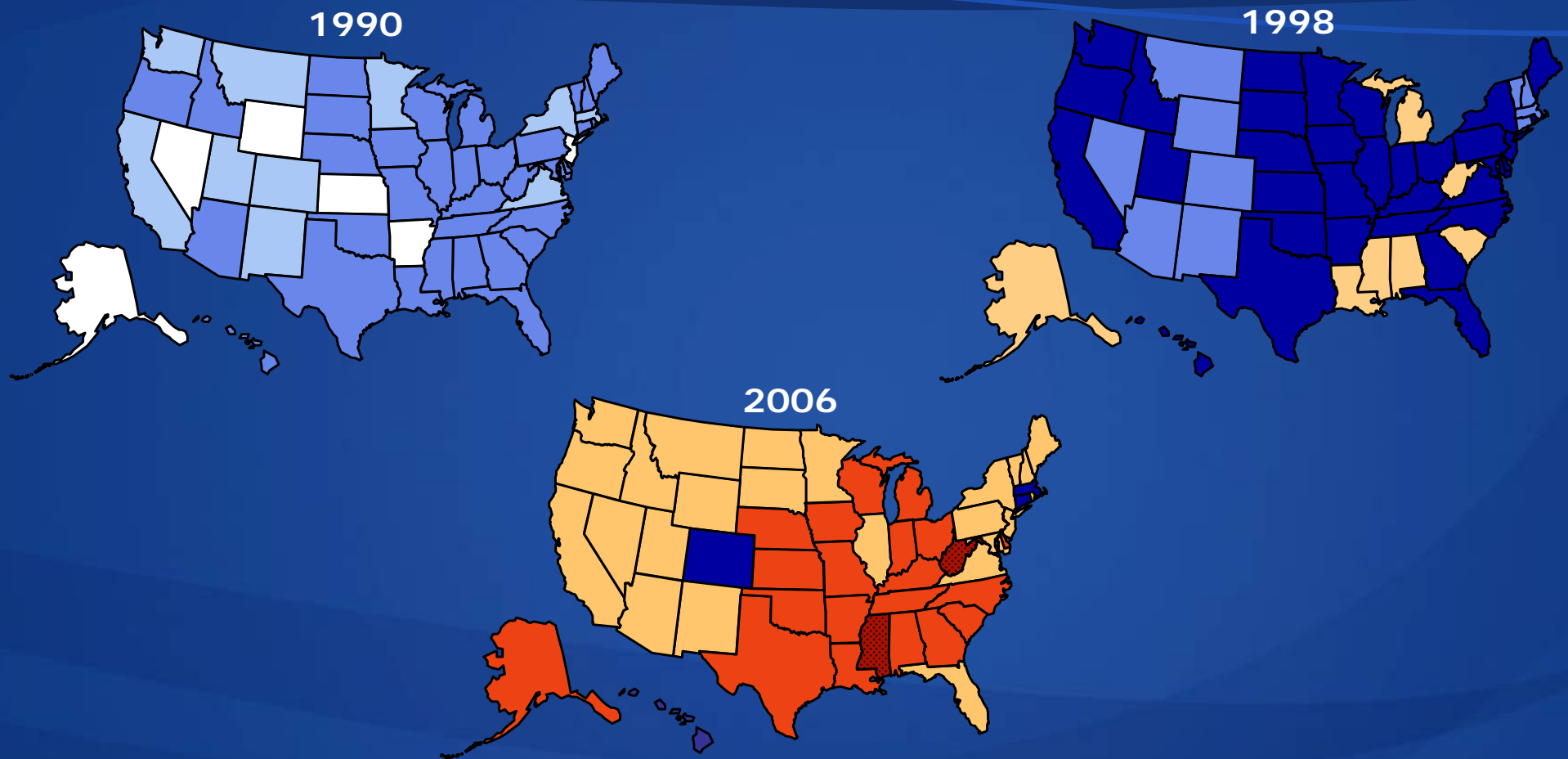


Relevance



Obesity Trends* Among U.S. Adults

BRFSS, 1990, 1998, 2006



Legend: No Data, <10%, 10%–14%, 15%–19%, 20%–24%, 25%–29%, ≥30%

(*BMI ≥30, or about 30 lbs. overweight for 5'4" person)



Audience Research



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Timely

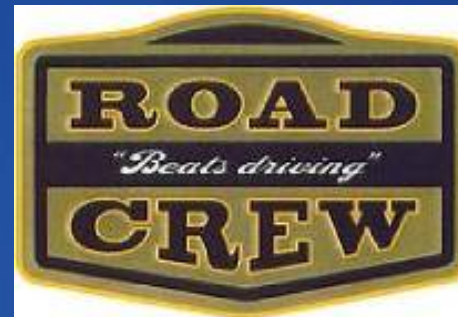


GUESS WHO'S NOT WORRIED ABOUT DRIVING TONIGHT?

Dave doesn't have to drive tonight. That makes him happy. Because when The Road Crew is playing, and Dave is not, he can relax and simply enjoy a nice time with his friends. For more info on the totally breed-nuwest way to get around safely, just call XXX-XXXX. And remember, safety first, so don't jump around in the bar. Thanks.



Dial XXX-XXXX



Timely



Timely



How important is it that we plan for seven generations?





Photo Credit: Pixar Studios



Health Consequences





Thank you from the CDC's National Center for Health Marketing!



Photo Credit – Science Daily

www.cdc.gov/healthmarketing KDL8@cdc.gov

