

Inclusive Public Health Communications Workshop Series

Segmented Public Health Messaging



The Power of Community Narratives

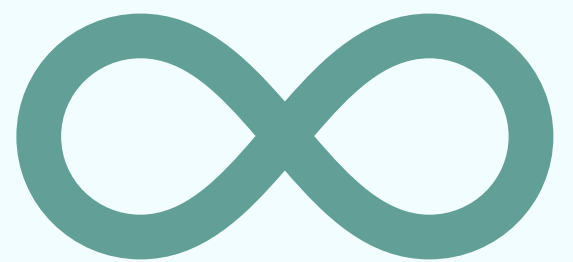
**COVID-19 vaccine education for intersectional
neurodiverse & disability communities**



**Monday July 11th
3pm EST**

agenda

- **Welcome & Introductions**
Who We Are & What We Do
- **Quick Recap of Message Crafting**
Understanding your audience & what you need to communicate
- **Narrative Health Messaging**
Using community-tailored storytelling
- **Tips for Social Media Platforms**



Meet the Team!



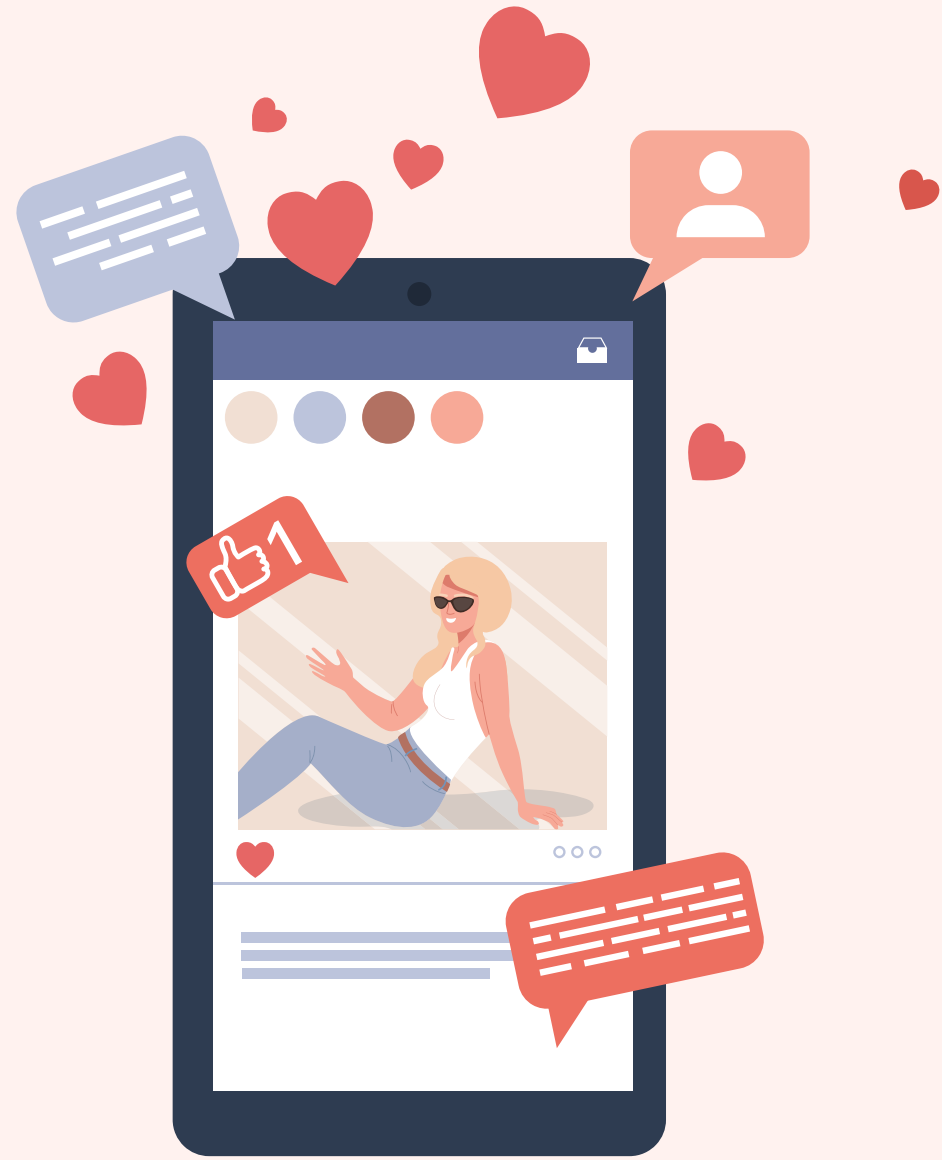
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Hood Medicine Initiative
Chair & Science Director



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UCLA LEND
Research Assistant

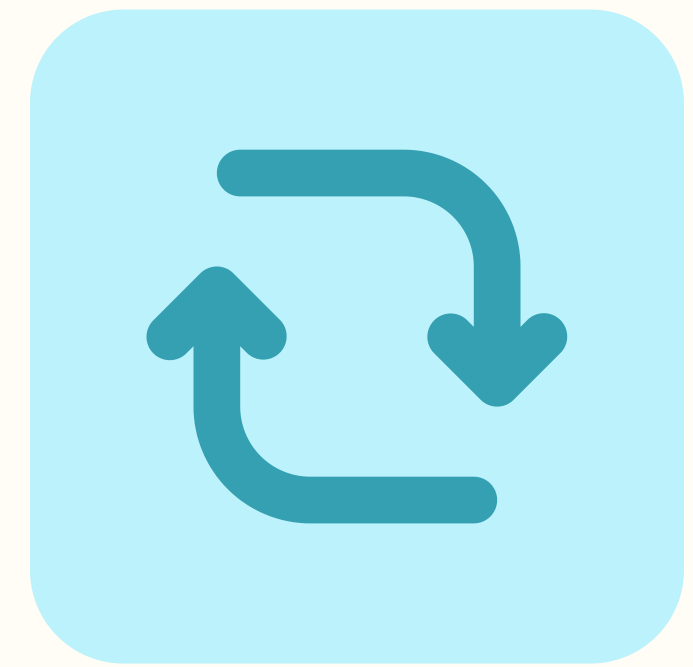


Quick Question

How did you feel after the last compelling COVID-19-related video you saw?

Public Health Communications

- Prevent Disease & Death
- Promote Health & Wellness
- Facilitate Dialogue With Target Patient Populations



Recap

Behavioral Change Models

- Behavioral health
- Human psychology
- Social science
- Communication



Learning is dynamic & interactive with your environment

**Messaging should address
audience frame of mind:**

- **Questions**
- **Doubts**
- **Hesitations**
- **Barriers**
- **Social Influences**

Perceived risk & susceptibility

Am I at risk?
How bad would it be?



Perceived benefits & barriers

What's the
benefit?

What's
stopping
me?



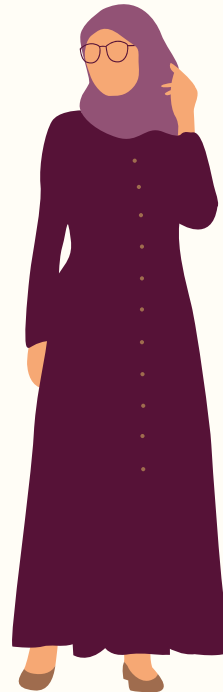
Action & self-efficacy

I need to act!
Gotta keep up the
new habits!



Who is your audience?

- Self-Identity
- Interpersonal dynamics
- Societal ideologies
- Communal ideologies
- Fears
- Hopes
- Burdens
- Class
- Privilege
- Resources

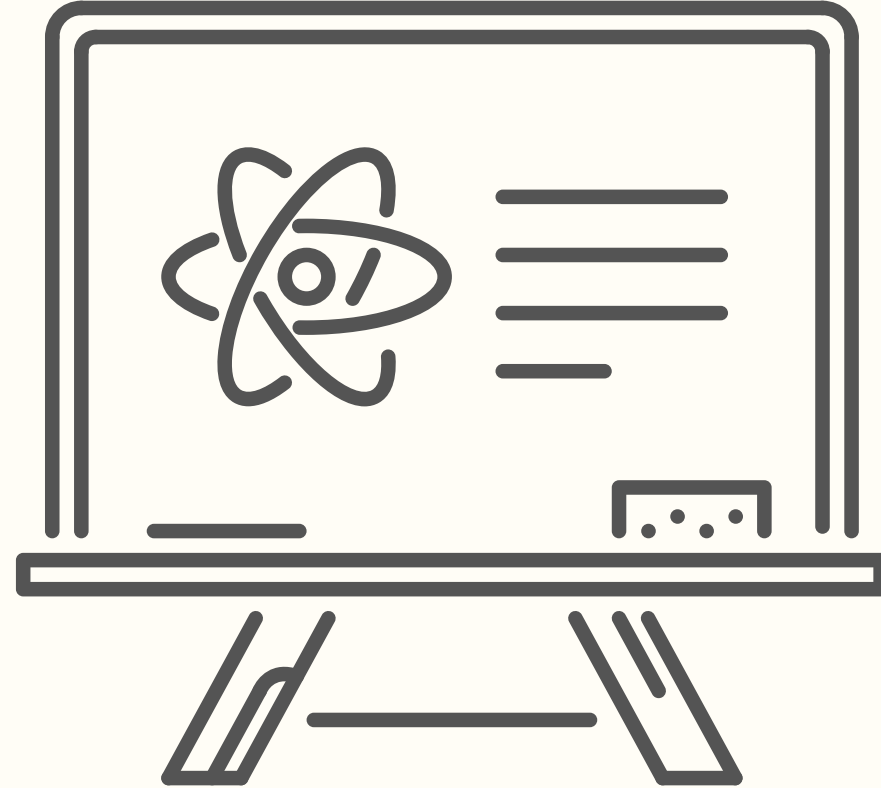


What do we need to **communicate?**

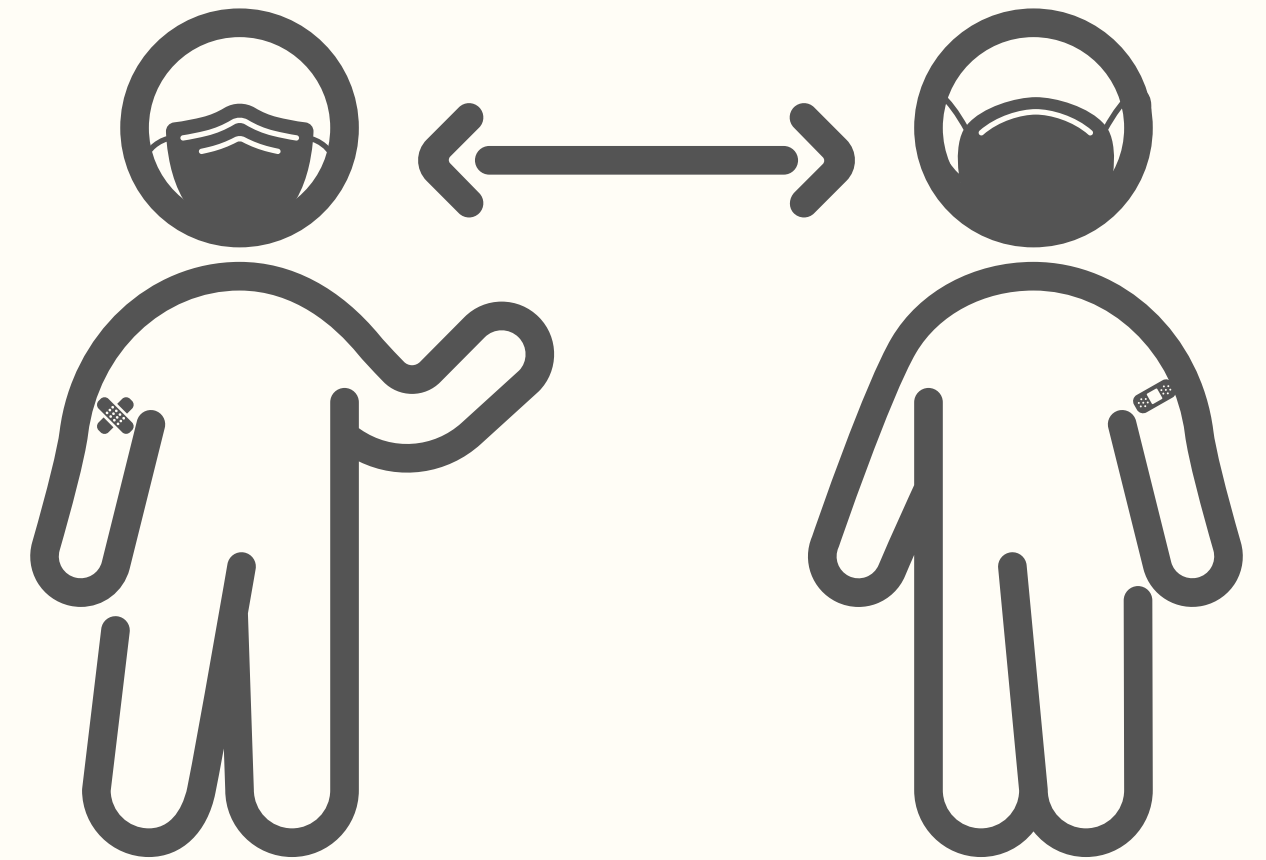


**CDC guidelines
Adverse events**

**Virus &
Vaccine
Education**



**Aid & Services
Advocacy Resources**



**Herd immunity
Social distancing
Masks**

Messaging Campaign

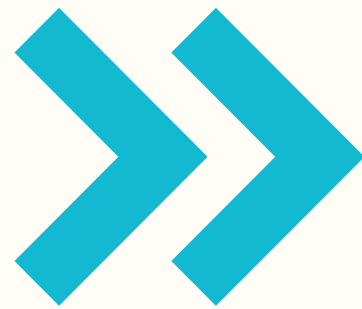
Inputs

Audience insights

Profile & Empathy
mapping

Cultural & community
vernacular & linguistic
choices

Common Visual Themes



Messaing formats

Health Advocacy

Instruct/
advise health
behaviors

Social Justice

Articulate Injustice/
inequities; name
villains

Infographics

Explain the science/
medical issue

Engagement

Connect, allyship,
"greeting cards"

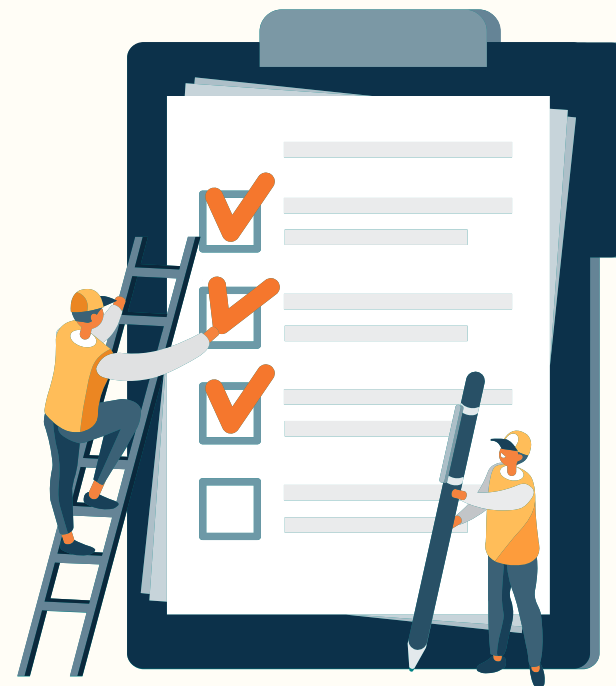
Message Components

Cultural/Community Tailoring



- Vernacular & linguistic choices
- Visual themes
- Cultural touchpoints

Answer the Objections



- Simplify science & health info
- Put risks in context
- Use emotional cue

Emotional Cues

Personification of COVID

Refocus on Virus & Outcomes

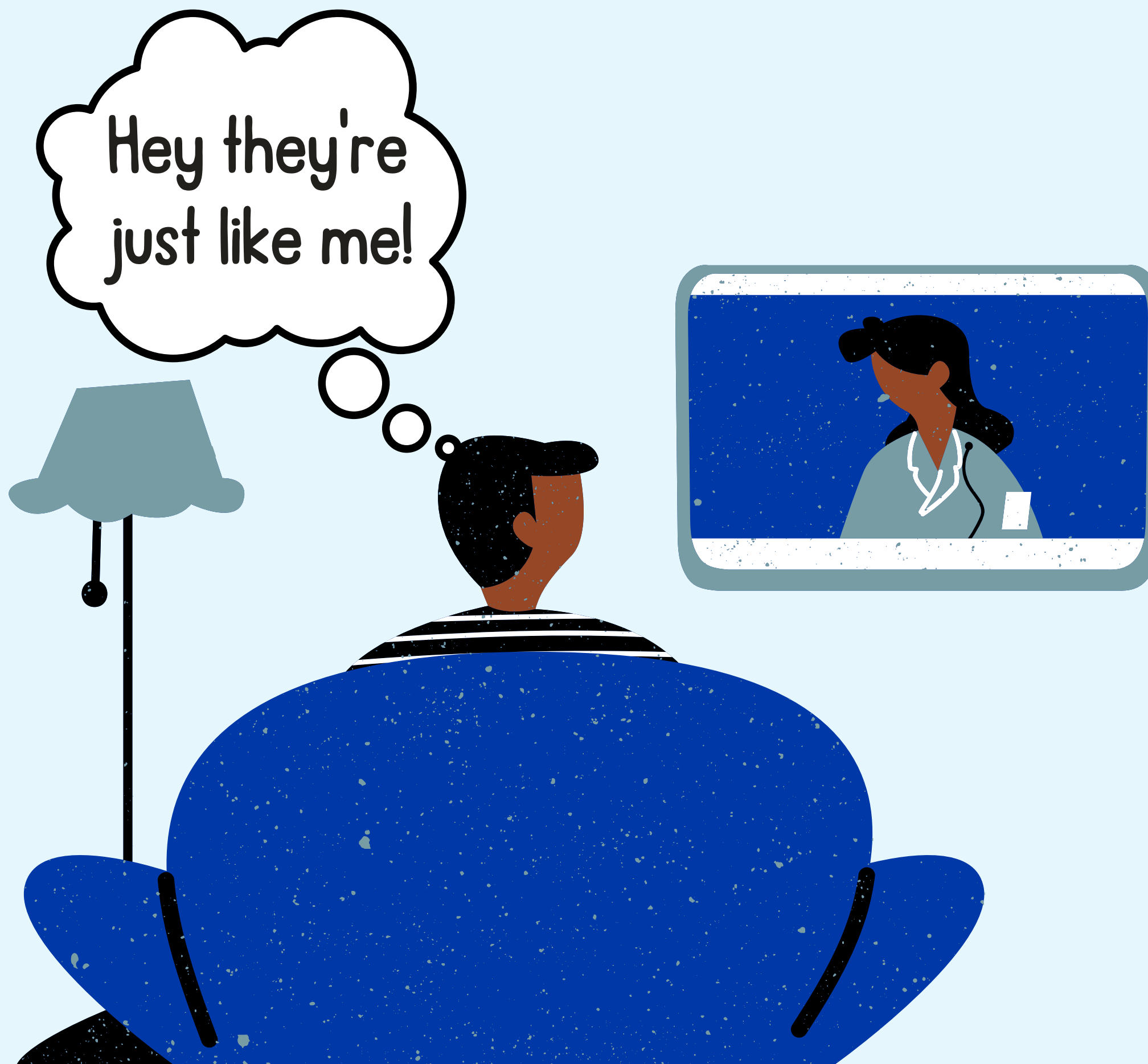


Indirect Suggestion

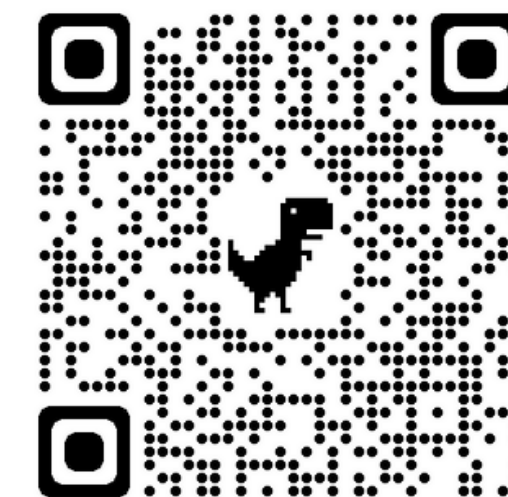
Storytelling is a Compelling Device!



- **Engage with your target audience**
- **Present authentic perspectives**
- **Facilitate direct interaction with health experts**



**Identifying with the
narrative character
helps the viewer
internalize risk
& susceptibility**



Frank et al. (2015), **Telling Stories, Saving Lives: Creating Narrative Health Messages**
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5608451/>

Tie in Barriers with Messaging Content

Health Disparities

Disability Bias

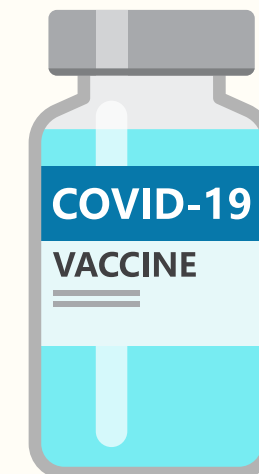


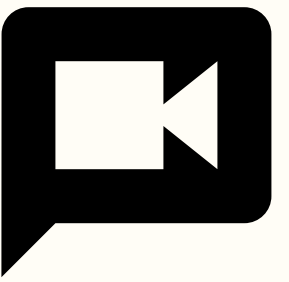
Needle Anxiety

Racial Bias

Vaccines & Autism

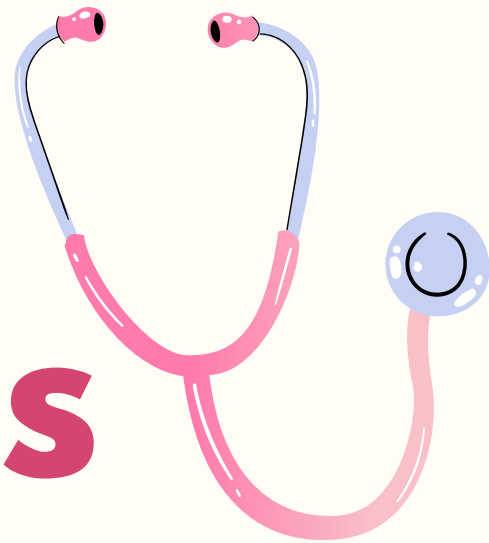
Vaccine Hesitancy



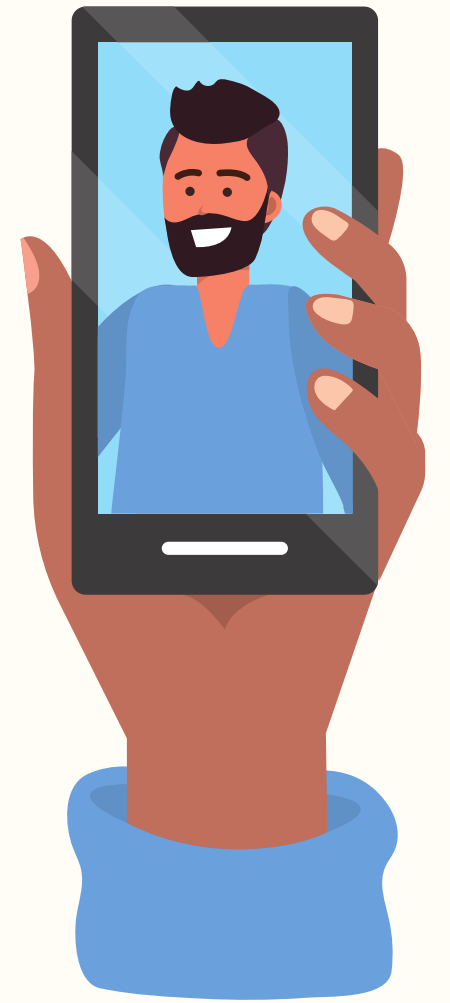


Keep it Casual
Use Plain Language
Don't forget Closed Captions!

**Use
Experts
for Video
Content!**



Interviews
Podcasts
Livestreams
Short Intimate Clips



**Social media
messages from
health professionals
led to significant
reduction in holiday
travel & COVID-19
infections**



**People
Trust
Professionals**

Breza et al. (2021), **Effects of a large-scale social media advertising
campaign on holiday travel and COVID-19 infections**

<https://www.nature.com/articles/s41591-021-01487-3>



Personal Testimonials

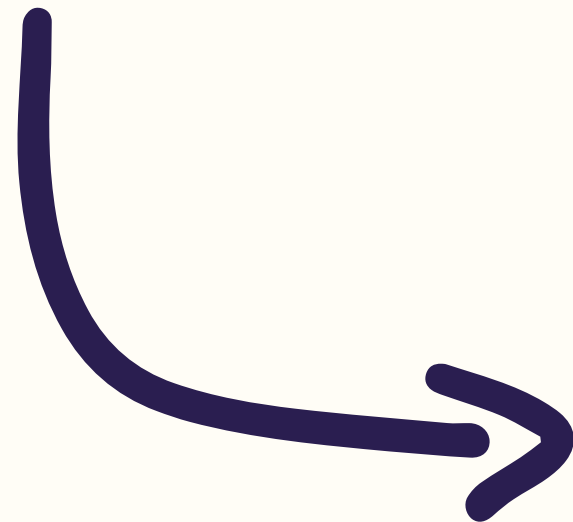
Use Emotion to Elicit Behavior Change



The Cautionary Tale

Evokes fear & worry for risks
--> cautious behaviors

Use diverse bunch of
characters



**The more viewers identify
with the character, the more
they relate their own risk!**



Personal Testimonials

Use Emotion to Elicit Behavior Change



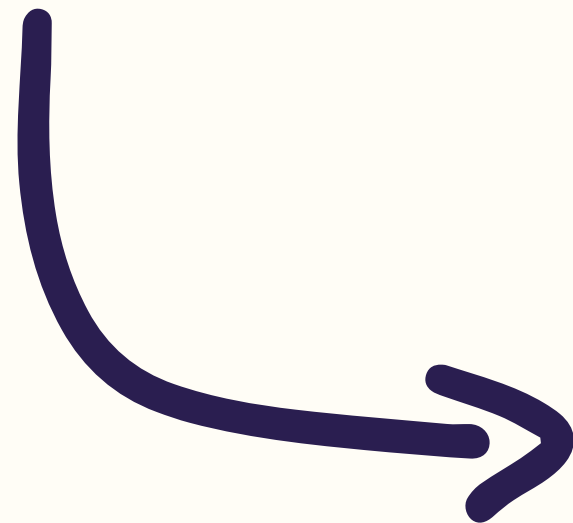
A Glimmer of Hope

Evokes understanding why
preventative measures work
& what is at stake

--> cautious behaviors



**When viewers see themselves
in success stories, it disarms
their apprehensions**



Personal Testimonials

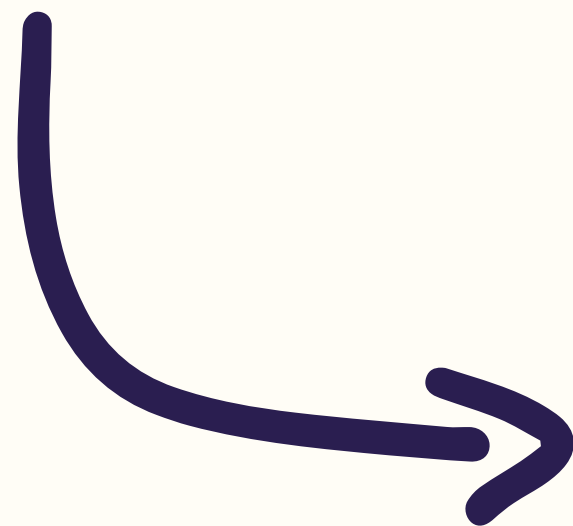
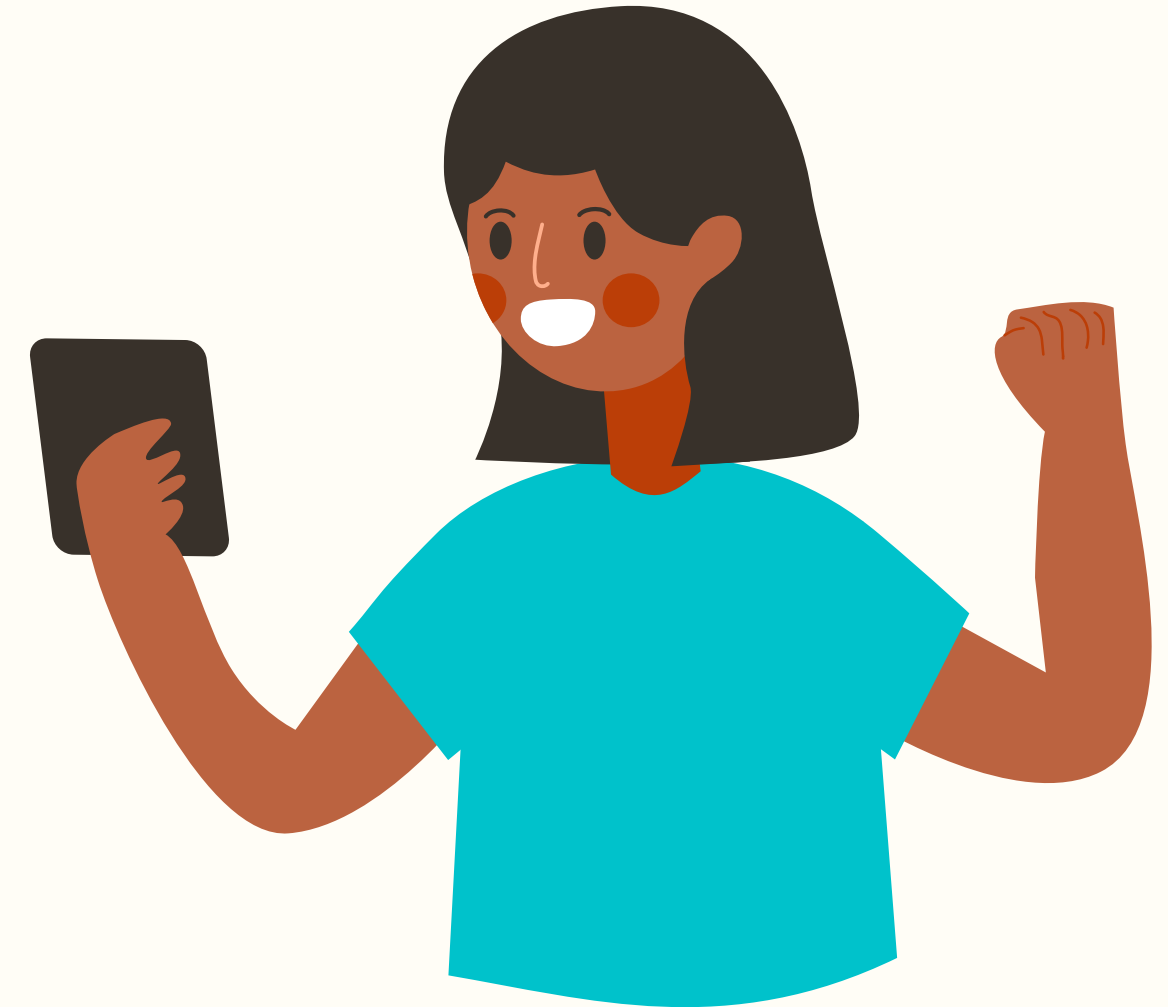
Use Emotion to Elicit Behavior Change



A Tale of Triumph

Highlighting stories of people who have overcome social justice barriers to build fellowship

--> cautious behaviors



When viewers see you care about their issues, it builds trust



Quick Question



**What types of
videos do you
scroll when
you're bored?**

**Quick Answer
in Comments!**

Community Connection



**Feature Community
Organizers**

**Highlight Resources
for your target
patient population**



**To be
effective,
you have to
convey that
you care**

Center Diversity

**Highlight issues that
matter to BIPOC & Queer
Neurodiverse People**



Be an ally



Be authentic



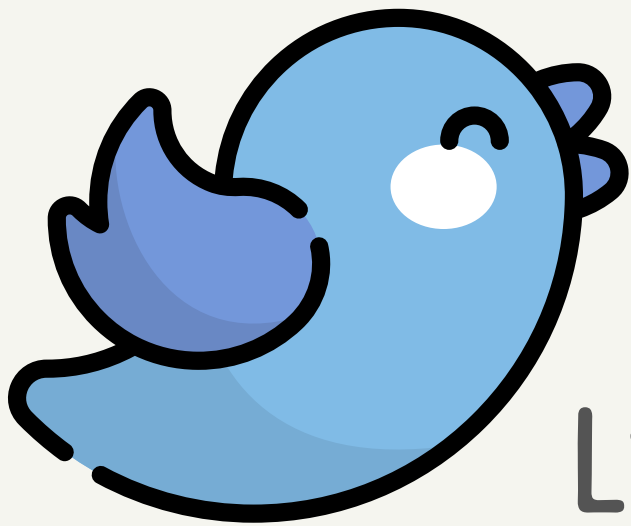
Social Media Platforms



Facebook

Social groups user
engagement

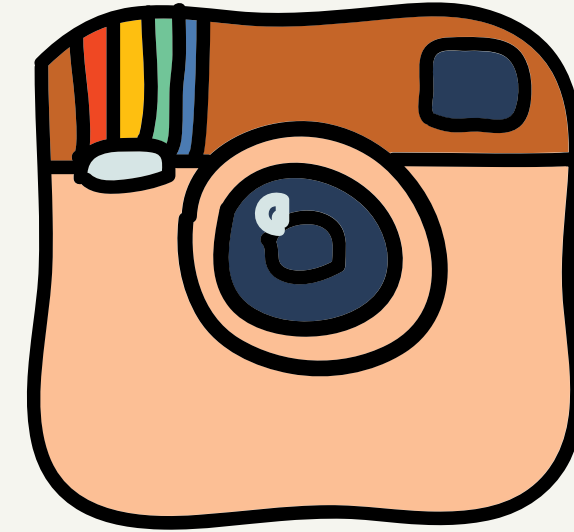
Facebook Live



Twitter &
Twitterspaces

Livestream

Audio chatrooms

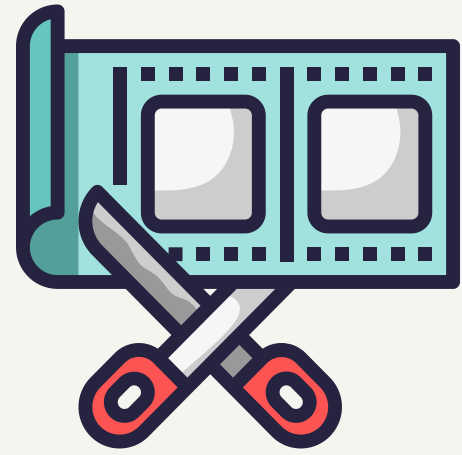


Insta

Reels/stories
Livestream

Make highlight folders
so people can quickly
find content they want

Social Media Platforms



Clip It!

Make 1-2 min clips of
video content for socials



TikTok

All the Kids Are Doing It

Share relevant ones/make your own

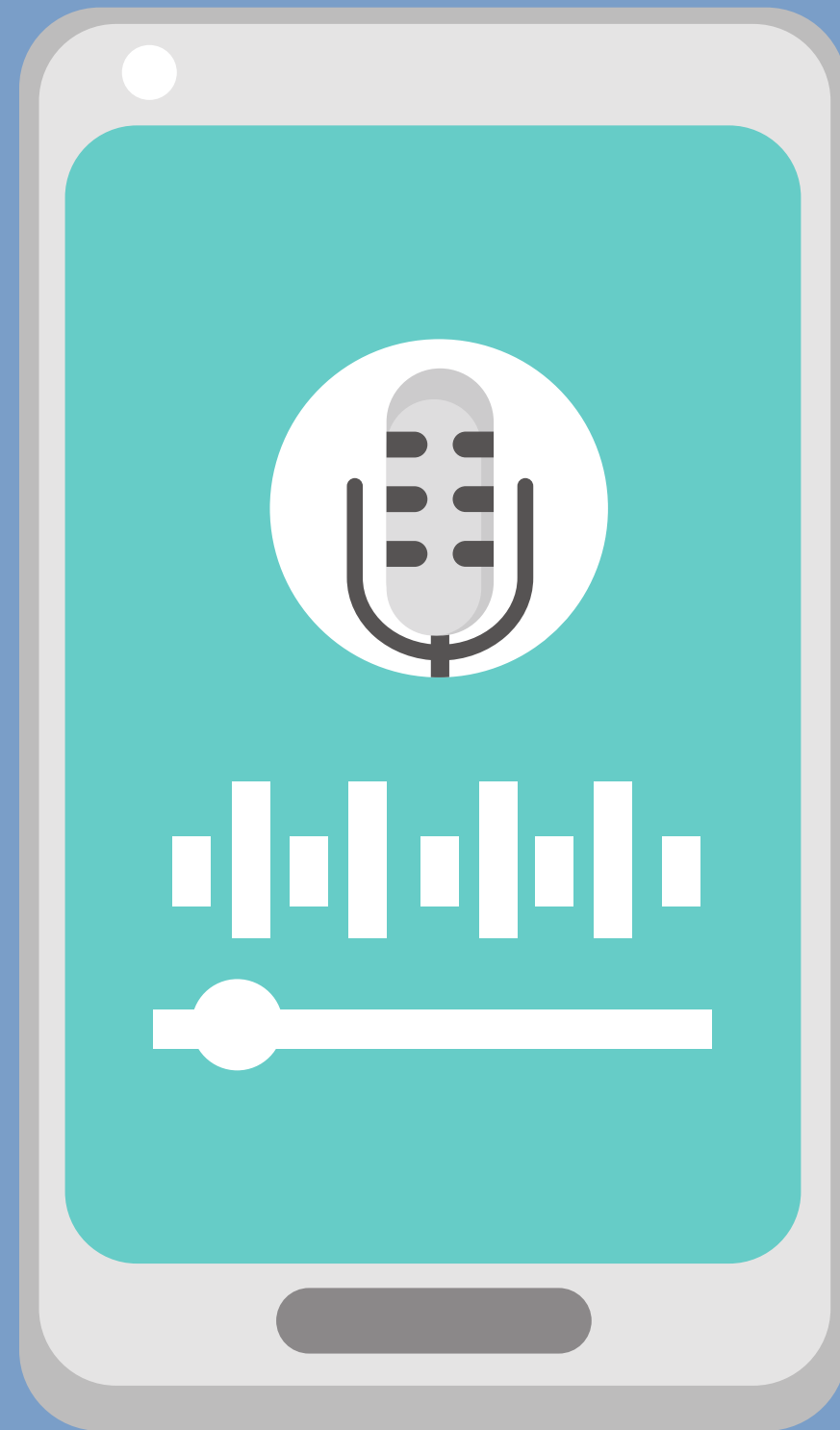
Algorithm allows you to
really hone in on audience



YouTube
Shorts

Livestreams/Podcasting
Repository for relevant content

Make Playlists so people
can quickly find stories
that matter to them



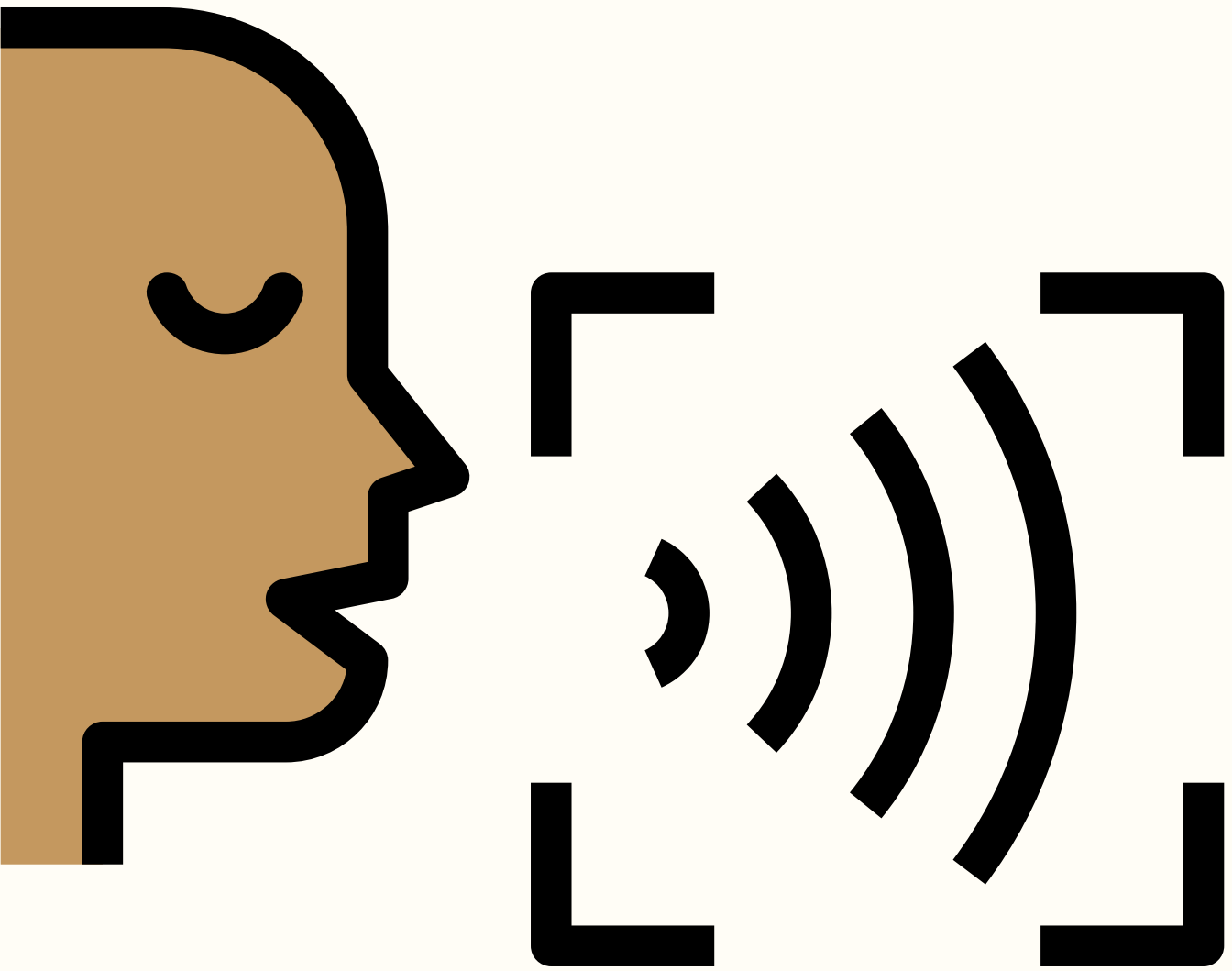
Audio Posts

Combine graphics with audio to present interviews & commentary from experts or stakeholders



Don't forget accessibility options like closed-captioning!

Find your voice



look, sound, feel

**ask question in posts to
increase engagement**

**what's your voice in the
audience interaction?**

***when you protect
yourself***

***you protect
your **herd*****

***you protect
your **hood*****



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