

# Enhancing dissemination for health equity: A marketing and distribution perspective

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The Brown School

Washington University in St. Louis

*Designing for Dissemination Workshop*

University of Colorado ACCORDS & CCTS

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# 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 $\neq$ Demand



[Login](#) or [Sign up](#)

# 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.

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Health Communication  
Research Laboratory


GEORGE WARREN BROWN  
SCHOOL OF SOCIAL WORK



- Small media and client reminders
- Customized by you





**I plan to be around for a long time.**  
Take care of your health. Get screened for colon cancer.  
Click for more information.



**It's your life. Go live life to the fullest.**

Don't take chances with your health. Talk to your doctor about colon cancer. It could save your life.

 Talk to your doctor about scheduling an appointment to get screened for colon cancer.

 **Call 1.888.555.5555**

From the National Colorectal Cancer Research Alliance. Promotion only, not a guarantee.


- 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



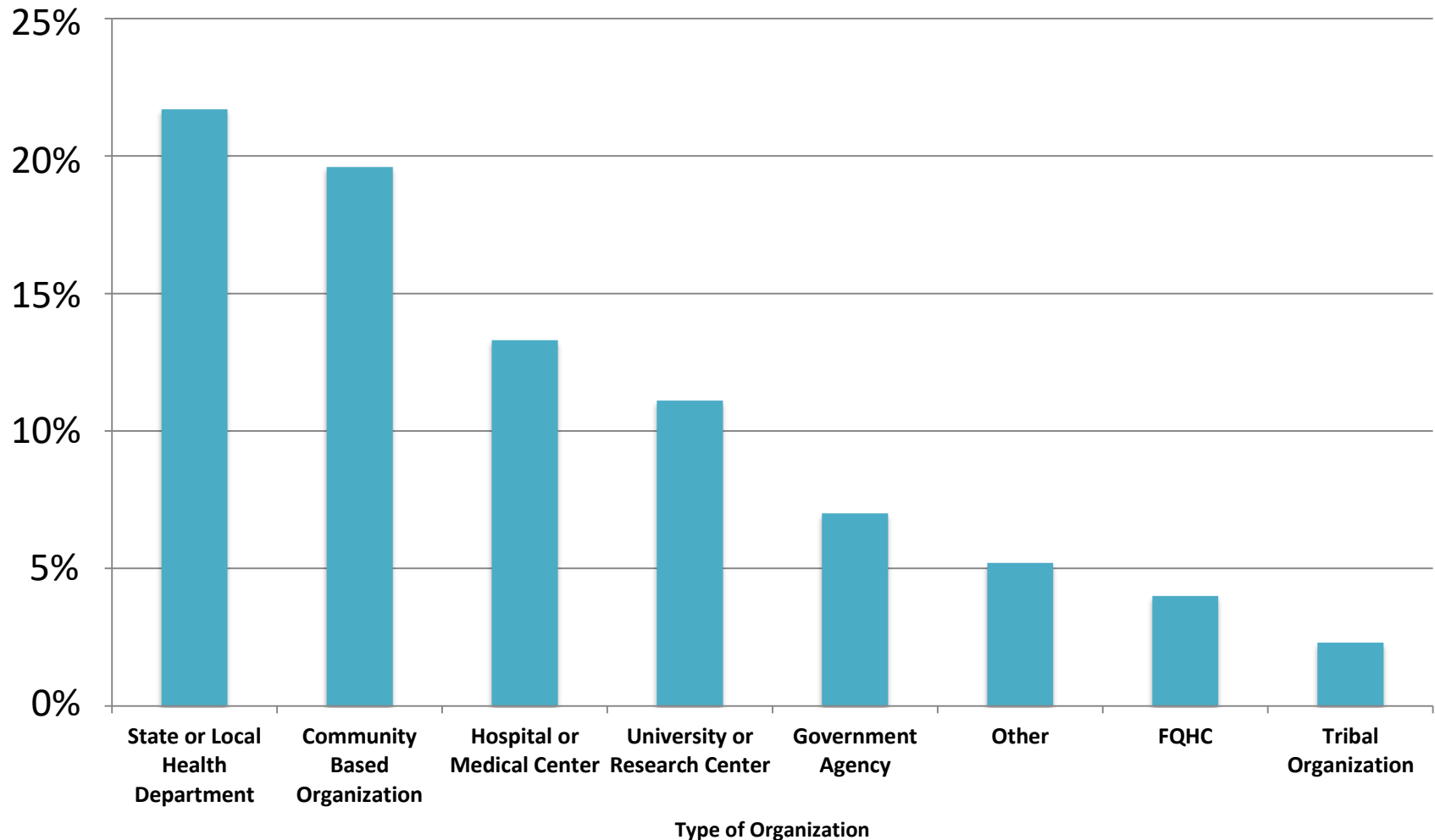
You still have a lot of memories to make

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



# Why did they use it?

Positive user experience	30
Helpful for outreach	10
Can be branded to us	9
Many target populations	8
Customizable content	8
Image library	6
Production quality	6
Easy to share	4
Number of options	4
<b><i>Evidence-based</i></b>	<b>3</b>



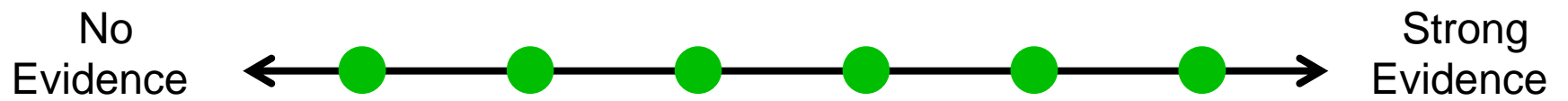
Need  $\neq$  Demand

# NEWS FROM LAKE WOBEGON

BY GARRISON KEILLOR





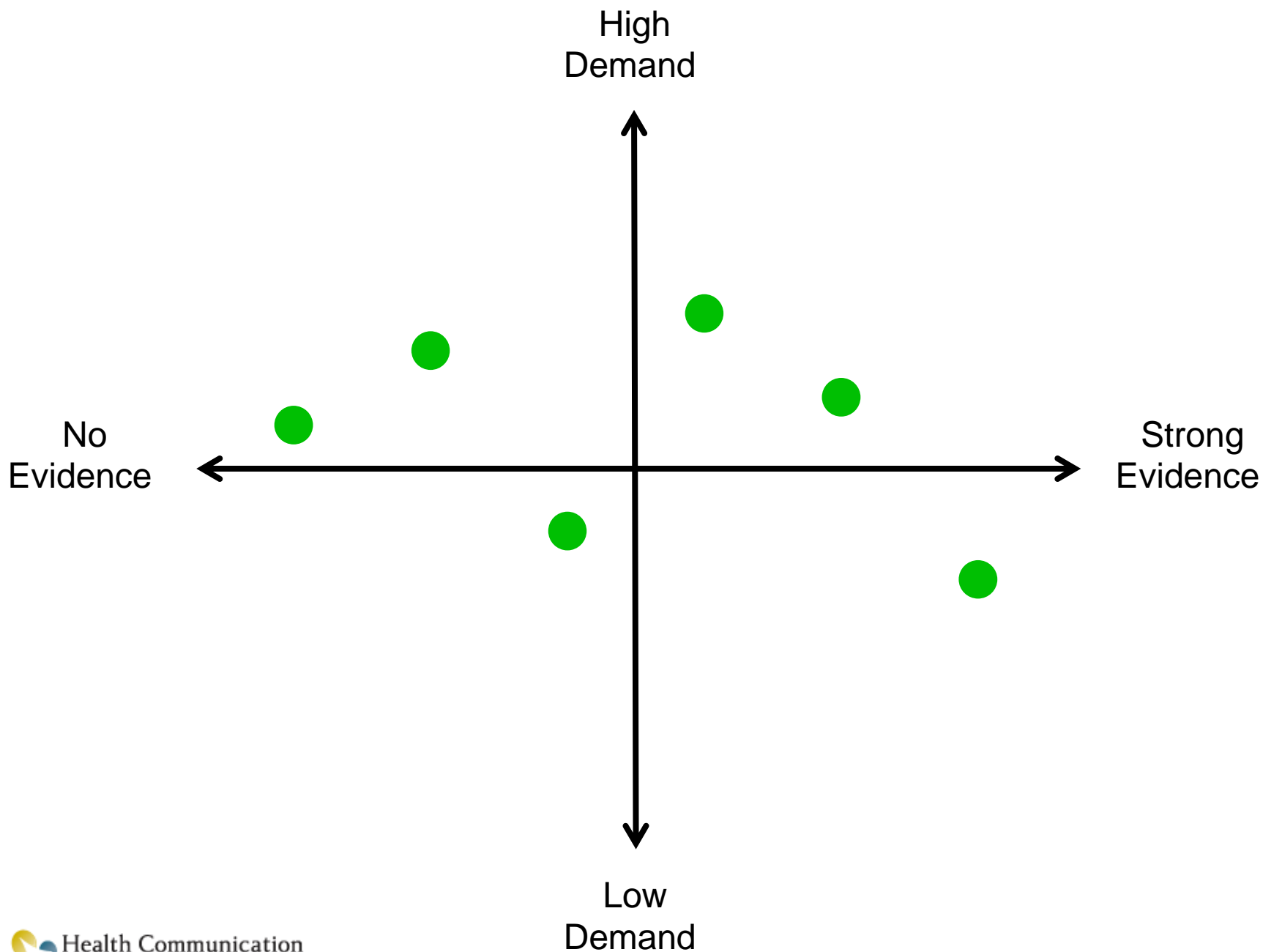


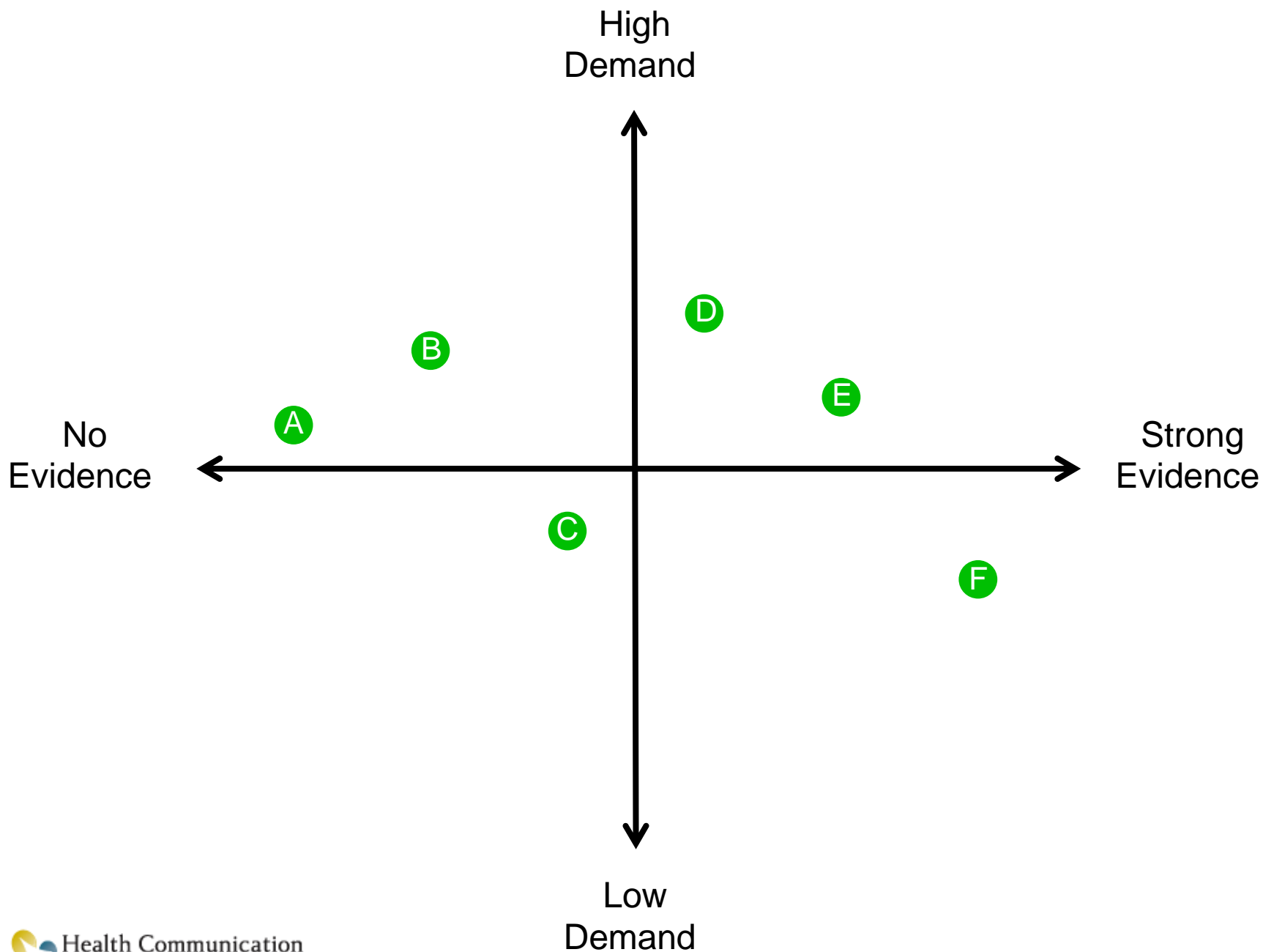
High  
Demand

No  
Evidence

Strong  
Evidence

Low  
Demand





# Expert review vs. user review





# Expert review





# User review



Top service requests Sept 26, 2017 to Sept 25, 2018

TOP REQUEST CATEGORIES Display as: ☒ PERCENT ☐ COUNT

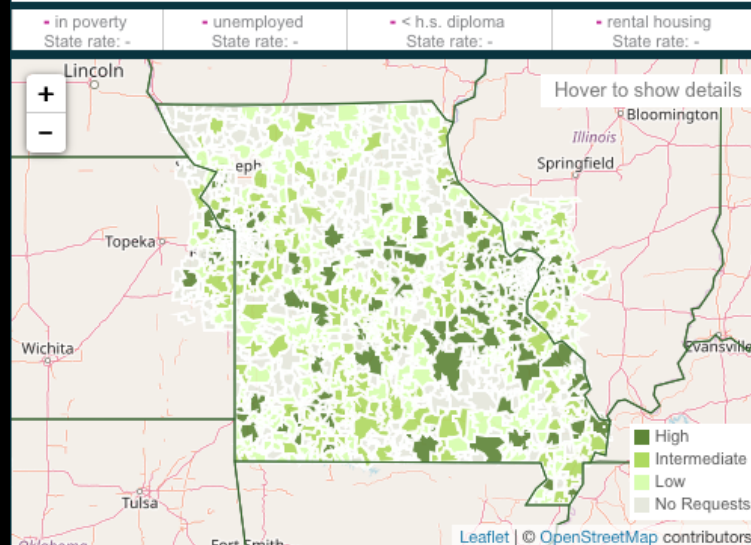
Housing & Shelter	28.7%
Food	6.8%
Utilities	30.4%
Healthcare	5.1%
Mental Health & Addictions	1.9%
Employment & Income	4.4%
Clothing & Household	7.3%
Child Care & Parenting	<1%
Government & Legal	3.2%
Transportation Assistance	3.0%
Education	<1%
Disaster	<1%
Other	8.0%
Total for top requests	100%

TOP HOUSING & SHELTER REQUESTS

Shelters	20.8%	23%
Low-cost housing	16.9%	26%
Home repair/ maintenance	5.5%	20%
Rent assistance	43.0%	42%
Mortgage assistance	2.2%	33%
Landlord/ tenant issues	1.4%	10%
Contacts	9.9%	16%
Other housing & shelter	<1%	40%
0 = No requests made Not Available = Data not collected Some requests are only computed at the category level		Requests >100 AND > 50%

## Requests by ZIP Code Housing & Shelter | All

ZIP Code ☒ Requests ☒ Adult Population ☐



## TOP 10: Highest rates of requests for **Housing & Shelter** by ZIP Code

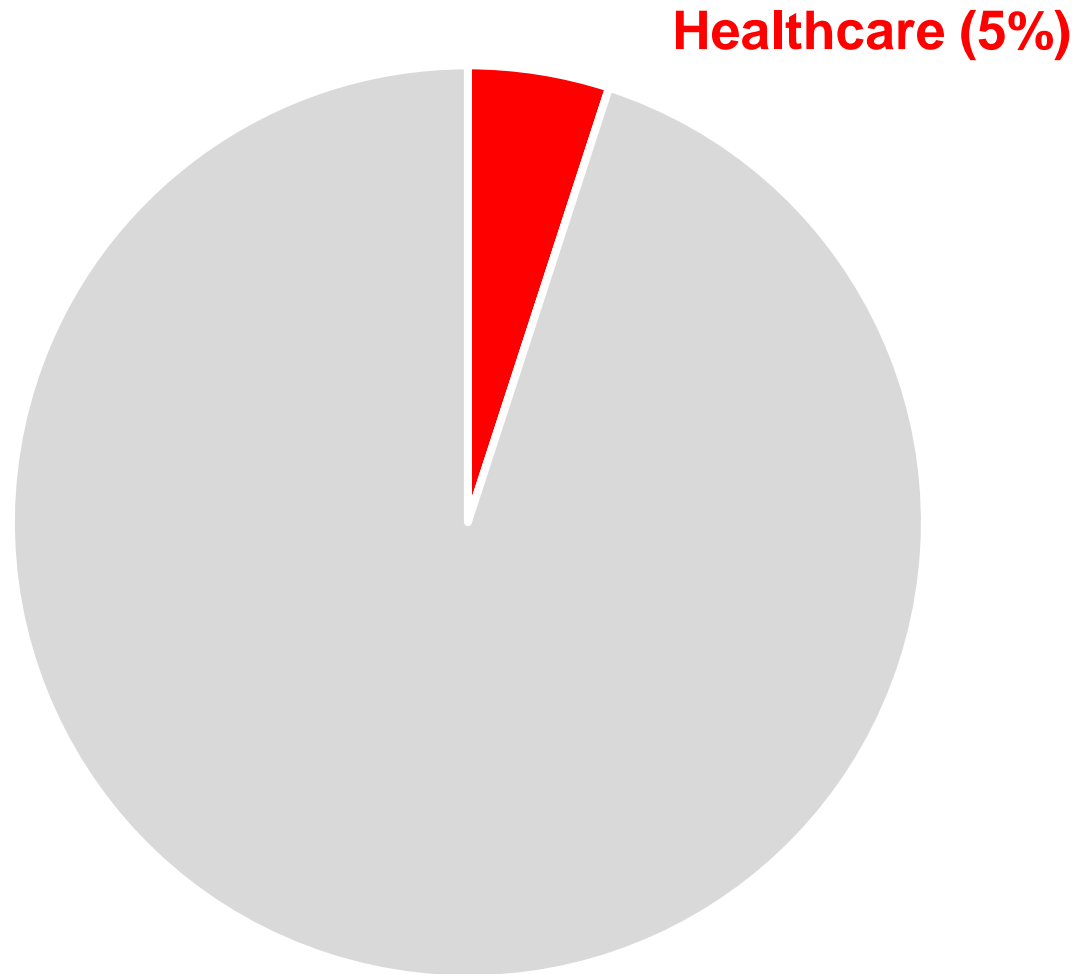
Rank	ZIP Code	Rank	ZIP Code
1	63136	6	63116
2	63118	7	63112
3	64130	8	63121
4	63111	9	63101
5	63115	10	63114

## Request by time

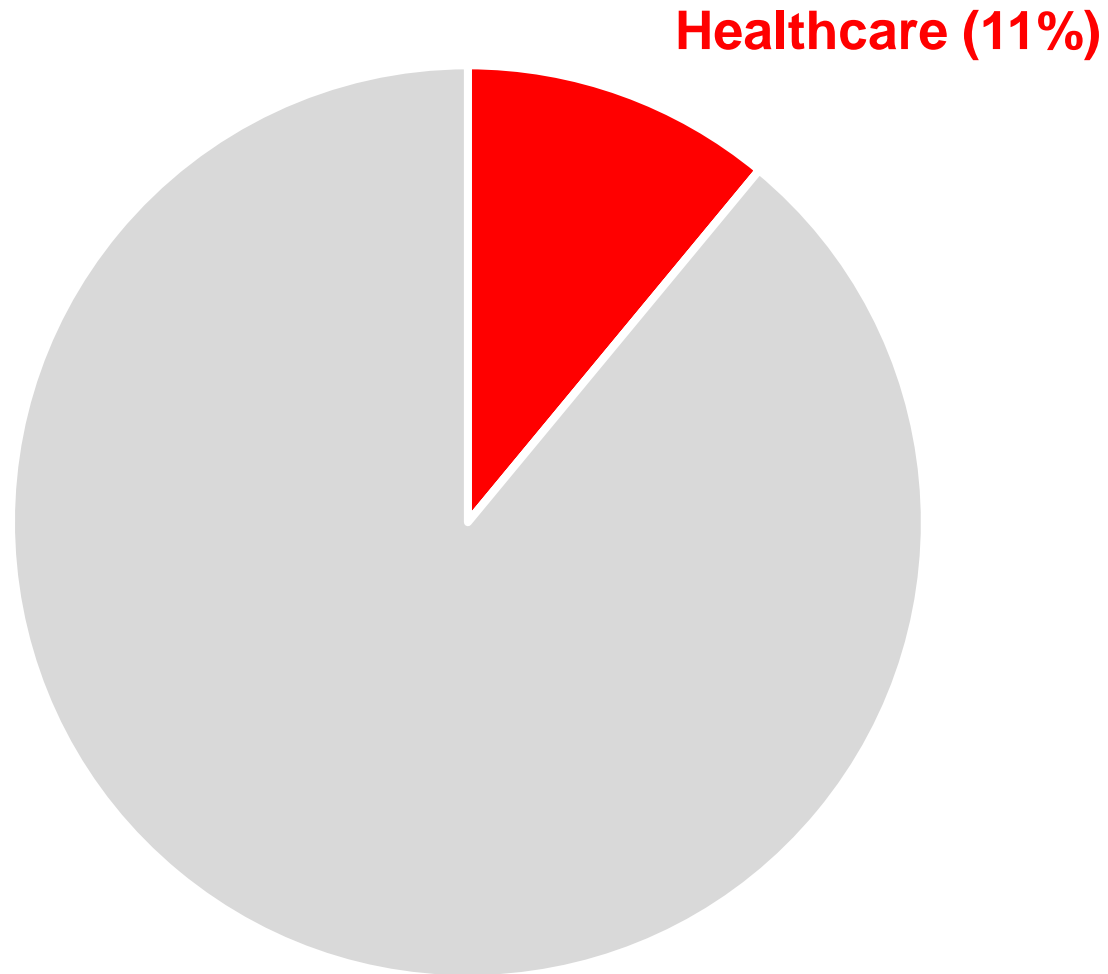
Housing & Shelter requests in the **last year** and **prior year**



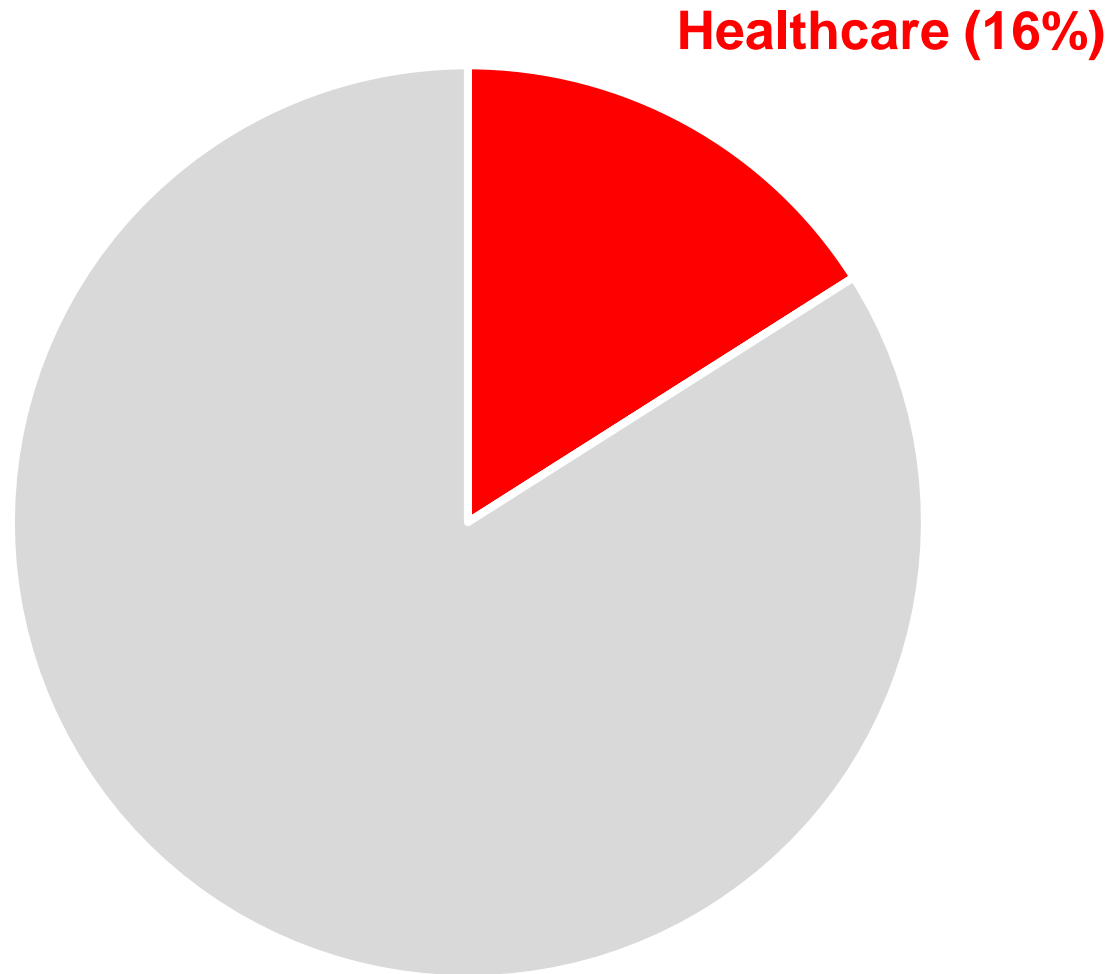
# Identifiable user sessions, 2015



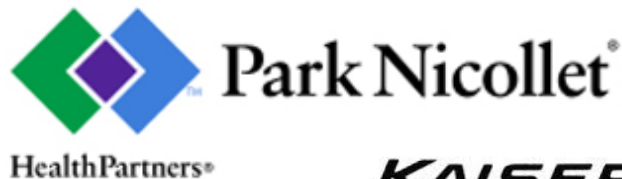
# Identifiable user sessions, 2016



# Identifiable user sessions, 2017







# 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?*

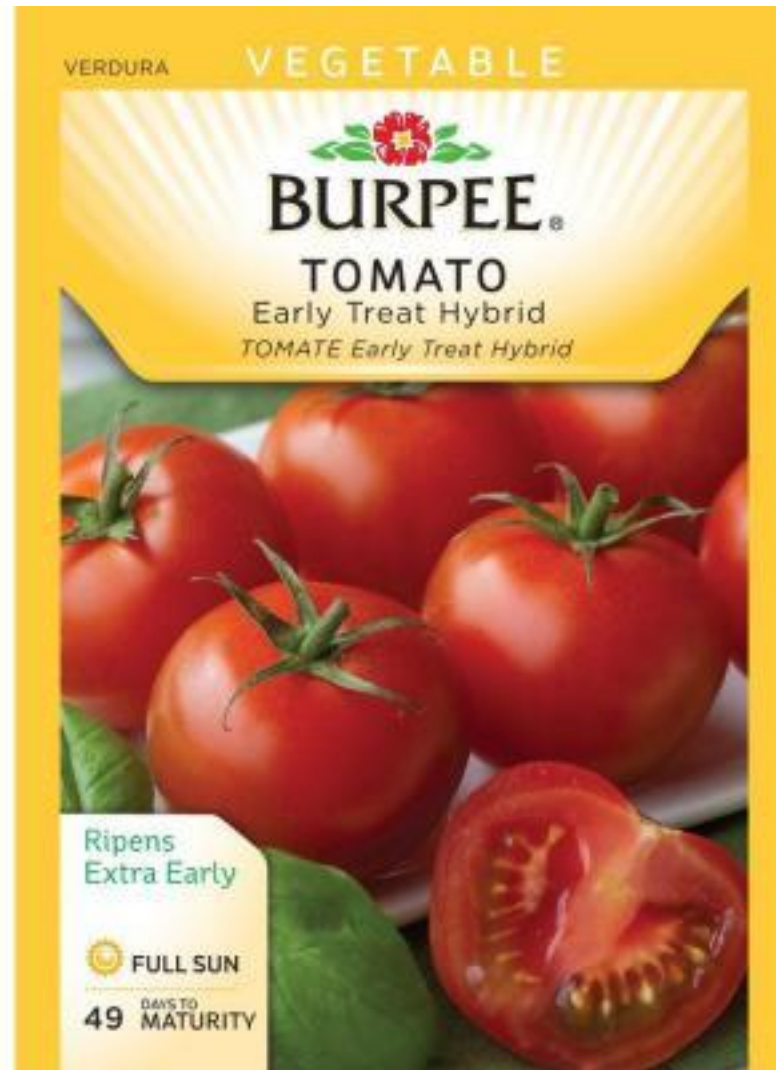
# Four use cases emerged

- 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

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- News from Lake Wobegon
- ***Garden thinking***
- Filter bubbles
- Co-creation



# Front-of-package food labeling

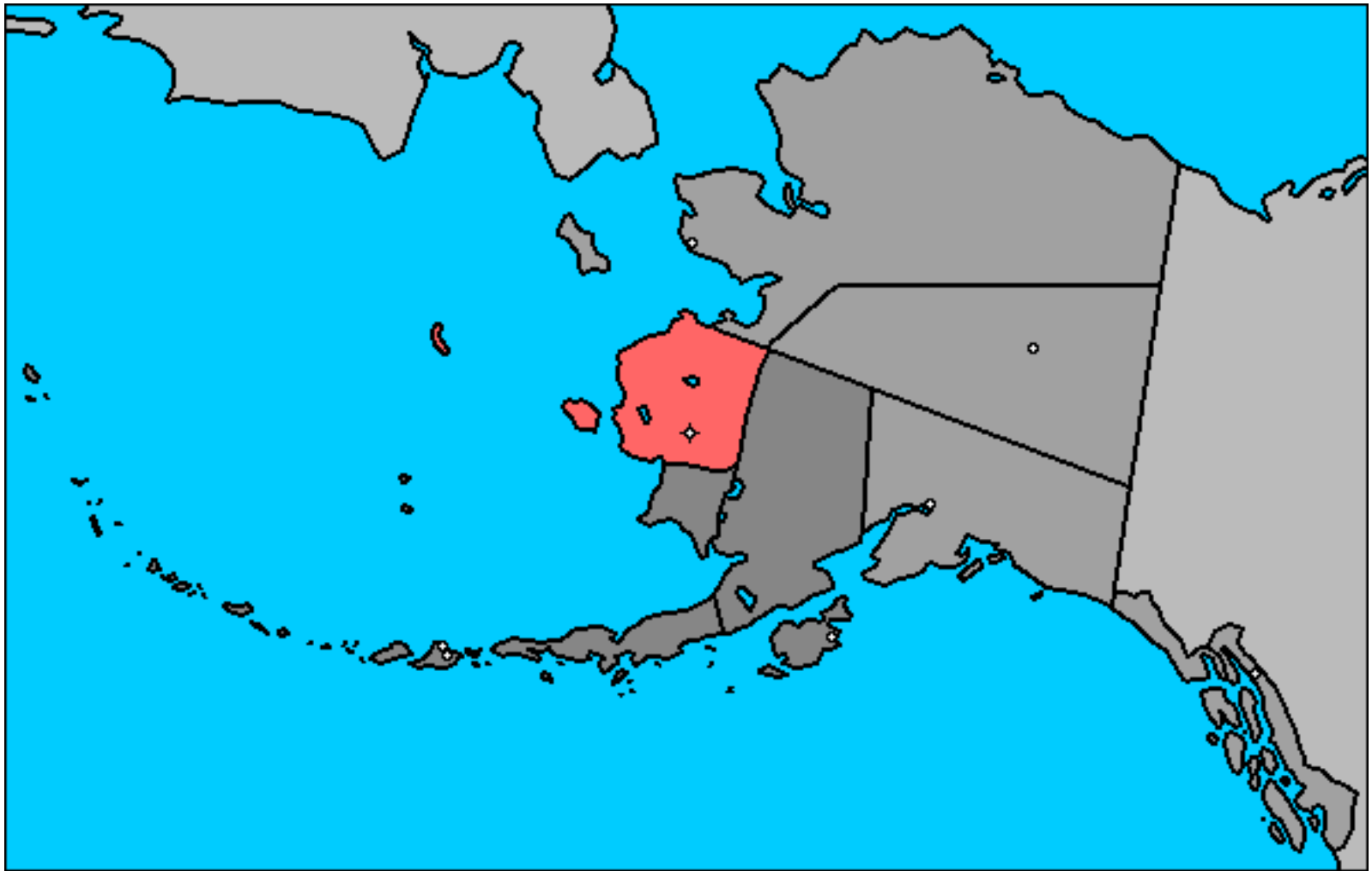


<b>Nutrition Facts</b>			
Serving Size 2 CUPS (30g)			
Servings per Container VARIED			
Amount per Serving			
<b>Calories</b>	150	Calories from Fat 70	
% Daily Value*			
<b>Total Fat</b>	7g		11%
Saturated Fat	1.5g		6%
<b>Cholesterol</b>	0mg		0%
<b>Sodium</b>	120mg		5%
<b>Total Carbohydrate</b>	20g		7%
Dietary Fiber	4g		15%
Sugars	9g		
<b>Protein</b>	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

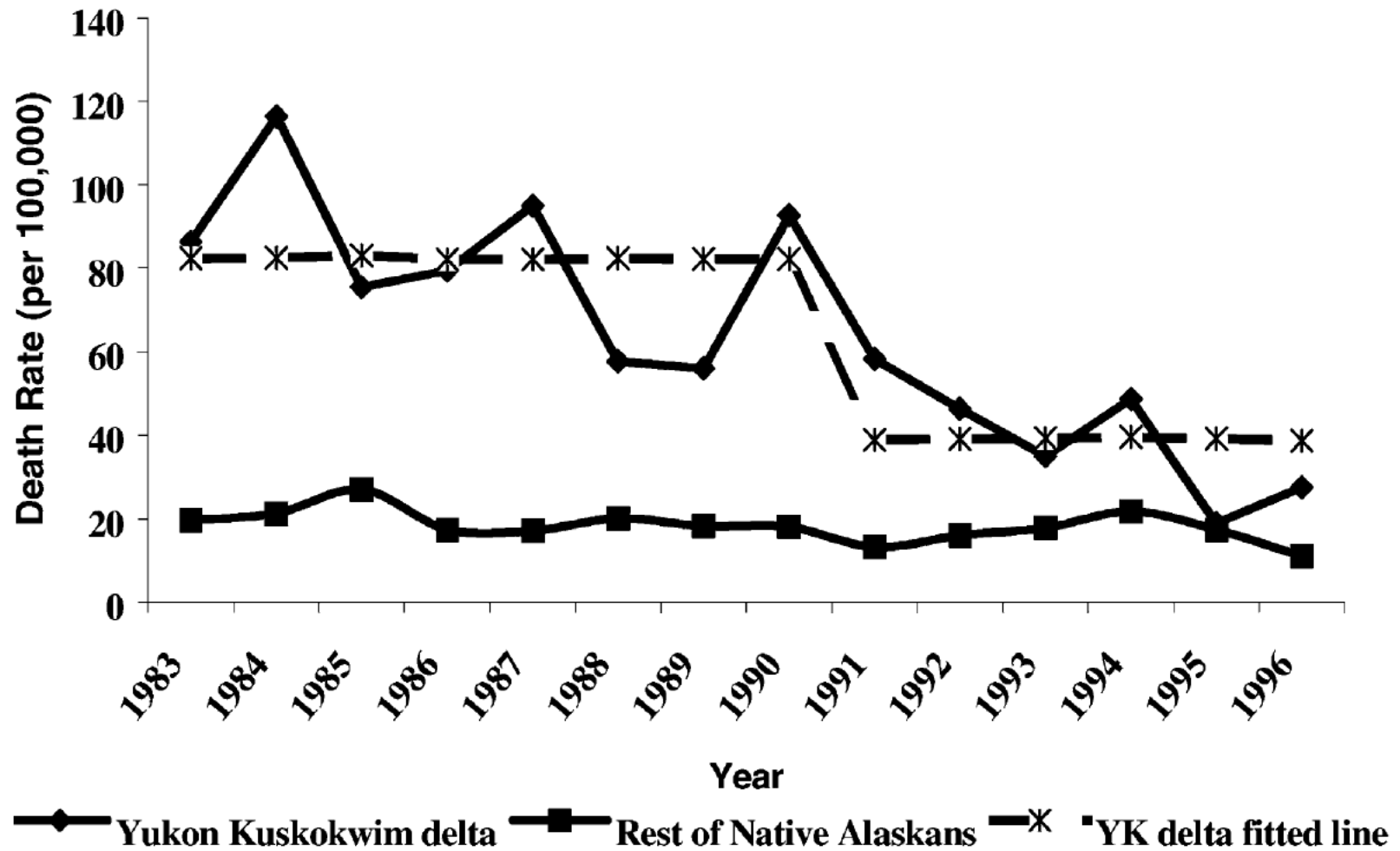














# Filter bubbles



***“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.*

A pregnant woman with long blonde hair and glasses is sitting in a red upholstered chair in a library. She is wearing a white V-neck t-shirt and black leggings. Her hands are clasped in her lap. In the background, there are other red chairs and wooden tables, with a person sitting at a table in the distance. A smartphone is resting on the chair next to her.

*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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- ***Co-creation***

# 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***

BUILD IT WITH THEM  
TO BOOST GROWTH,  
PRODUCTIVITY, AND PROFITS

# The Power of Co-Creation



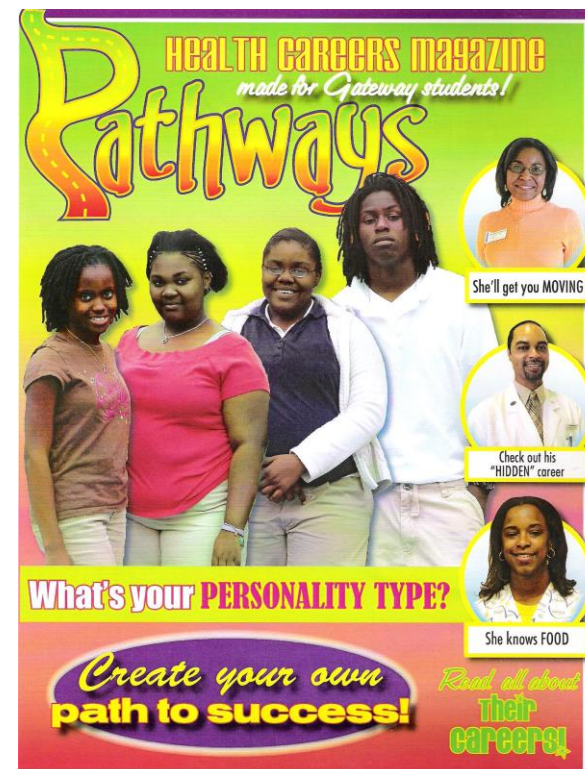
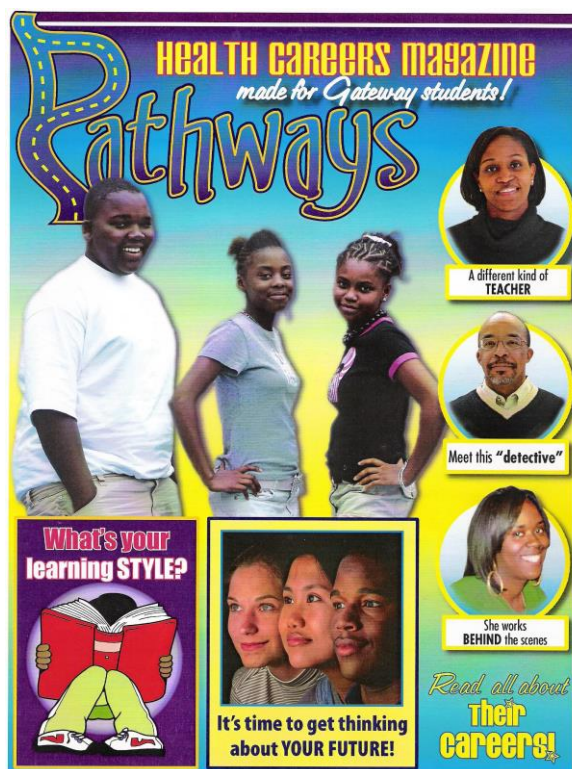
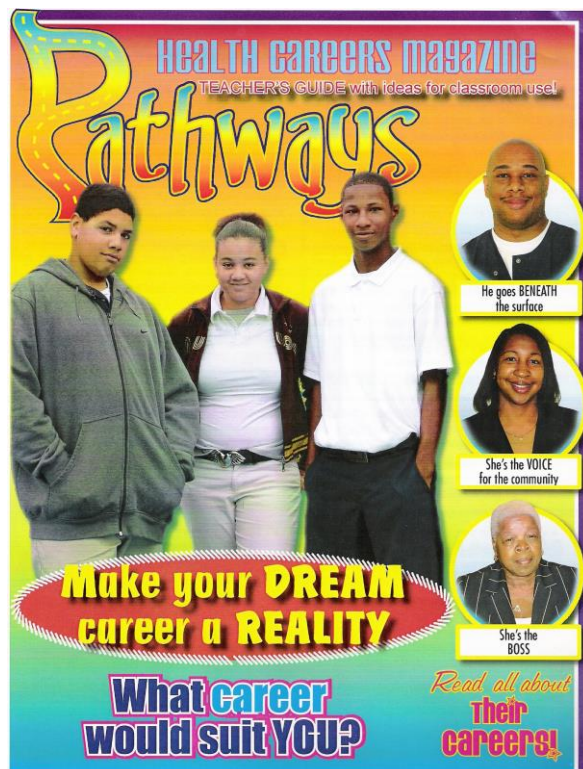
VENKAT RAMASWAMY  
AND FRANCIS GOUILLART

# *NIKEiD*



# 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

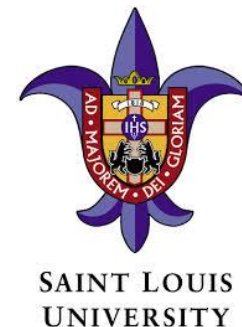
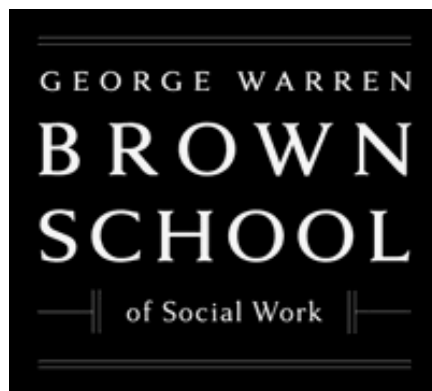
# Collaborators

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- Kreuter & Wang (2015) *New Dir Child Adoles Devel*
- Kreuter, Hovmand & Pfeiffer (2014) *Am J Public Health*
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- Bernhardt, Mays & Kreuter (2011) *J Health Commun*
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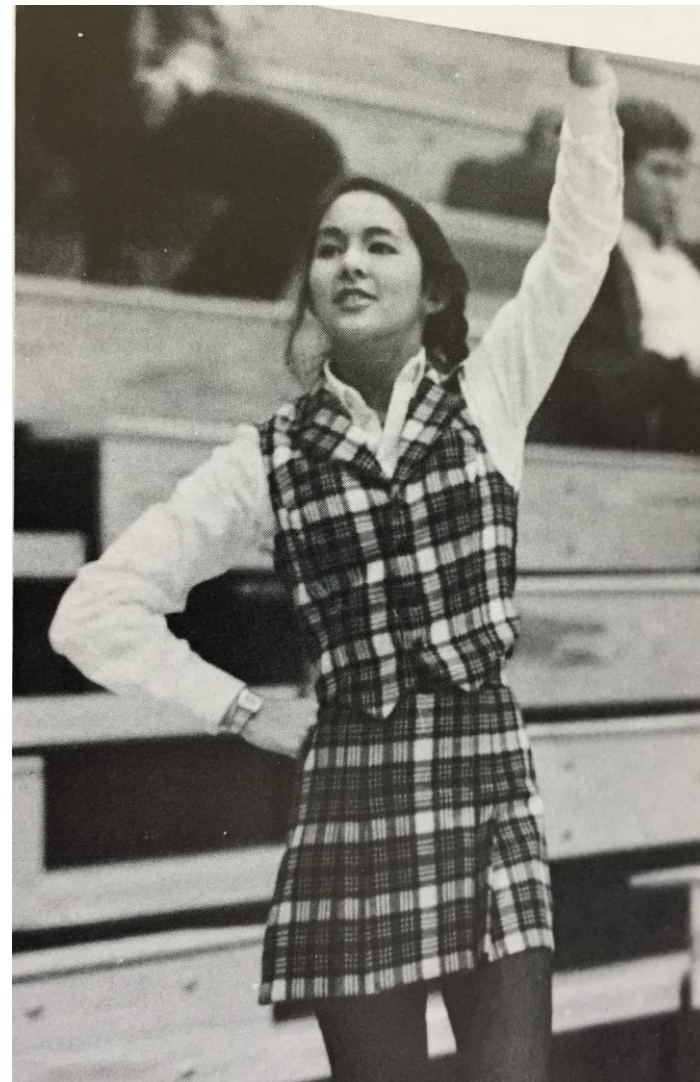








# Questions?



# Who meets these criteria?

