Inclusive Health Comms
workshop series
Public Health Messaging 101
How to build culturally tailored social media content for intersectional neurodiverse & disability communities
Welcome & Introductions
   Who We Are & What We Do

Intro to Public Health Messaging
   Foundational Theories of Health Behavioral Change

Hood Medicine Comms Framework
   Exercise: Get to Know Your Audience

Canva Practice
Meet the Team!

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Chair & Science Director

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Research Assistant
Quick Question

What makes you stop & click?

bit.ly/3IszkRU
Public Health Communications

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

Behavioral Change Models
- behavioral health
- human psychology
- social science
- communication
Information-Motivation-Behavioral Model

Health-related info, motivation, & behavioral skills are fundamental to changing habits.
Health Belief Model

1. Desire to avoid illness
2. Belief the action will prevent/cure illness

sometimes people have to think it over...

Am I at risk? How bad would it be?

What’s the benefit? What’s stopping me?

I need to act! I need to keep up the new habits!
Theory of Planned Behavior

1. Motivation (intention)
2. Ability (behavioral control)
Decision-making is a cyclical process.

Stages of Change Model:
- Precontemplation
- Contemplation
- Action
- Maintenance
- Relapse
- Determination
- Exit & re-enter at any stage
Social Cognitive Theory

Learning is dynamic & interactive with your environment

What's going on around me?

Can I do this? How do I do it?

What's expected of me? I need to do this!
It's all about perception...

We believe what we perceive!

Social Norms Theory

How does environment & peer influence change behaviors?
Adoption of an idea and how it spreads is a bell curve.
### Domains of Influence (Over Lifecourse)*

<table>
<thead>
<tr>
<th>Biological</th>
<th>Behavioral</th>
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<tbody>
<tr>
<td><strong>Micro/Macro Environment</strong></td>
<td><strong>Healthcare System</strong></td>
</tr>
<tr>
<td><strong>Social Determinants:</strong> Exposure Risk, Community Health, Housing Vulnerability</td>
<td><strong>Social Determinants:</strong> Community Norms, Local Structural Discrimination</td>
</tr>
<tr>
<td><strong>Community Barriers:</strong> Resources, Language, Misinformation, Digital Access, Transportation</td>
<td><strong>Intentional Community Barriers:</strong> Healthcare Access, Medical Bias/Stigma</td>
</tr>
<tr>
<td><strong>Messaging Focus:</strong> Community Care &amp; Advocacy, Translated Content, Herd Immunity</td>
<td><strong>Messaging Focus:</strong> Define Issues, Identify Villain(s), Health Equity</td>
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<tr>
<th>Levels of Influence*</th>
<th>Individual</th>
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<tr>
<td><strong>Social Determinants:</strong> Biological Vulnerability</td>
<td><strong>Social Determinants:</strong> Exposure Risk, Family Microbiome</td>
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<tr>
<td><strong>Internal Barriers:</strong> Health Behaviors, Genetics, Family Health History</td>
<td><strong>Interpersonal Barriers:</strong> Health Behaviors, Care Giver Interactions, Epigenetic Influences</td>
</tr>
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<td><strong>Messaging Focus:</strong> Health &amp; Science Literacy, Personal Health</td>
<td><strong>Messaging Focus:</strong> Informed Choices, Family Health, Care Giver Advocacy</td>
</tr>
<tr>
<td><strong>Social Determinants:</strong> Cultural Identity (Intersections/MIMIs), Response to Discrimination</td>
<td><strong>Social Determinants:</strong> Family Dynamic, Household Composition, Dysfunctional Interactions</td>
</tr>
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<td><strong>Emergent Internal Barriers:</strong> Misinformation, Mistrust, Coping Strategies</td>
<td><strong>Interpersonal Barriers:</strong> Interpersonal Discrimination, Perceived Stigma</td>
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<tr>
<td><strong>Messaging Focus:</strong> Common Ground, Self-Advocacy</td>
<td><strong>Messaging Focus:</strong> Empathy, Social Support</td>
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<td><strong>Social Determinants:</strong> Discrimination, Socioeconomic Status, Social Vulnerability</td>
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<td><strong>Interpersonal Barriers:</strong> Health Behaviors, Care Giver Interactions, Epigenetic Influences</td>
<td><strong>Intentional External Barriers:</strong> Disinformation, Lack of PHEP Community Engagement in Mass Media</td>
</tr>
<tr>
<td><strong>Messaging Focus:</strong> Informed Choices, Family Health, Care Giver Advocacy</td>
<td><strong>Messaging Focus:</strong> PHEP &amp; Response, Herd Immunity, Social Services</td>
</tr>
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<td><strong>Social Determinants:</strong> Family Dynamic, Household Composition, Dysfunctional Interactions</td>
<td><strong>Social Determinants:</strong> Structural Inequities, Quality of Care</td>
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<td><strong>Interpersonal Barriers:</strong> Interpersonal Discrimination, Perceived Stigma</td>
<td><strong>Intentional External Barriers:</strong> Safety Net Services, Healthcare Policy</td>
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<td><strong>Messaging Focus:</strong> Policy Advocacy, Public Health Interventions</td>
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### Communication & PHEP Outcomes

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<tr>
<td><strong>Awareness/Information</strong></td>
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<tr>
<td>- General Public Health &amp; PHEP Information Exposure, Access, &amp; Use</td>
</tr>
<tr>
<td>- Health/Science Literacy</td>
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<tr>
<td><strong>Preventative Health Behaviors</strong></td>
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<tr>
<td>- Risk/Benefit Perception</td>
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<tr>
<td>- Health Behavior Skills &amp; Motivation</td>
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<tr>
<td><strong>Trust/Credibility</strong></td>
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<tr>
<td>- Information Seeking, Processing, &amp; Utilization</td>
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<tr>
<td>- Cues to Action</td>
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<tr>
<td>- Social Support</td>
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<tr>
<td><strong>Choice</strong></td>
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<td>- PHEP Info Access &amp; Utilization</td>
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### Messaging Segments

- **Infographics**
- **Health Advocacy**
- **Engagement**
- **Social Justice**

**from Hotez et al., 2021**
Plan a suite of messages

- Build trust
- Explain science/issues
- Promote call to action
What do we need to communicate?

Virus & Vaccine Education

CDC guidelines
Adverse events

Aid & Services
Advocacy Resources

Herd immunity
Social distancing
Masks
What are the barriers?

- acknowledge & contextualize historical mistrust
- explain how science works in modern era
- message delivery

what they fear
what they see
what they hear

Health Disparities
Stigma
Distrust
Healthcare access equity
Disinformation
What are the barriers?

exercise (5 min)
list the top 3-5 barriers for the target patient population
What are the common themes?

Exercise (5 min)

List a few common visual or linguistic themes that might resonate with the target patient population.
law of 3's

keep it simple
3 words
3 panels
3 bullets
3 graphics
equitable care starts with care providers

you aren't a good doctor if you can't diagnose your own biases

first, do no harm...
we get why you are worried about the vaccine

unethical human experimentation

slavery & torture

medical racism

it's understandable...

medical racism

state-sanctioned violence & terrorism
thing is, COVID is worried about the vaccine too...

it's really hoping you don't get it.
we have every reason to be suspicious of the entire system
but at the end of the day, if you are the **last holdout** on getting vaccinated....

then COVID & all the mutant variants are gonna start with you
if you don't trust errrybody's potato salad...
keep your mask on until further notice
The pandemic has been harder for neurodiverse & disabled communities.

- 93% of autistic adults suffered negative impacts to mental health
- Heightened needle phobia
- It's been harder for people with disabilities to access physical therapy & rehab
- Difficult to maintain in-person support services
Reflect

what caught your eye?
what drew you in?
what would you change?
what can you use?
What's cool about your favorite hobby?

Canva Practice: make a quick graphic showing what you love about a hobby using law of 3's.

- 3 words
- 3 panels
- 3 bullets
- 3 graphics
BEATS BREAKS BARS
when you protect yourself

you protect your herd

you protect your hood

www.hoodmedicine.org