

Enhancing dissemination for health equity: A marketing and distribution perspective

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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

MIYO
make it *your own*

[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.

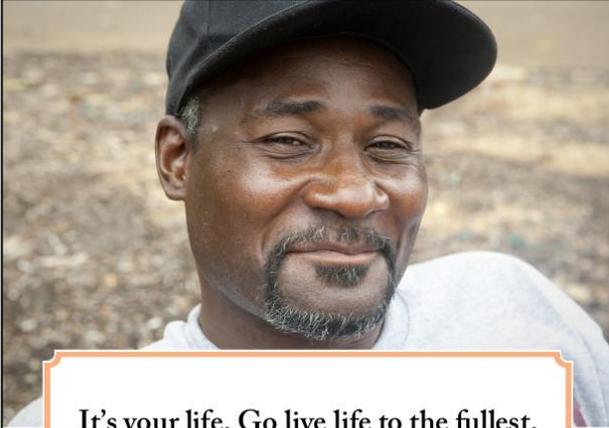
GET STARTED

Print. Web. Mobile. Make professional grade health information that's culturally fitting and ready to distribute.

- 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**

Printed with funds from CDC grant #5U49CE000417. Printed on recycled paper.

- Type
- Design
- Images
- Messages
- Language
- Reading level
- Branding



- Flyers
- Inserts
- Posters
- Post cards
- Web badges
- Web banners
- Question cards



Now that you're 50, get screened for colon cancer

Everyone 50 and older should do it.

Talk to your doctor about which colon cancer screening is right for you.

For more information call 123.456.7890

MIYO
MAKE IT YOUR CHOICE

- 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.

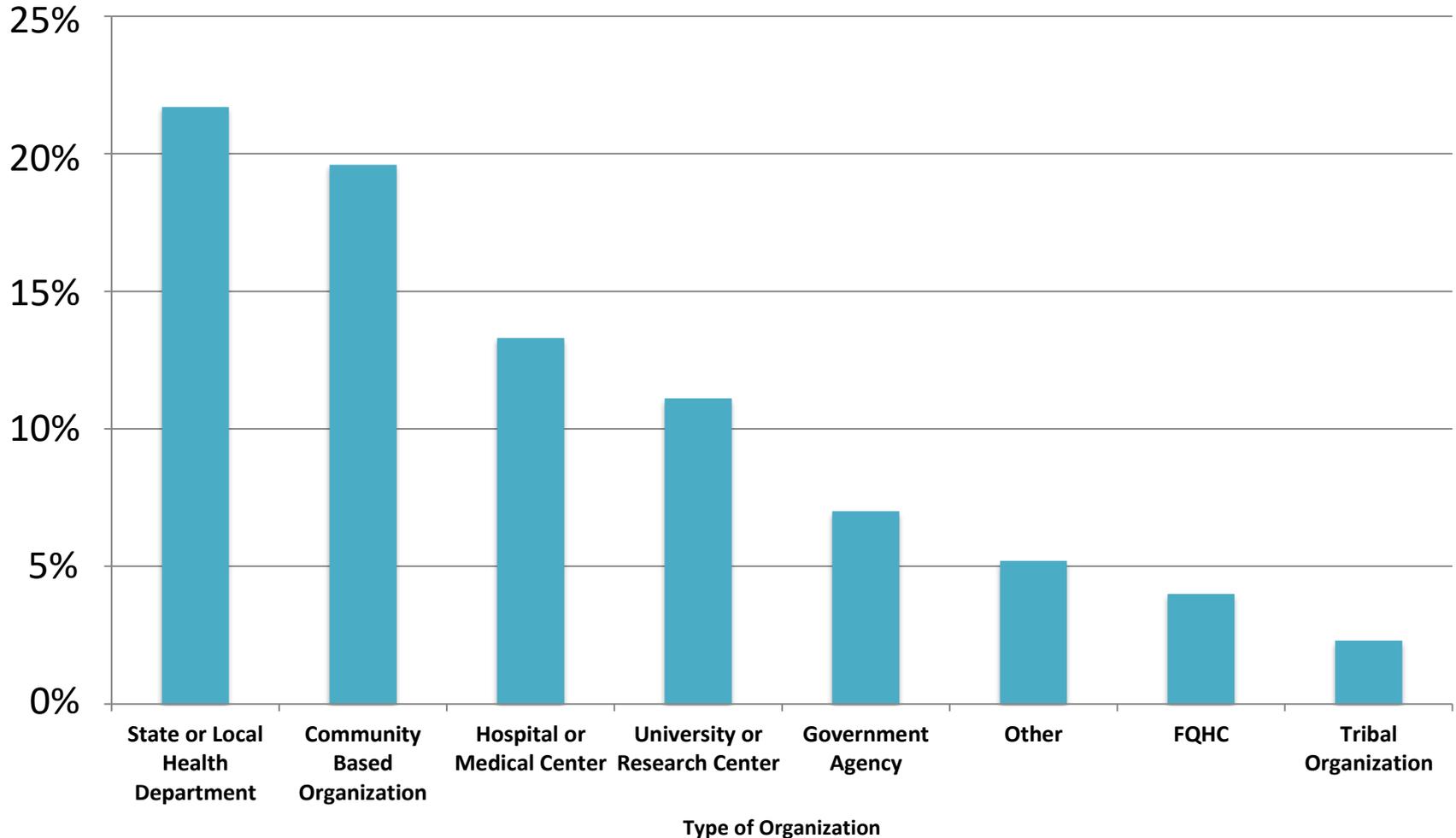
MIYO
Make It Your Own

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
Make It Your Own

MIYO users by organization by type



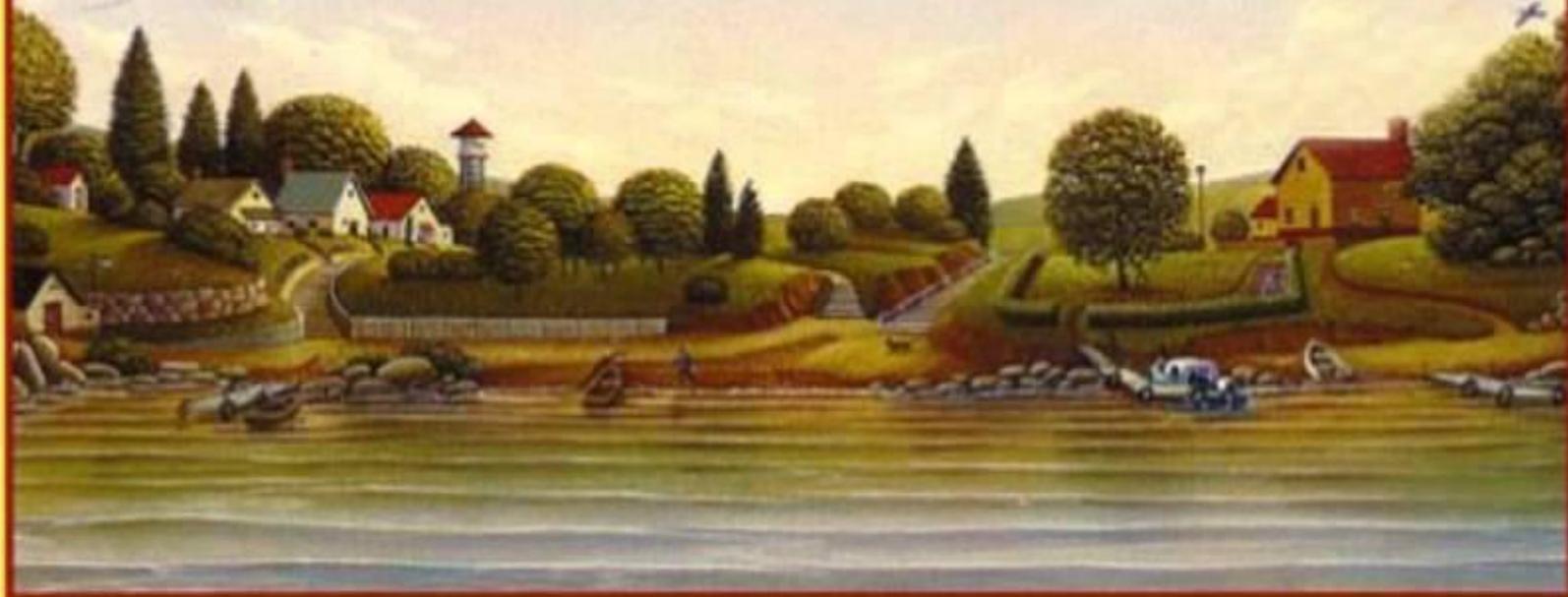
Why did they use it?

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
<i>Evidence-based</i>	3

Need \neq Demand

NEWS FROM
LAKE WOBEGON

BY GARRISON KEILLOR



No
Evidence



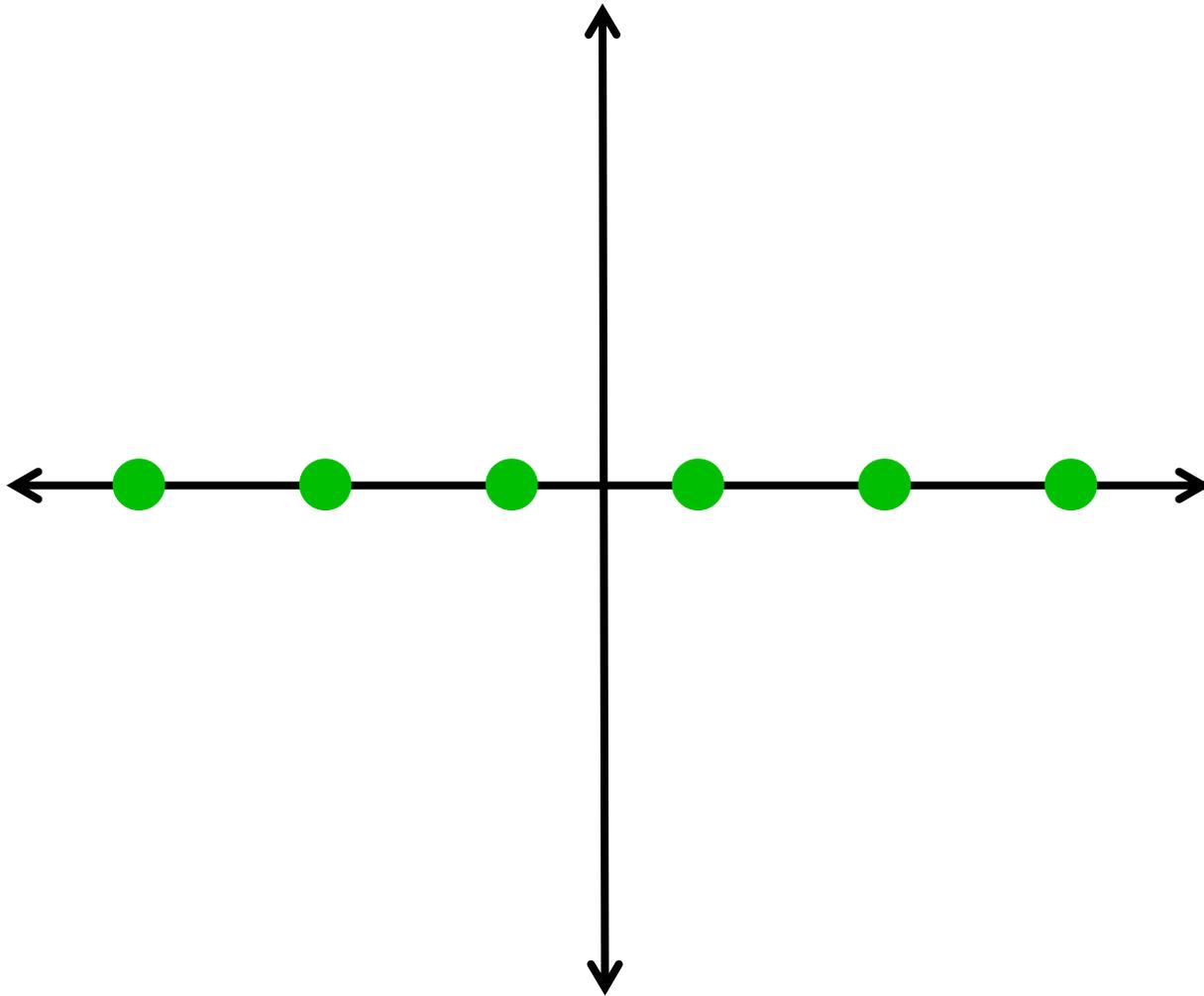
Strong
Evidence

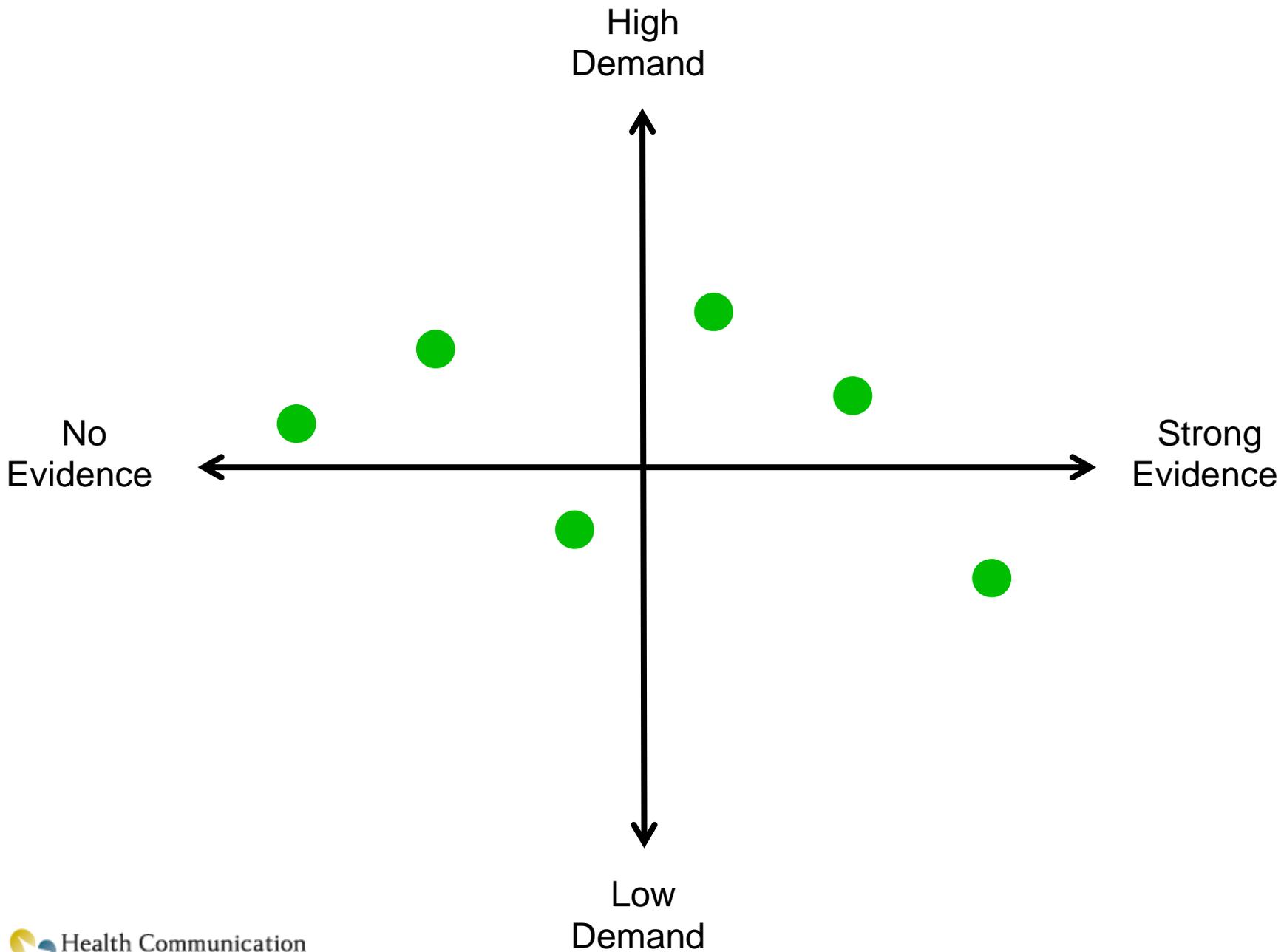
High
Demand

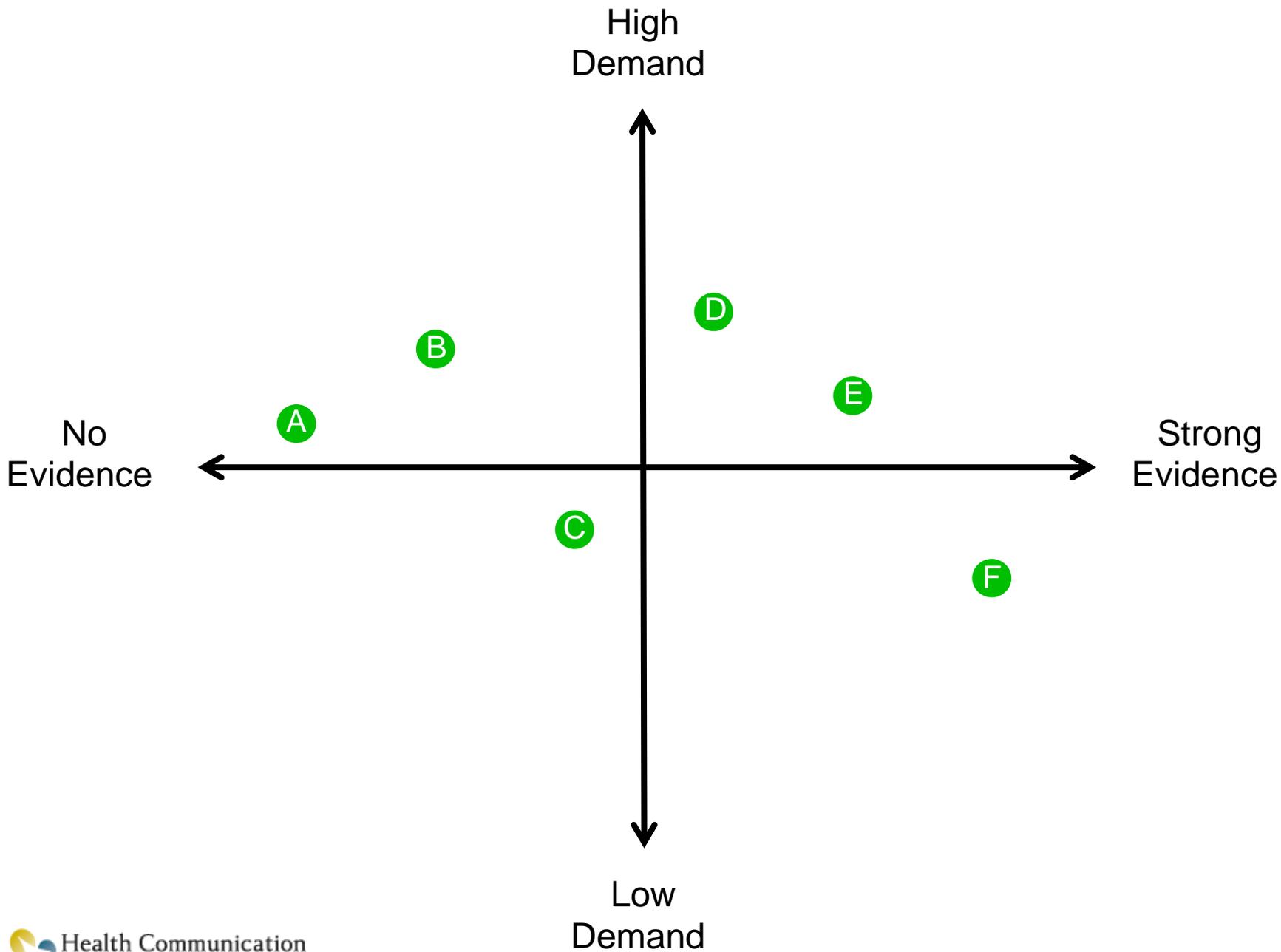
No
Evidence

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%

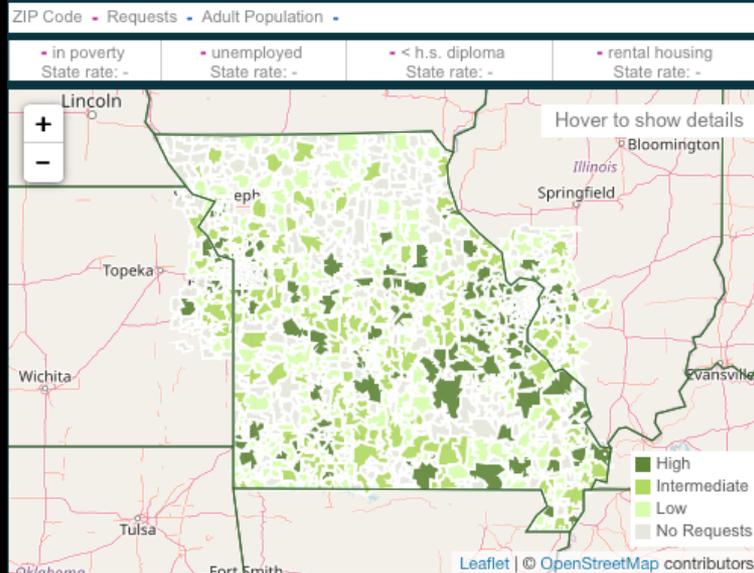
TOP HOUSING & SHELTER REQUESTS

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



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

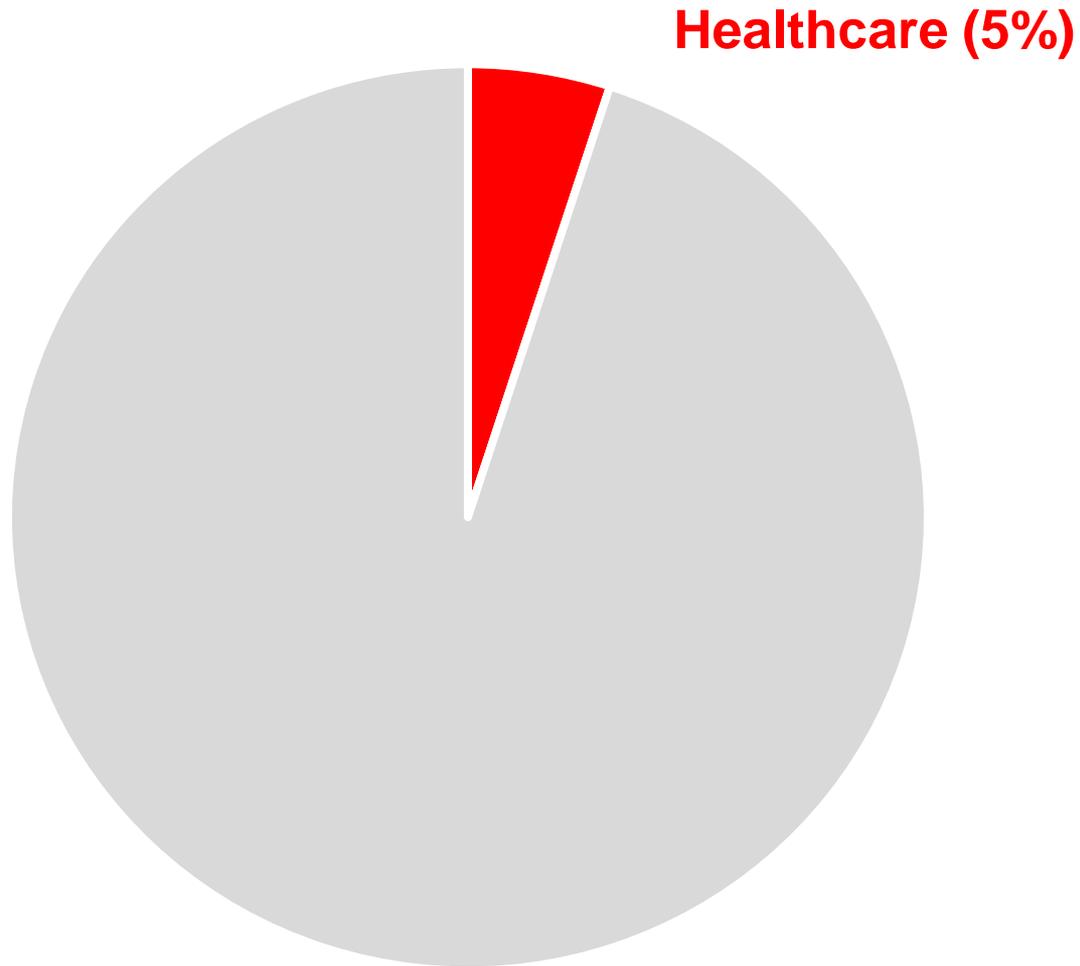
Rank	ZIP Code	Rank	ZIP Code
1	63136	6	63116
2	63118	7	63112
3	64130	8	63121
4	63111	9	63101
5	63115	10	63114

Request by time

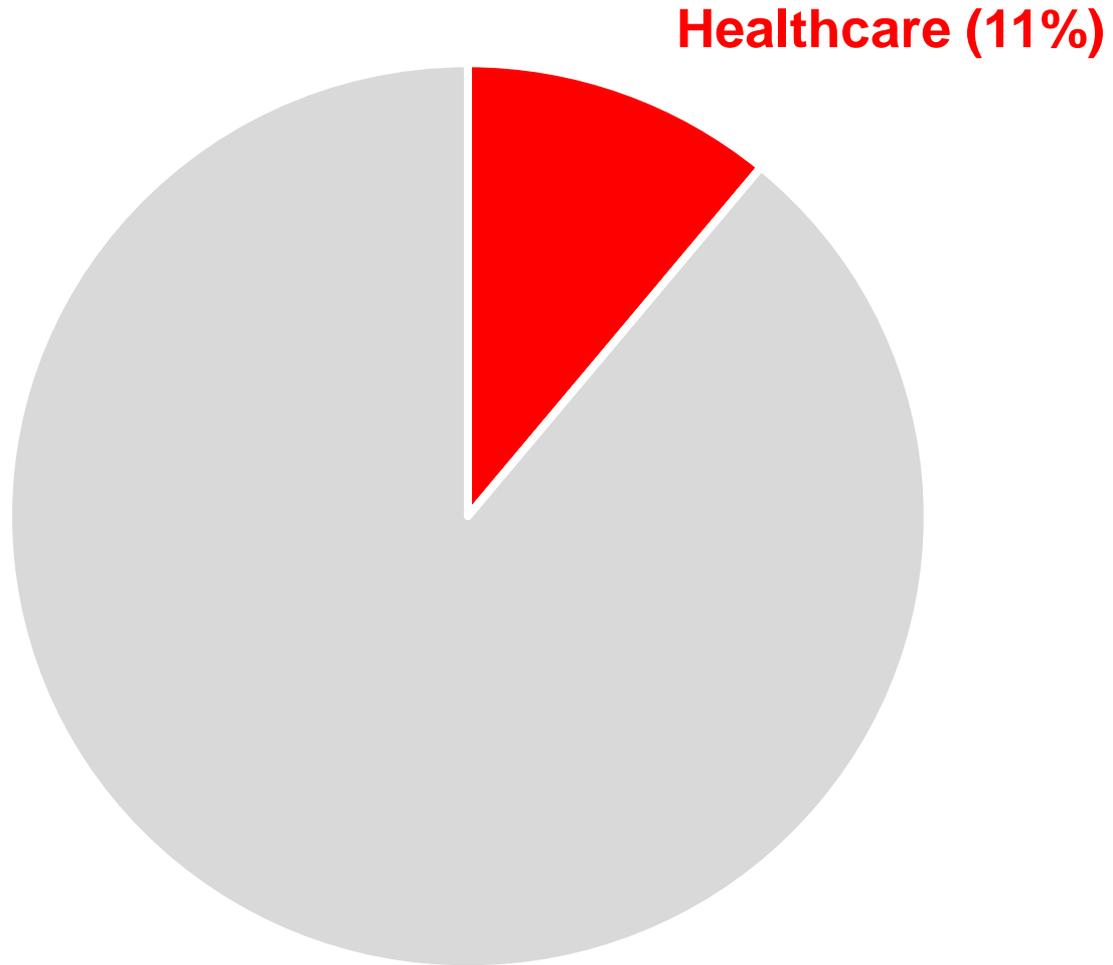
Housing & Shelter requests in the last year and prior year



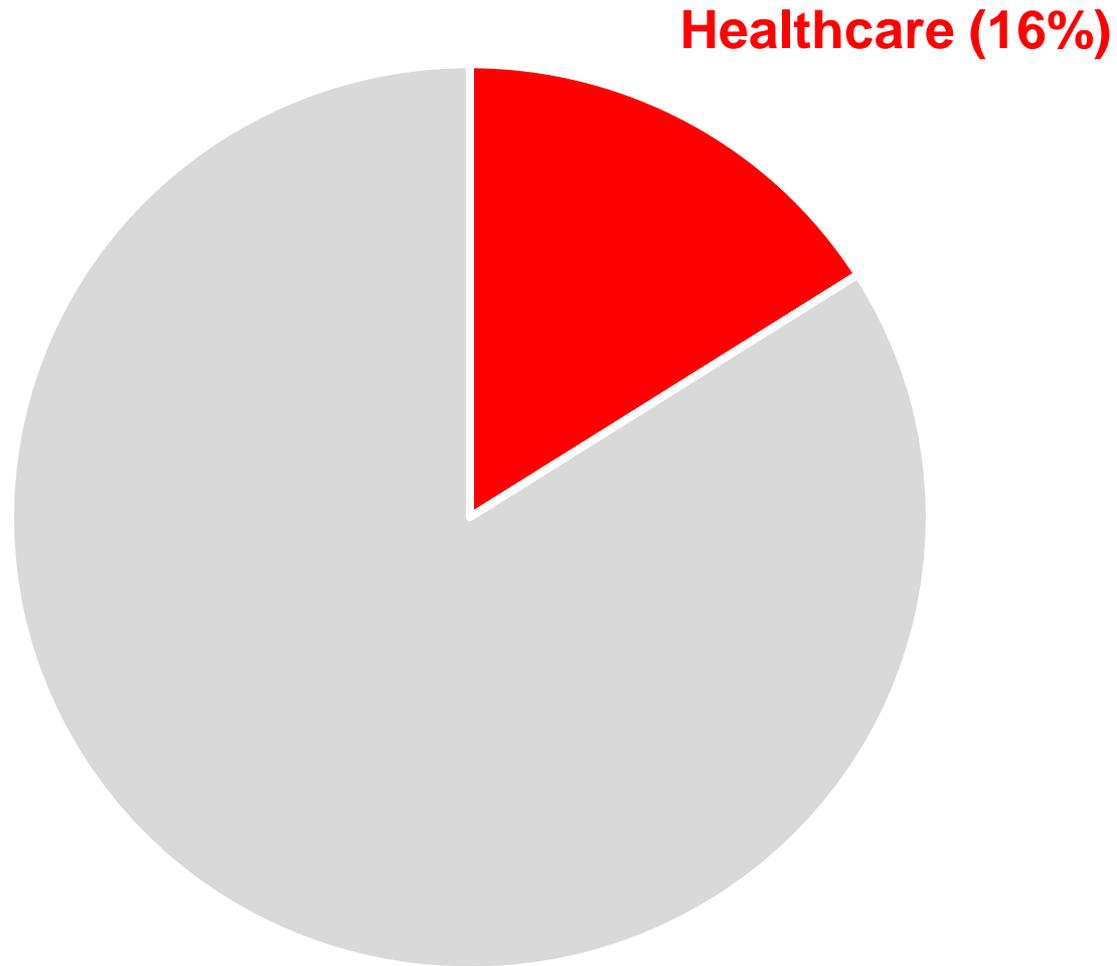
Identifiable user sessions, 2015



Identifiable user sessions, 2016



Identifiable user sessions, 2017





BlueCross
BlueShield

HEALTHSOUTH

VANGUARD
HEALTH SYSTEMS



Intermountain
Healthcare



PASSPORT
HEALTH PLAN

HealthPartners

KAISER
FOUNDATION
HEALTH PLAN, INC.



FIDELIS CARE

HCA

SANFORD
HEALTH



UnitedHealth Group



Dignity Health



VA | Defining
HEALTH CARE | **EXCELLENCE**
in the 21st Century

athenahealth



CENTENE
Corporation

How would health care use these data?

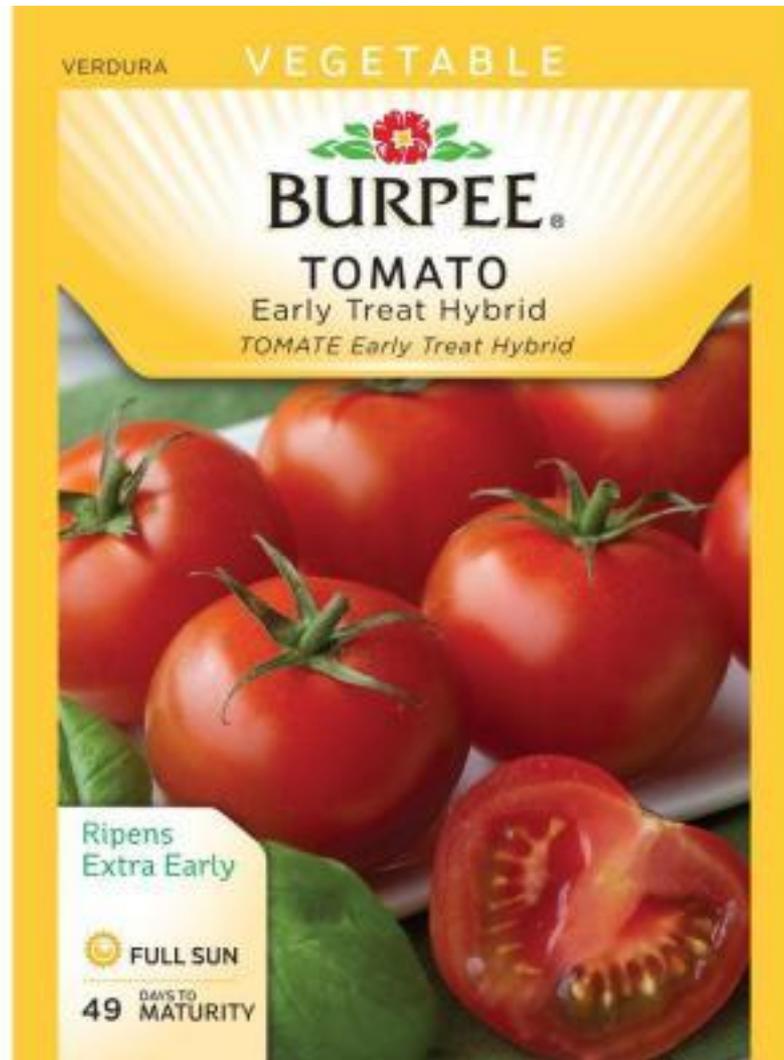
- Interviewed 18 leaders
- May – August, 2018
 - *What are you doing in SDOH?*
 - *How do you set priorities?*
 - *Where do you get SDOH data?*

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



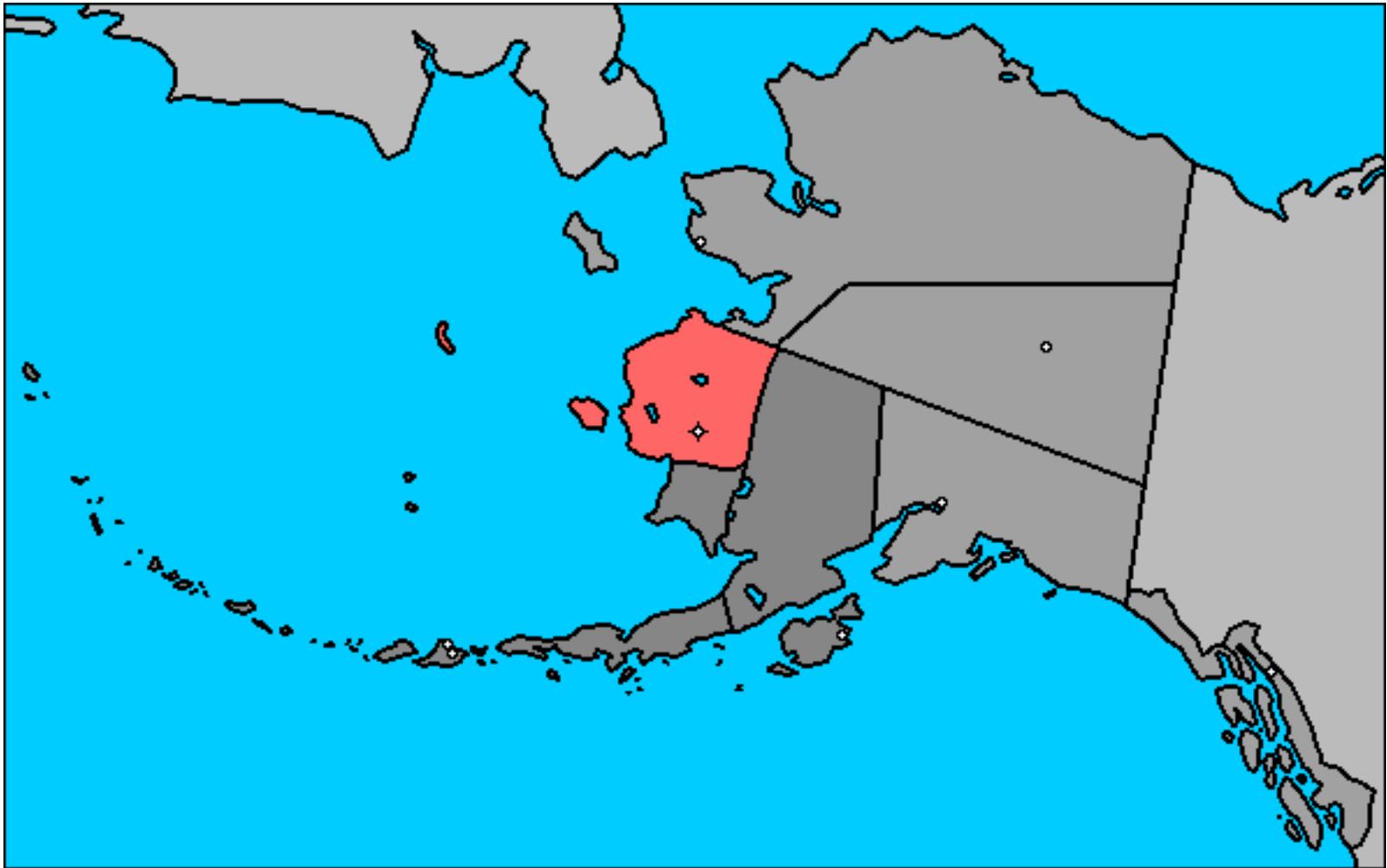
Front-of-package food labeling



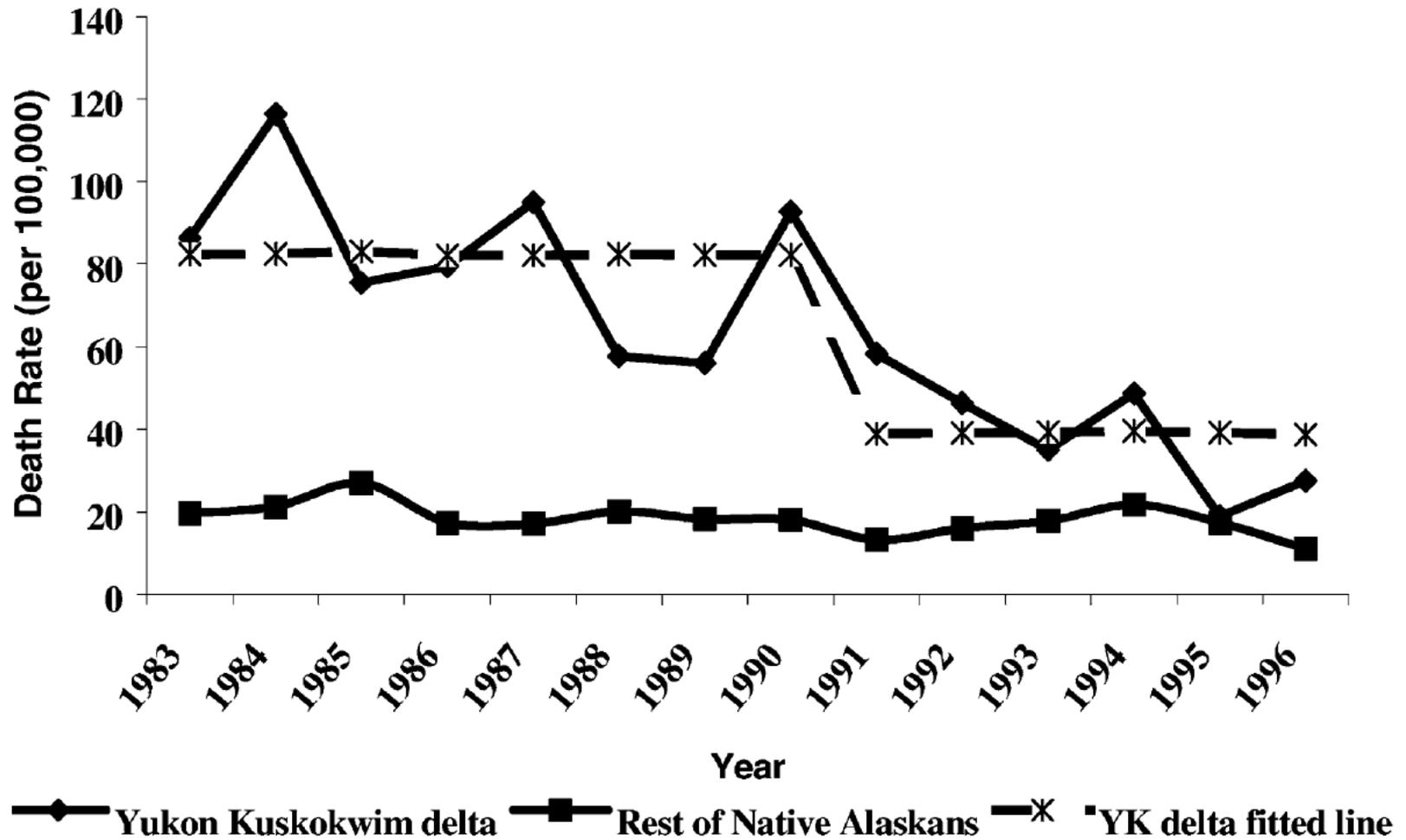
Nutrition Facts	
Serving Size 2 CUPS (30g)	
Servings per Container VARIED	
Amount per Serving	
Calories 150	Calories from Fat 70
% Daily Value*	
Total Fat 7g	11%
Saturated Fat 1.5g	6%
Cholesterol 0mg	0%
Sodium 120mg	5%
Total Carbohydrate 20g	7%
Dietary Fiber 4g	15%
Sugars 9g	
Protein 1g	
Vitamin A 0%	• 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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- ***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

HEALTH CAREERS magazine
TEACHER'S GUIDE with ideas for classroom use!

Pathways

He goes **BENEATH** the surface

She's the **VOICE** for the community

She's the **BOSS**

Make your DREAM career a REALITY

What career would suit YOU?

Read all about Their careers!

HEALTH CAREERS magazine
made for Gateway students!

Pathways

A different kind of **TEACHER**

Meet this "detective"

She works **BEHIND** the scenes

What's your learning STYLE?

It's time to get thinking about YOUR FUTURE!

Read all about Their careers!

HEALTH CAREERS magazine
made for Gateway students!

Pathways

She'll get you **MOVING**

Check out his "HIDDEN" career

She knows **FOOD**

What's your PERSONALITY TYPE?

Create your own path to success!

Read all about Their careers!

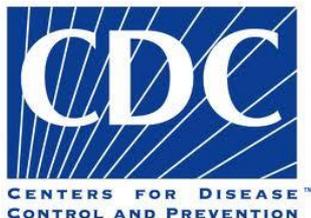
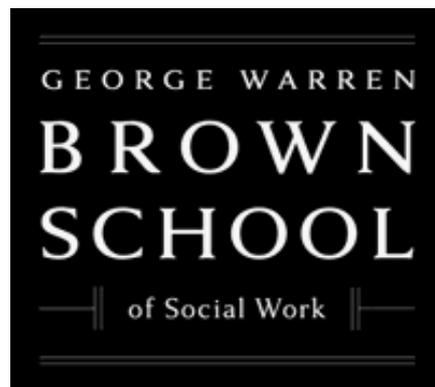
More demand requires...

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

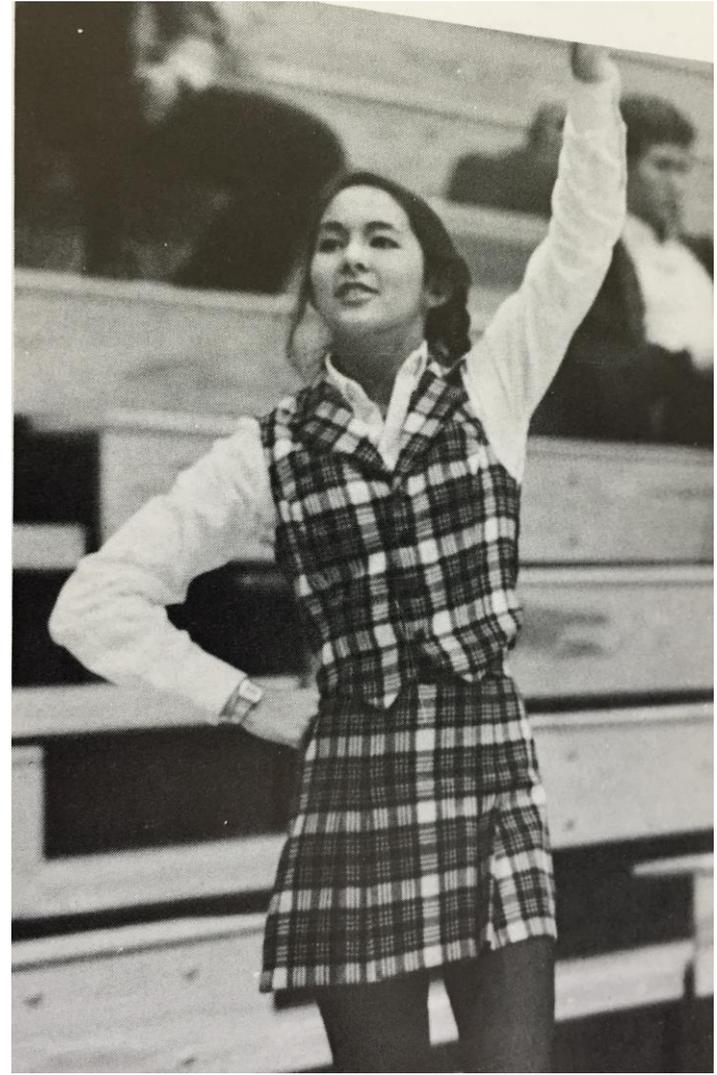
Collaborators

- Steensma & Kreuter (2017) *In: D&I Research in Health, NY: Oxford*
- Kreuter & Wang (2015) *New Dir Child Adoles Devel*
- Kreuter, Hovmand & Pfeiffer (2014) *Am J Public Health*
- Kreuter & Hovmand (2013) *NIH D&I Conference*
- Kreuter, Casey & Bernhardt (2012) *In: D&I Research in Health, NY: Oxford*
- 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?

