

Health Communication for Diabetes Programs

Day 2

Health Communication Program Cycle









Pretesting allow you to

- Assess cultural appropriateness
- Assess attention and comprehensibility
- Assess motivation and recall
- Assess relevance
- Identify controversial areas

Assess strengths and weakness BEFORE the campaign launches

Limitations of Pretesting

- Not objective
- Not predictive or statistically precise
- Not a substitute for a sound model or theory
- Will not make up for poor planning, or flawed execution and implementation

Steps to Message/Activity Development

1. Review existing materials
2. Develop and test message concepts
 - Ways of presenting information
3. Decide what materials to adopt and tailor
4. Develop messages and materials
5. Pretest messages and materials



Steps to Message/Activity Development – Using NDEP

1. Review existing materials
- ~~2. Develop and test message concepts~~
3. Decide what materials to adopt and tailor
- ~~4. Develop~~ Modify/adapt messages and materials
5. Pretest messages and materials

Step 1: Review existing materials



Step 1: Review Existing Materials

- Are the messages relevant?
- Are the materials appropriate?
 - Format, style, cultural considerations, language, literacy level
- Are the materials likely to meet the communication objectives?

Step 2: Decide which materials to adopt

- Test existing materials
- Test program concepts for program activities
- Decide if any tailoring/supplemental materials are needed



Materials Testing

- Which have the strongest appeal
- Confusing terms or concepts
- Language and cultural considerations
- Weak concepts that should be eliminated



Step 3: Modify or Adapt Messages and Materials

- Follow the principles established-NDEP Guidelines for Partner Collaborations
<http://www.ndep.nh.gov/resources/ResourceDetail.aspx?ResId=279>
- Brand with your logo or partner logos
- Add your contact information
- Examples
- Pictures
- Format
- Program delivery & timeline
- Ask if you have a question



Complementing and Supplementing Existing Resources

- Tailor for cultural/local relevance
- Literacy
- Language
- Ask us



Things That Should Not Be Modified



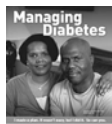
- The health topic
- The text
- Attaching/inserting new text
 - Exception: Adding culturally relevant examples
- Implying NDEP endorsement of commercial products

Partners that reproduce and distribute NDEP materials with other marketing materials must include a cover letter that states that the NDEP, as a federal program, does not endorse any organization's products or services.

If You Adapt A Material To The Extent That The NDEP Logo Has To Be Removed

Include the following message:
"Adapted from the National Diabetes Education Program, a joint program of the National Institutes of Health and the Centers for Disease Control and Prevention."

Make a plan to manage your ABC's
Make an appointment to visit your healthcare provider and keep it
Make a referral to the Small State Quitline



Added state website
Used local couple



Changed photographs
Converted to HTML



Added info on smoking cessation



Added quitline #

Step 4: Pretest Messages and Materials

- Avoid missteps in execution
- Confirm messages and materials are consistent with audience research and testing
- Gain buy-in

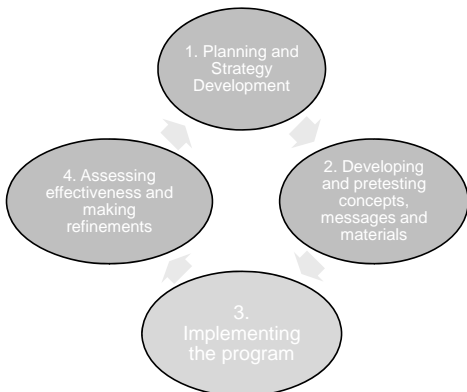


Developing and Pretesting Messages and Materials

- Key to ensuring effectiveness of program materials and activities
- NDEP materials can serve as the basis for most campaigns
- Test materials and activities for relevance to the intended audience
- Pretest adapted materials before launching program

Case Study

Health Communication Program Cycle



Managing Implementation

- Developing a launch plan
- Managing implementation

Developing a launch plan

- Are we prepared?
 - Resource management
 - Staff training
 - Program related services
 - Tracking mechanisms
- Are our partners and stakeholders prepared?
 - Partners and stakeholders directly involved
 - Partners and stakeholders impacted by the campaign
- Do we have a media plan?
 - Engaging and mainlining media interest
 - Responding to crisis/events
 - Media training

Managing Implementation

- Stay on schedule
- Assure the intended audience is being reached
- Implement evaluation plan
- Monitor use and success of activities and materials
- Determine what needs to be altered or eliminated
- Managing the budget
- Managing partner relationships

Case Study
