

Communicating With and For the Maternal and Child Health Population: Issues and Challenges

**Satellite Conference and Live Webcast
Tuesday, June 28, 2011
12:00 - 1:30 p.m. Central Time**

**Produced by the Alabama Department of Public Health
Video Communications and Distance Learning Division**

Faculty

**Cathy R. Taylor, DrPH, MSN, RN
Assistant Commissioner
Bureau of Health Services
Administration
Tennessee Department of Health**



“It was impossible to get a conversation going, everybody was talking too much.” – Yogi Berra

Objectives

- **Discuss issues and challenges associated with development and delivery of clear, goal-oriented MCH messages**
- **Describe effective, clear communication and knowledge transfer strategies for delivering MCH messages to targeted audiences**

Objectives

- **Identify resources to support on-going development and delivery of effective MCH messages**

Com-mu-ni-ca-tion (noun) [kuh-myoo-ni-key-shuh n]

- **Verbal, nonverbal, and written sharing of information**
- **Skillful communication is the ability to convey information to and receive information from others effectively and is a foundation of MCH practice, policy, and research**

Source: http://leadership.mchtraining.net/?page_id=122

MCHB Mission

To provide national leadership, in partnership with key stakeholders, to improve the physical and mental health, safety and well-being of the maternal and child health population which includes all of the nation's women, infants, children, adolescents, and their families, including fathers and children with special health care needs.

Determinants of Health

Behavior	40%
Genetics	30%
Environment (Public Health)	20%
Medical	10%

Source: McGinnis JM, Williams-Russo P, Knickman JR. *Health Affairs*. 2002 Mar-Apr;21(2):78-93.

MCH Communication Issues

- Audience
 - Culture, experience, and social networks
 - Language and literacy
 - Age

MCH Communication Issues

- Transformation
 - Emerging evidence
 - Emerging issues
 - Funding and timing

MCH Communication Issues

- Systems and technology
 - Volume and capacity
 - Organizational structure
 - Generational expectations
- Affordable Care Act

Health Literacy and Numeracy

- Health literacy
 - The capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions

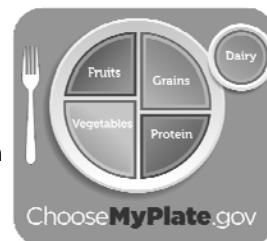
Health Literacy and Numeracy

- Numeracy
 - The ability to use math skills in daily life
- About 40% of adult Americans have low health literacy or numeracy
- Estimated annual economic impact >\$200 billion

– National Assessment of Adult Literacy (2003)

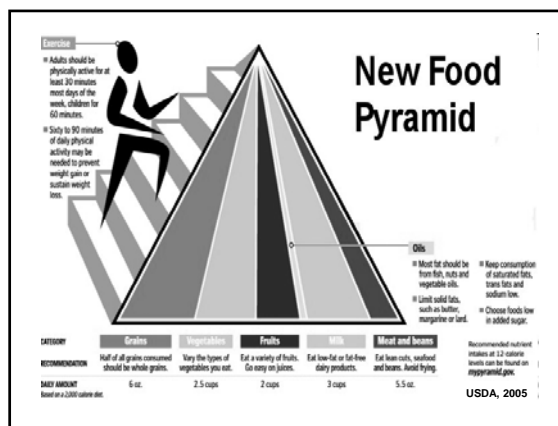
Effective Strategies to Address Low Literacy and Numeracy

- Tailor material to the individual or group
- Use pictures
- Simplify
 - Avoid jargon
- Use concrete examples



Effective Strategies to Address Low Literacy and Numeracy

- Focus on behaviors and actions
- Teach back
 - Close the loop



MyPlate – USDA (June 2011)

- Balancing calories
 - Enjoy your food, but eat less
 - Avoid oversized portions



MyPlate – USDA (June 2011)



- Foods to increase
 - Make half your plate fruits and vegetables
 - Make at least half your grains whole grains
 - Switch to fat-free or low-fat (1%) milk

MyPlate – USDA (June 2011)

- **Foods to reduce**
 - Compare sodium in foods like soup, bread, and frozen meals
 - Choose the foods with lower numbers
 - Drink water instead of sugary drinks

2007 Non-smoker Protection Act

- Tax increase
- Cessation support funding
- Smoke-free zones



WARNING:
Cigarettes
are
addictive.

© U.S. HHS 1-800-QUIT-NOW

Source: USFDA, June 2011.
http://www.fda.gov/TobaccoProducts/Labeling/ucm259214.htm#Public_Health_Impact



© U.S. HHS 1-800-QUIT-NOW

WARNING:
Smoking can kill you.

Source: USFDA, June 2011.
http://www.fda.gov/TobaccoProducts/Labeling/ucm259214.htm#Public_Health_Impact



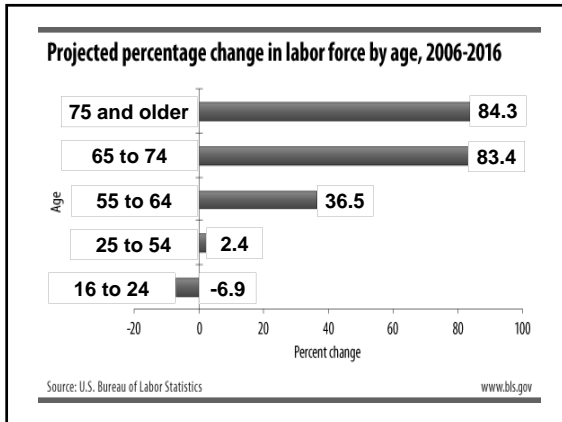
WARNING:
TOBACCO
SMOKE CAN
HARM YOUR
CHILDREN.

© U.S. HHS 1-800-QUIT-NOW

Source: USFDA, June 2011.
http://www.fda.gov/TobaccoProducts/Labeling/ucm259214.htm#Public_Health_Impact

Future Workforce

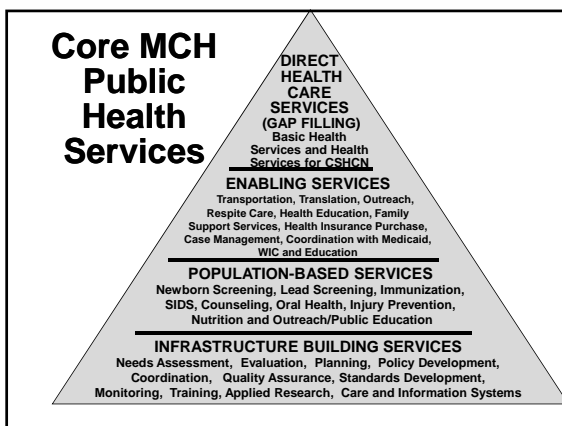
- Good news
- Other news
- Knowledge transfer and succession planning



Knowledge Transfer Strategies

- Job-shadowing and mentoring
- Document processes
- Storyboards and storytelling
- Technology and information access
- Managing the “retiree base”

– Adapted from: Rothwell W.J. 2004. Knowledge transfer: 12 strategies for succession management. *IPMA-HR News*, pp.10-11.



The Paradigm Shift: Life Course Perspective

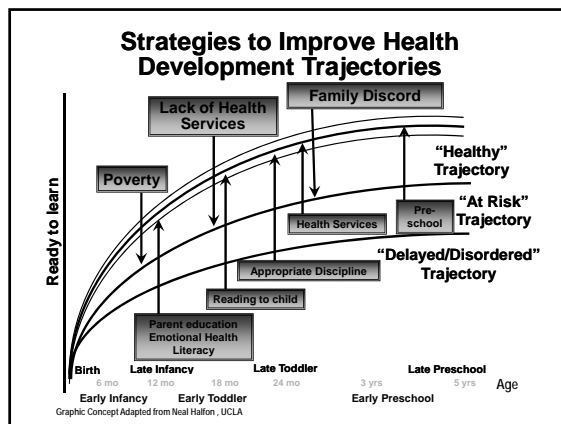
- Ecological Models and Social Determinants of Health

<http://mchb.hrsa.gov/lifecourseapproach.html>

– Today’s experiences and exposures determine tomorrow’s health

The Paradigm Shift: Life Course Perspective

- Health capacity is strongly affected by the broader environment
- Outcomes reflect more than genetics and personal choice
- Weathering, cumulative, or allostatic load
- Critical or sensitive periods





“There are some people who, if they don’t already know, you can’t tell ‘em.” – Yogi Berra

A New Way to Talk About Social Determinants (RWJF, 2010)

- http://www.rwjf.org/files/research/vp_messageguide20101029.pdf
- **Two conceptual components to social determinants of health**
 - **Context** – where we live, learn, work, and play
 - **Disparities** – race, ethnicity, class

A New Way to Talk About Social Determinants (RWJF, 2010)

- **84% Americans view their health as something largely under their control and for which they have to take personal responsibility**
- **Key message:**
 - **Health starts where we live, learn, work, and play**

Facts About Facts

- **Less is more**
- **Use complimentary data**
 - **One fact to underscore an issue**
 - **One fact to highlight a promising approach**
- **Make numbers memorable**
 - **“About 25%” vs. “23.97%”**

Facts About Facts

- **Break down large numbers**
 - **Health insurance costs:**
\$3/day for every American
vs.
\$10 trillion/10 years

– Source: RWJF, 2010. *A new way to talk about social determinants of health.*

Phrases to Avoid When Talking About Social Determinants of Health

- **Equal, equality, equalizing**
- **Leveling the playing field**
- **Creating balance**
- **Unjust/injustice**
- **Outrage**
- **Immoral**
- **Unconscionable**

Social Determinants of Health Common Ground

- **Notions of journey and resource availability, fairness, and choice**
 - **Fair chance for good health**
 - **Opportunities for better health choices**
 - **Giving a fair shot in all communities**

Social Determinants of Health Common Ground

- **Enabling people to choose the right path**
- **Giving tools to make better decisions**

– Source: RWJF. 2010. *A new way to talk about social determinants of health.*

Lessons from Other Disciplines

- **Social marketing**
 - **Influence behavior to improve health or benefit society**
 - **Systematic, consumer-focused data collection, program development, and program delivery (Thackery & Neiger, 2000)**
 - **Multiple contacts and venues for “stickiness”**

Lessons from Other Disciplines

- **Neuromarketing (Lindstrom, Buy-ology, 2008)**
 - **Behavior is predictable**
 - **Most decisions about behavior occur below the level of awareness**

Lessons from Other Disciplines

- **Social/emotional connections and group dynamics**
 - **Other evidence (Brooks, *Social Animal*, 2011; Gladwell, *Tipping Point*, 2002, *Blink*, 2007; Heath & Heath, *Switch*, 2010; Lehrer, *How We Decide*, 2009; Patterson, Grenny, & Maxfield, et al., *Influencer*, 2008)**

Lessons from Other Disciplines

- **Aviation**
 - **Clear communication and shared mental models (Helmreich, Salas)**
 - **Knowledge, Attitude, Skills, Dynamics, Environment (Lee, et al. <http://www.eric.ed.gov/PDFS/ED485027.pdf>; Salas, et al. *Team Effectiveness*, 2009)**

Keys to MCH Communication and Advocacy Success

- Focus on HEALTH
- Know your audience
- Seek common ground
- Use data for “support”
- Simplify
- Use local stories and pictures

Keys to MCH Communication and Advocacy Success

- Clarify benefits
- Reinforce
- Teach back
- Acknowledge, praise, thanks

References and Additional Resources *Web-based links cited current as of June 20, 2011

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- MCHB. *A Life Course Approach Resource Guide Developed by the MCH Training Program*. <http://mchb.hrsa.gov/lifecourseapproach.html>
- National Network of Public Health Training Centers:
 - Communication bundle http://www.asph.org/userfiles/PHTC_FINALCommunicationbundle.pdf
 - Health Literacy bundle http://www.asph.org/userfiles/PHTC_FINALHealthLiteracybundle.pdf
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References and Additional Resources *Web-based links cited current as of June 20, 2011

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