Enhancing dissemination for health equity: A marketing and distribution perspective

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*Designing for Dissemination Workshop*
University of Colorado ACCORDS & CCTS
October 2-3, 2018
Which do you want?

- More dissemination knowledge
- More dissemination
What do you want to disseminate?

- Ideas
- Models
- Findings
- Guidelines
- Assessments
- Policies
- Programs
- Medical devices
- Online resources
- Technology solutions
To get research tested interventions and ideas into widespread practice, the most important thing is ______.
Five thoughts on getting more demand

• *The unbearable lightness of evidence*
• News from Lake Wobegon
• Garden thinking
• Filter bubbles
• Co-creation
Evidence ≠ Demand
Health communication. Made by you.

What can I do with MIYO?

1. Choose
   ...from evidence-based interventions.

2. Customize
   ...with targeted images, messages, designs.

3. Share
   ...what you’ve created with target audience.

Diversity
Choose photos and messages for the population you serve.

GET STARTED
Print. Web. Mobile. Make professional grade health information that’s culturally fitting and ready to distribute.
• Small media and client reminders
• Customized by you
- Type
- Design
- Images
- Messages
- Language
- Reading level
- Branding
• Flyers
• Inserts
• Posters
• Post cards
• Web badges
• Web banners
• Question cards
• CRC screening
• Mammography
• Pap testing
• HPV vaccination
• Tobacco Quitlines
• Clinical Trials

You still have a lot of memories to make

Make the choice to stay healthy for your family. Ask your doctor about colon cancer.

If you’re 50 or older or have a family history of colon cancer, talk to your doctor about getting screened for colon cancer.

Call 1.800.123.4567
MIYO users by organization by type

- State or Local Health Department: 25%
- Community Based Organization: 20%
- Hospital or Medical Center: 15%
- University or Research Center: 10%
- Government Agency: 5%
- Other: 0%
- FQHC
- Tribal Organization
<table>
<thead>
<tr>
<th>Reason</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive user experience</td>
<td>30</td>
</tr>
<tr>
<td>Helpful for outreach</td>
<td>10</td>
</tr>
<tr>
<td>Can be branded to us</td>
<td>9</td>
</tr>
<tr>
<td>Many target populations</td>
<td>8</td>
</tr>
<tr>
<td>Customizable content</td>
<td>8</td>
</tr>
<tr>
<td>Image library</td>
<td>6</td>
</tr>
<tr>
<td>Production quality</td>
<td>6</td>
</tr>
<tr>
<td>Easy to share</td>
<td>4</td>
</tr>
<tr>
<td>Number of options</td>
<td>4</td>
</tr>
<tr>
<td>Evidence-based</td>
<td>3</td>
</tr>
</tbody>
</table>
Need ≠ Demand
NEWS FROM LAKE WOBECON

BY GARRISON KEILLOR
No Evidence

Strong Evidence
No Evidence  |  High Demand

No Evidence  |  Low Demand

Low Demand  |  No Evidence

Low Demand  |  Strong Evidence

Strong Evidence  |  Low Demand

Strong Evidence  |  High Demand
Expert review vs. user review
Expert review
User review
### Requests by ZIP Code: Housing & Shelter

#### Housing & Shelter

- Total for top requests: 100%

#### TOP REQUEST CATEGORIES

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing &amp; Shelter</td>
<td>28.7%</td>
<td></td>
</tr>
<tr>
<td>Food</td>
<td>6.8%</td>
<td></td>
</tr>
<tr>
<td>Utilities</td>
<td>30.4%</td>
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</tr>
<tr>
<td>Healthcare</td>
<td>5.1%</td>
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</tr>
<tr>
<td>Mental Health &amp; Addictions</td>
<td>1.9%</td>
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</tr>
<tr>
<td>Employment &amp; Income</td>
<td>4.4%</td>
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<tr>
<td>Clothing &amp; Household</td>
<td>7.3%</td>
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</tr>
<tr>
<td>Child Care &amp; Parenting</td>
<td>&lt;1%</td>
<td></td>
</tr>
<tr>
<td>Government &amp; Legal</td>
<td>3.2%</td>
<td></td>
</tr>
<tr>
<td>Transportation Assistance</td>
<td>3.0%</td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>&lt;1%</td>
<td></td>
</tr>
<tr>
<td>Disaster</td>
<td>&lt;1%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>8.0%</td>
<td></td>
</tr>
</tbody>
</table>

#### Top 10 Highest Rates of Requests for Housing & Shelter by ZIP Code

<table>
<thead>
<tr>
<th>Rank</th>
<th>ZIP Code</th>
<th>Rank</th>
<th>ZIP Code</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>63136</td>
<td>6</td>
<td>63116</td>
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<td>2</td>
<td>63118</td>
<td>7</td>
<td>63112</td>
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<td>64130</td>
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<td>5</td>
<td>63115</td>
<td>10</td>
<td>63114</td>
</tr>
</tbody>
</table>

#### Request by time

- Housing & Shelter requests in the **last year and prior year**

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Note: For more detailed information, please refer to the full report or contact the social system design lab.
Identifiable user sessions, 2015

Healthcare (5%)
Identifiable user sessions, 2016

Healthcare (11%)
Identifiable user sessions, 2017

Healthcare (16%)
How would health care use these data?

- Interviewed 18 leaders
- May – August, 2018
  - What are you doing in SDOH?
  - How do you set priorities?
  - Where do you get SDOH data?
Four use cases emerged

• Community health needs assessment
• Evaluating impact of SDOH efforts
• Match-making with social services
• Conveying SDOH priorities to leaders
Five thoughts on getting more demand

• The unbearable lightness of evidence
• News from Lake Wobegon
  • *Garden thinking*
• Filter bubbles
• Co-creation
Front-of-package food labeling

![Energy Star Logo]

![Nutrition Facts]

<table>
<thead>
<tr>
<th>Nutrition Facts</th>
<th>Serving Size 2 CUPS (30g)</th>
<th>Servings per Container VARIED</th>
</tr>
</thead>
</table>

- **Amount per Serving**
- **Calories** 150, Calories from Fat 70

- **Total Fat** 7g 11%
- **Saturated Fat** 1.5g 6%
- **Cholesterol** 0mg 0%
- **Sodium** 120mg 5%
- **Total Carbohydrate** 20g 7%
- **Dietary Fiber** 4g 15%
- **Sugars** 9g
- **Protein** 1g

- **Vitamin A** 0%  •  **Vitamin C** 0%
- **Calcium** 0%  •  **Iron** 2%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:*
- Calories: 2,000 2,500
- **Total Fat** Less than 65g 80g
- **Sat Fat** Less than 20g 25g
- **Cholesterol** Less than 300mg 300mg
- **Sodium** Less than 2,400mg 2,400mg
- **Total Carbohydrate** 300g 375g
- **Dietary Fiber** 25g 30g

**Calories per gram:**
- **Fat** 9  •  **Carbohydrate** 4  •  **Protein** 4
Filter bubbles
“Are mobile phones a viable way to engage our Medicaid members?”
I can always call up somebody and have a conversation, hear their voice.
One of my kids is in dance practice, so I send my sister the video...‘cause they miss out on a lot of stuff.
If I don’t feel right or my baby is sick, I look it up on my phone.
I like how it shows how big the baby is getting... and if the baby’s got fingers and things like that.
Instead of going to the doctor to find out if my sugar is doing better, I would like to go to an app to see about that.”
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Our criteria for partners

• Health and non-health systems & services
• Wide reach to low-income populations
• Enhance their mission & values
• Solve real problems for them
• *Interested in co-creation*
Co-creation

- Stronger connection to final product
- More engaged, dedicated, satisfied
- Sharing the product with others
More demand requires…

• Seeking input
• Watching and listening
• Letting go and changing
• Working closely with adopters
Collaborators

• Kreuter & Wang (2015) *New Dir Child Adoles Devel*
• Kreuter, Hovmand & Pfeiffer (2014) *Am J Public Health*
• Kreuter & Hovmand (2013) *NIH D&I Conference*
• Bernhardt, Mays & Kreuter (2011) *J Health Commun*
• Dearing & Kreuter (2010) *Patient Educ Couns*
• Kreuter & Bernhardt (2009) *Am J Public Health*
Questions?
Who meets these criteria?