

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

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*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

**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.

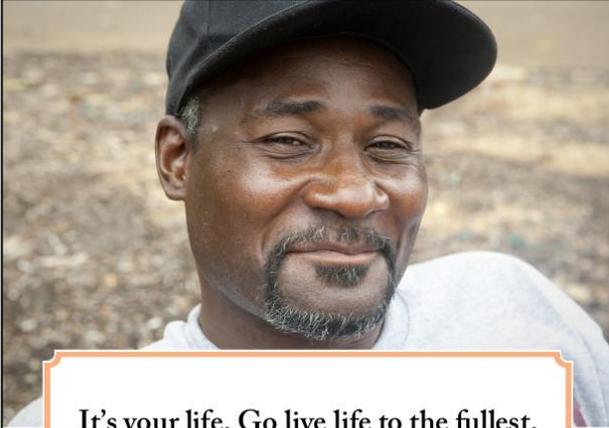
**GET STARTED**

**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

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- 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.

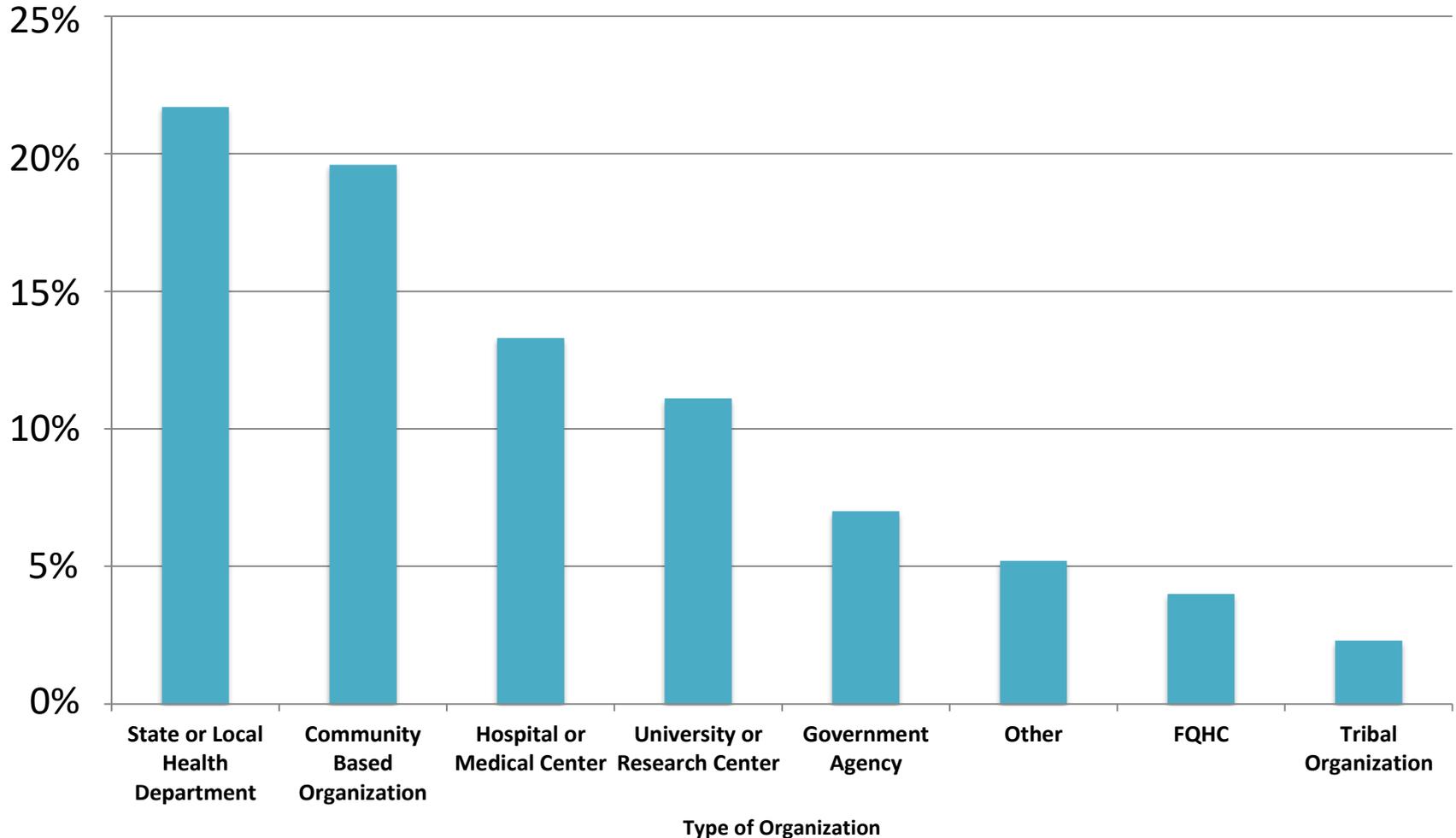
**MIYO**  
Make It Your Own

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



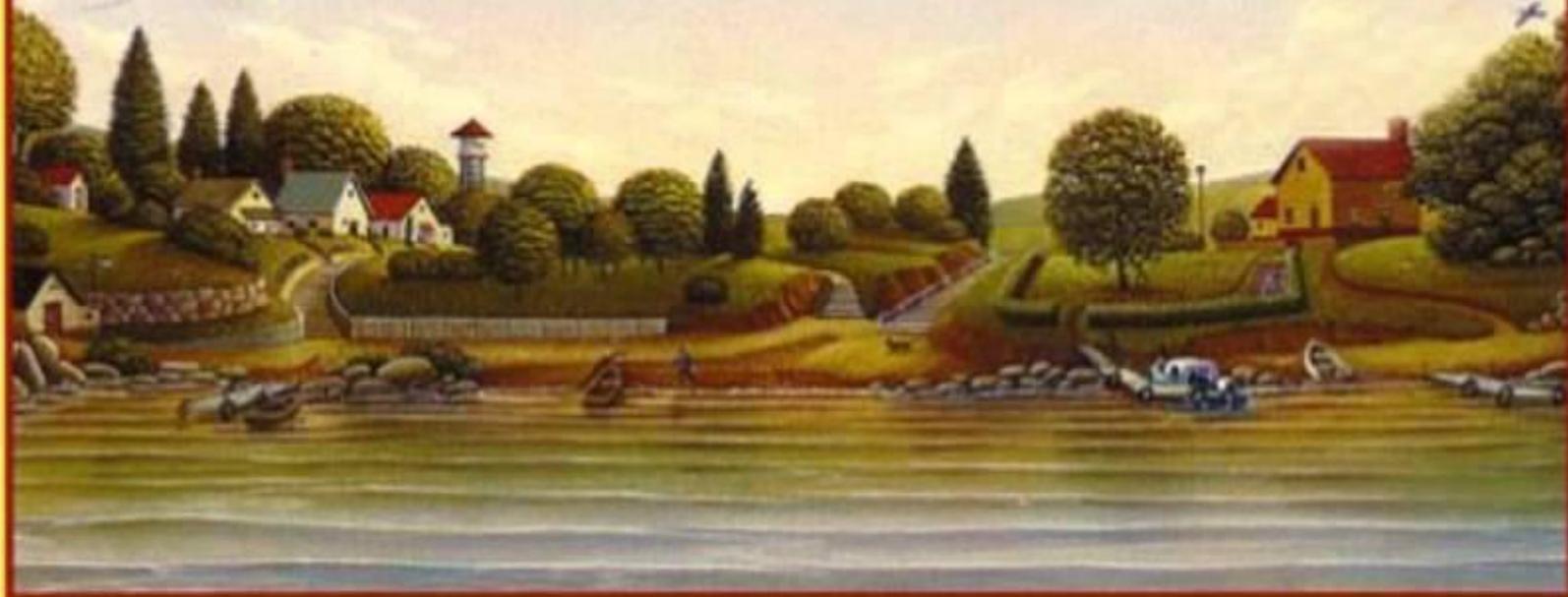
# Why did they use it?

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
<b><i>Evidence-based</i></b>	<b>3</b>

Need  $\neq$  Demand

NEWS FROM  
**LAKE WOBEGON**

BY GARRISON KEILLOR



No  
Evidence



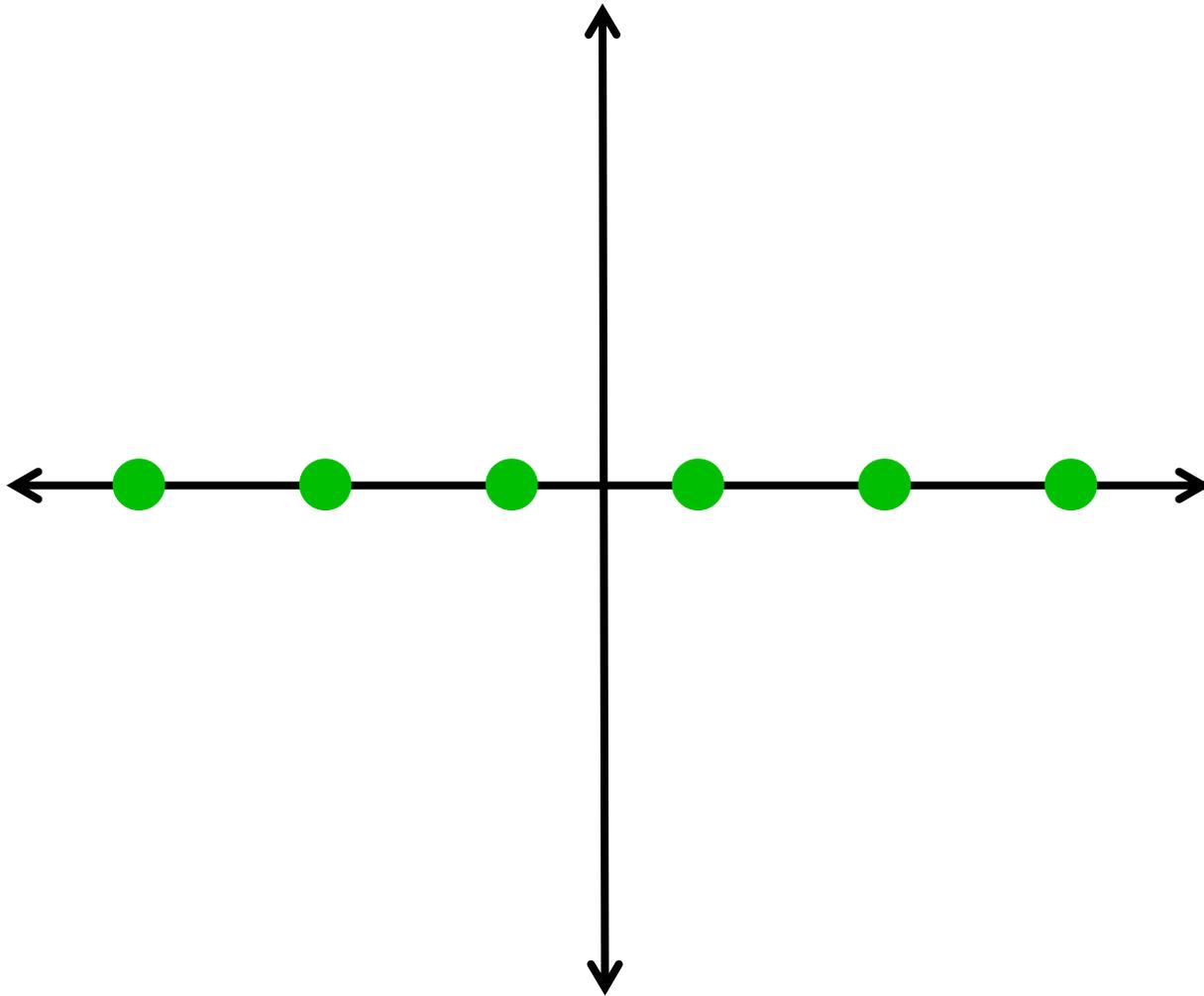
Strong  
Evidence

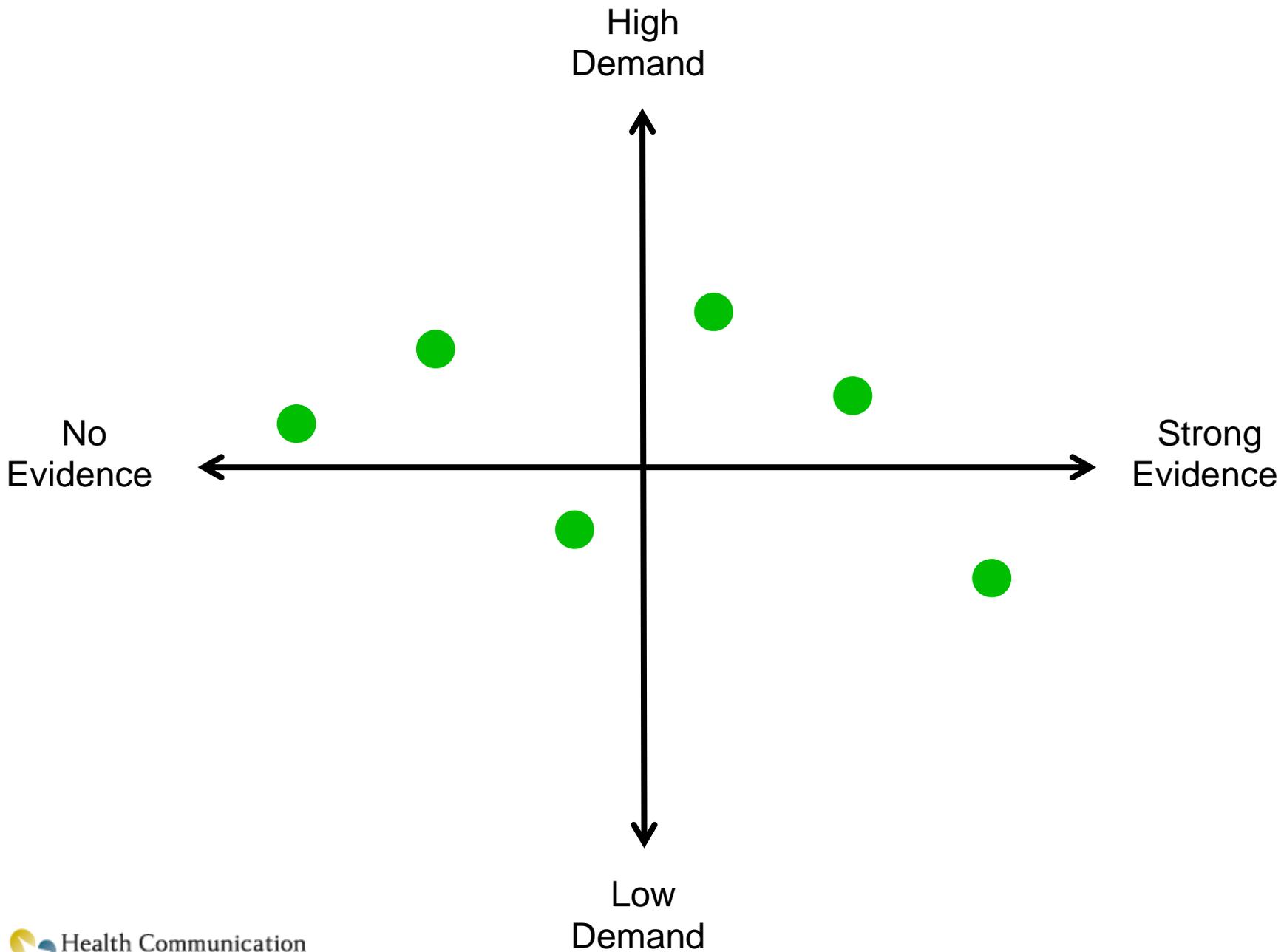
High  
Demand

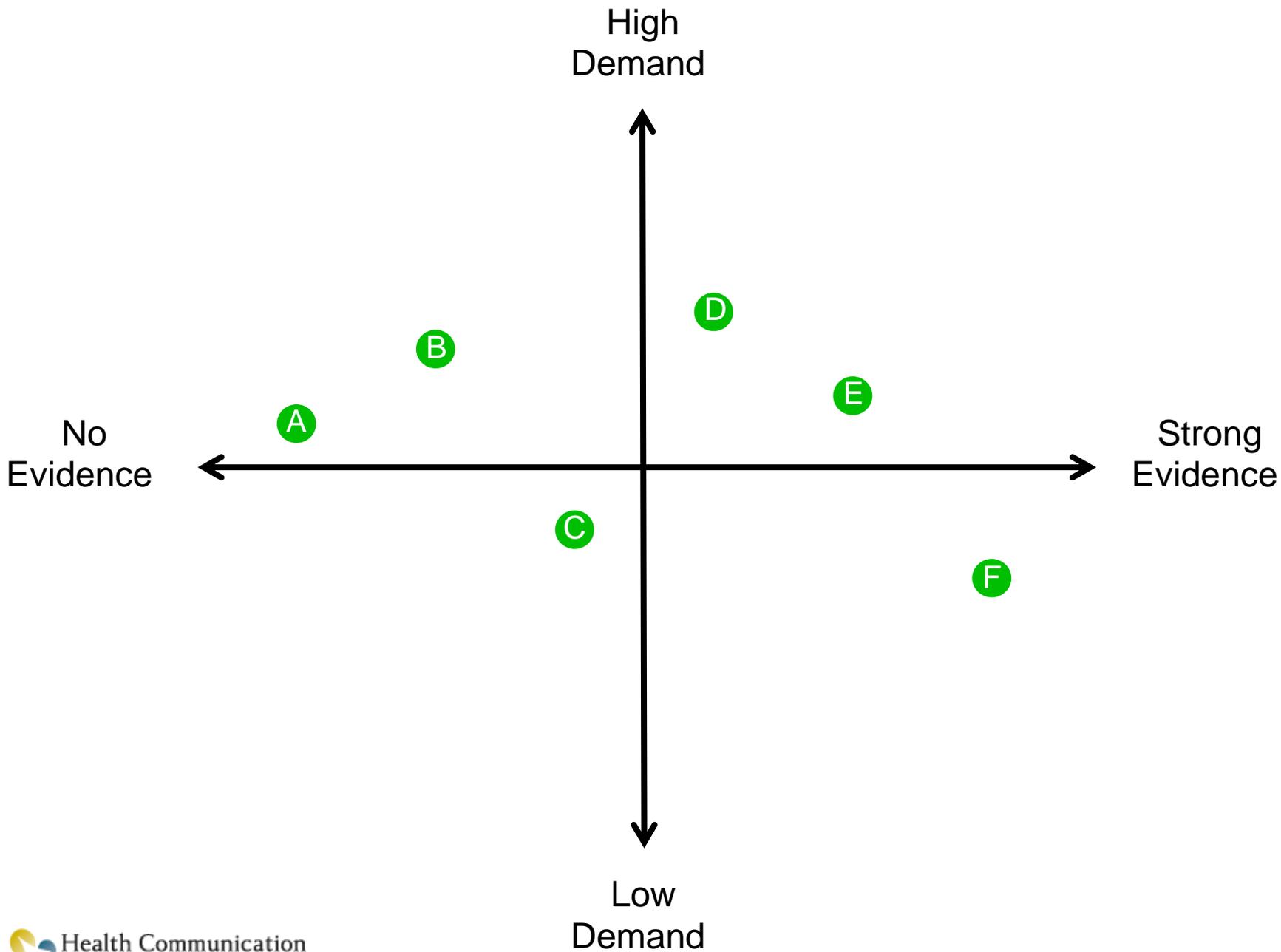
No  
Evidence

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%

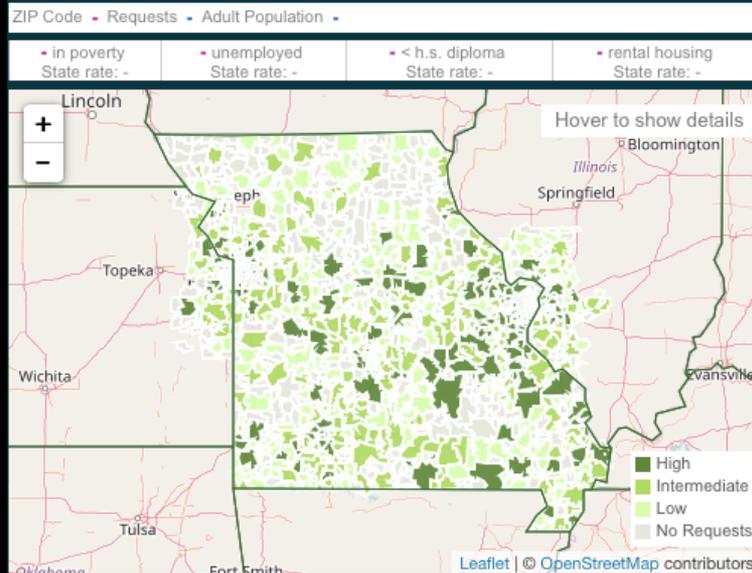
TOP HOUSING & SHELTER REQUESTS

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

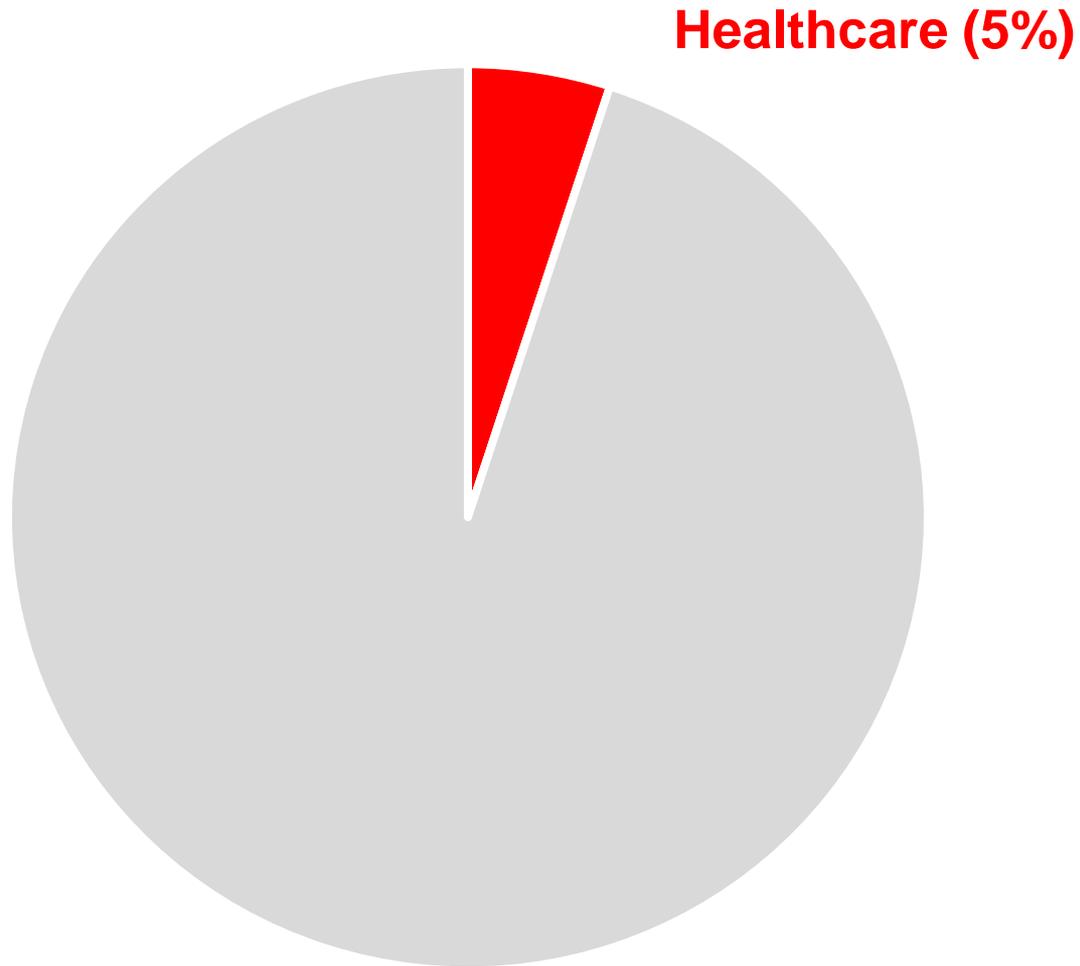
Rank	ZIP Code	Rank	ZIP Code
1	63136	6	63116
2	63118	7	63112
3	64130	8	63121
4	63111	9	63101
5	63115	10	63114

Request by time

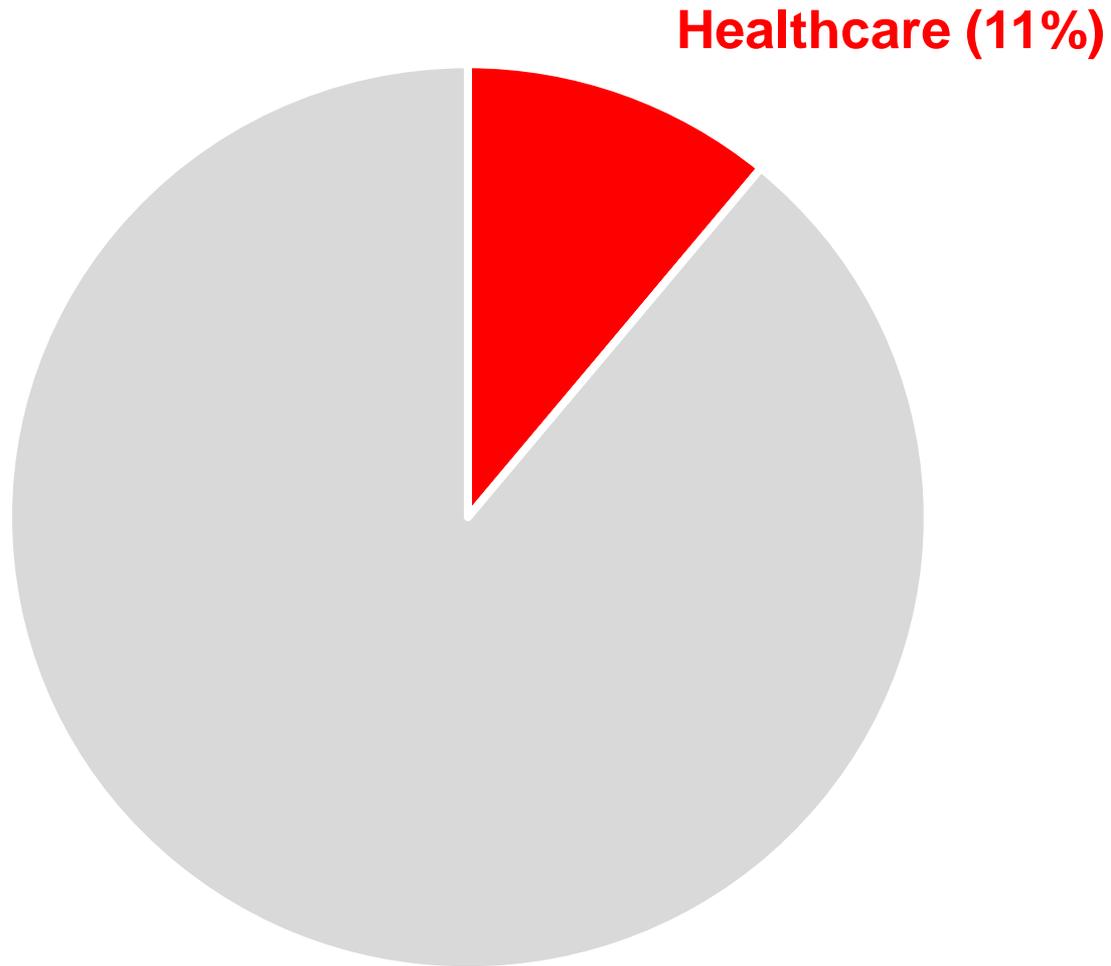
Housing & Shelter requests in the last year and prior year



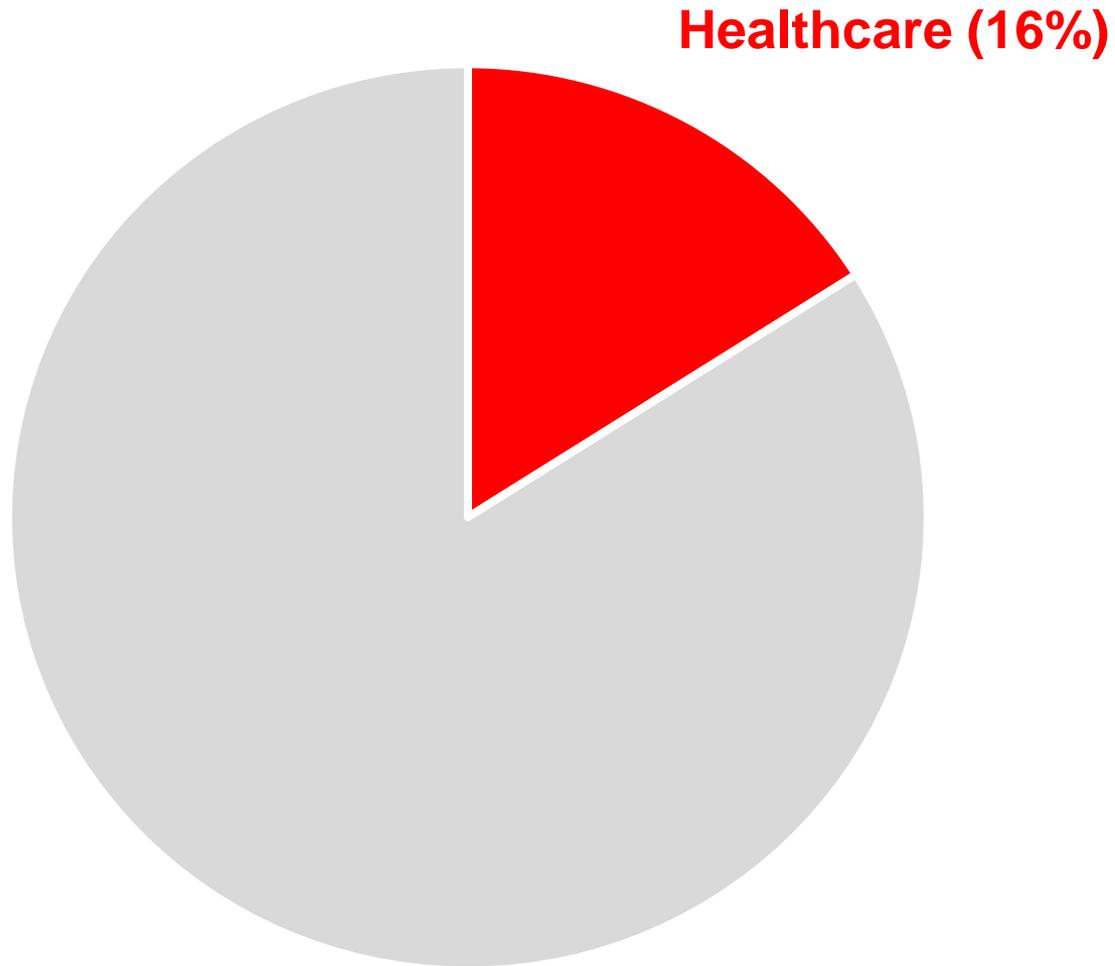
# Identifiable user sessions, 2015



# Identifiable user sessions, 2016



# Identifiable user sessions, 2017





BlueCross  
BlueShield

**HEALTHSOUTH**

**VANGUARD**  
HEALTH SYSTEMS

*Henry Ford*  
HEALTH SYSTEM



Intermountain  
Healthcare



MAGELLAN  
HEALTH SERVICES



**PASSPORT**  
HEALTH PLAN



HealthPartners

**KAISER**  
FOUNDATION  
HEALTH PLAN, INC.

**Mercy**



**FIDELIS CARE**

**HCA**

**SANFORD**  
HEALTH



**MISSION**  
HOSPITALS

**BJC**

**Atrium Health**

UnitedHealth Group

**MOLINA**  
HEALTHCARE



**Dignity Health**



**ASCENSION**  
HEALTH

Children's Hospital  
and Health System

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

athenahealth

**Baystate** Health

**CENTENE**  
Corporation

# How would health care use these data?

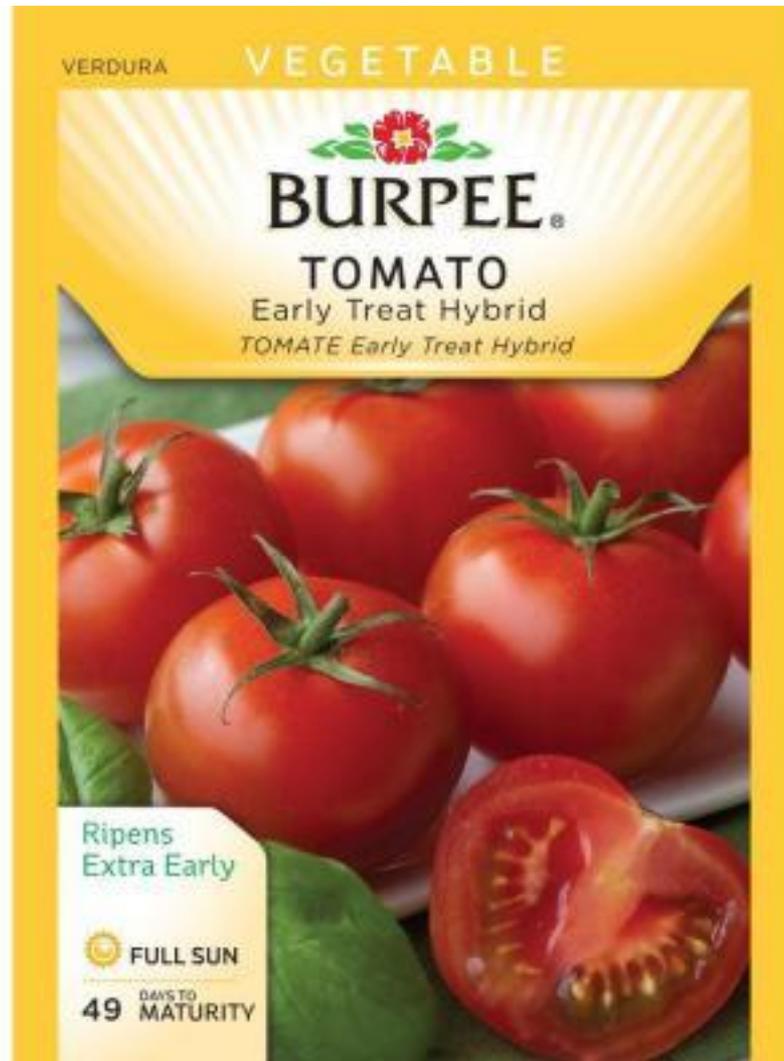
- Interviewed 18 leaders
- May – August, 2018
  - *What are you doing in SDOH?*
  - *How do you set priorities?*
  - *Where do you get SDOH data?*

# 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



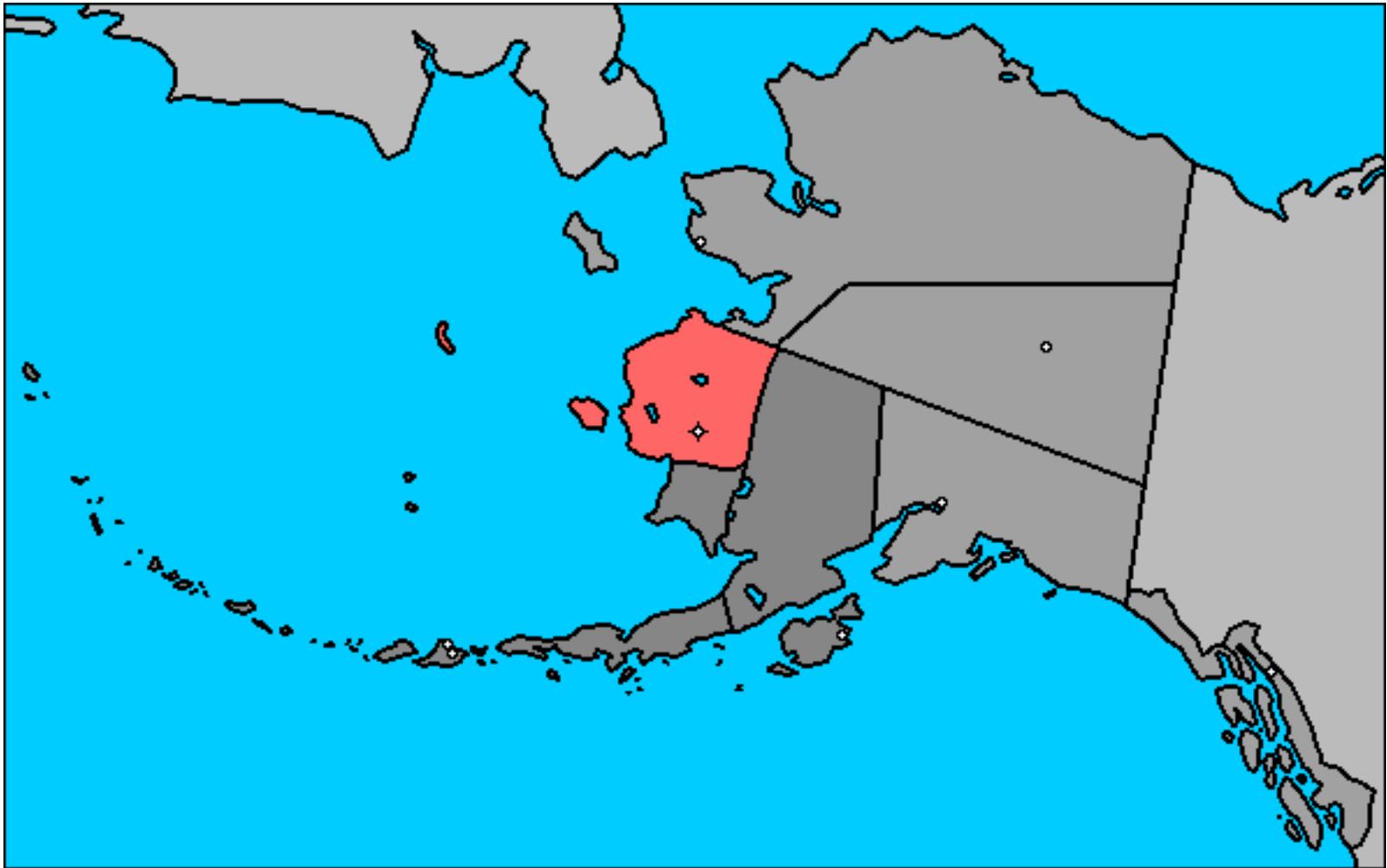
# Front-of-package food labeling



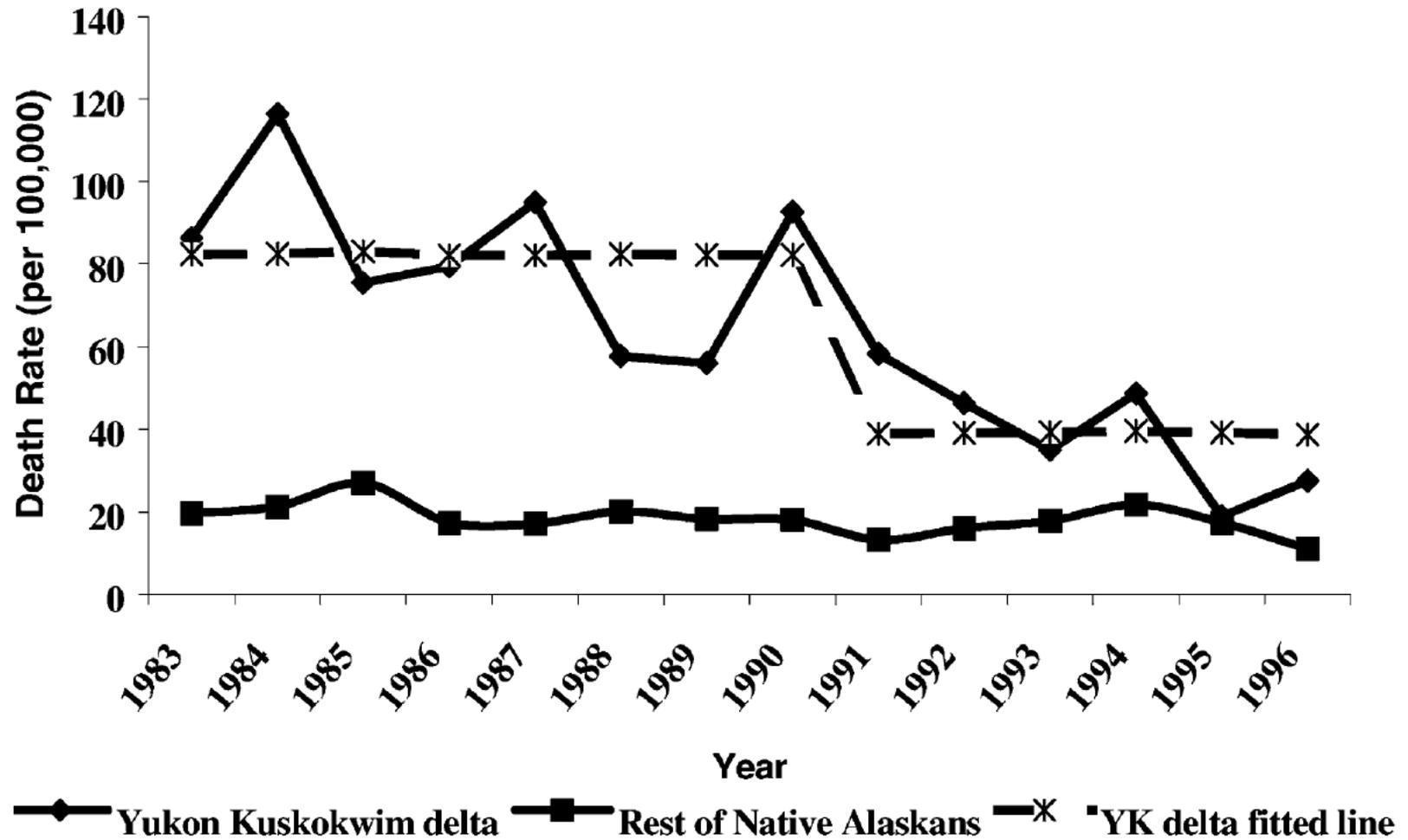
<b>Nutrition Facts</b>			
Serving Size 2 CUPS (30g)			
Servings per Container VARIED			
Amount per Serving			
<b>Calories</b> 150	Calories from Fat 70		
% Daily Value*			
<b>Total Fat</b> 7g	11%		
Saturated Fat 1.5g	6%		
<b>Cholesterol</b> 0mg	0%		
<b>Sodium</b> 120mg	5%		
<b>Total Carbohydrate</b> 20g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

*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."*

# Five thoughts on getting more demand

- The unbearable lightness of evidence
- News from Lake Wobegon
- Garden thinking
- Filter bubbles
- ***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**

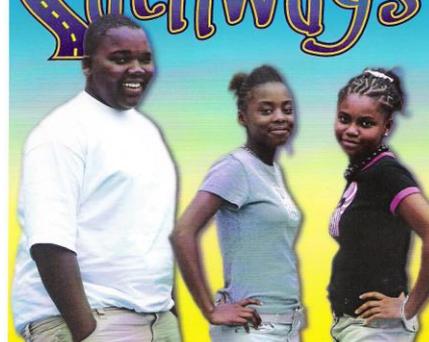
**Make your DREAM career a REALITY**

**What career would suit YOU?**

*Read all about Their careers!*

HEALTH CAREERS magazine  
made for Gateway students!

# Pathways





A different kind of **TEACHER**

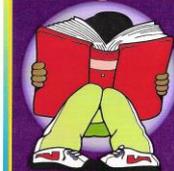


Meet this "detective"



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!*

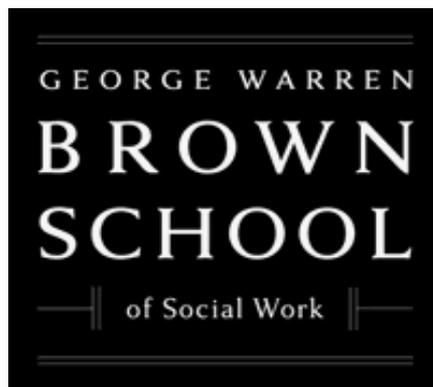
# More demand requires...

- 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*

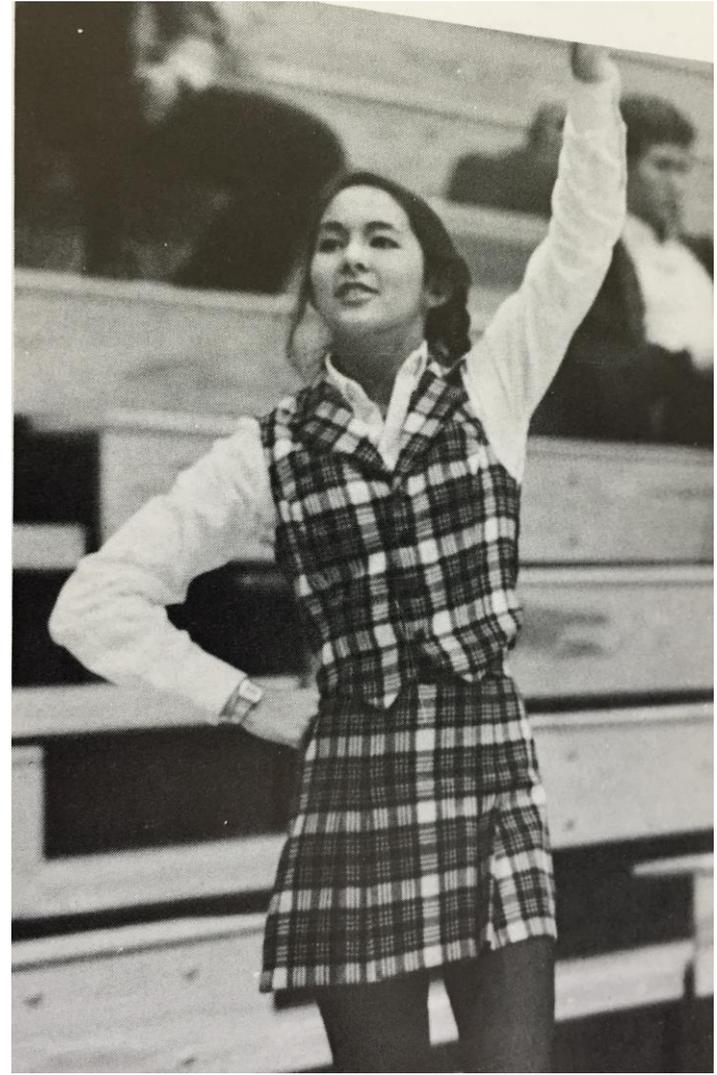




WILLIAM R. KENAN, JR.  
CHARITABLE TRUST



# Questions?



# Who meets these criteria?

