

# 2009 BRFSS Regional Training

Translating Science into Action: Using  
BRFSS to Promote Health

Greta Kilmer, MS  
Judith Wellen, MHS



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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](http://www.csupomona.edu/~jvgrizzell/best_practices/bctable.html)



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