

Why Aren't They Showing Up?

A LESSON IN HEALTH COMMUNICATIONS

Wednesday June 2nd | 3pm EST



Introduction

Remedying health disparities in Indian Country requires effective communication to engage with our culturally diverse populations.

You don't have to be a graphic designer to create motivational health education and event flyers, you just have to create a message that can be understood by your audience.

Sarah Keller, MPH, CHES
Health Education Specialist
Inter-Tribal Council of Michigan
sarah.keller.mph@gmail.com

Kate McCarthy
Creative Director
Studio M Visual Design
kate@designbystudiom.com

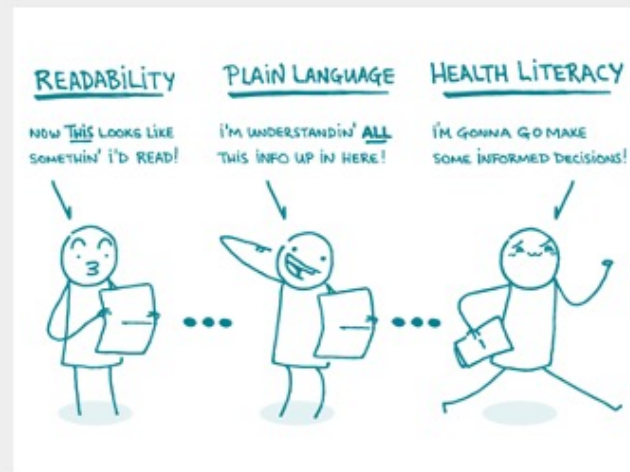
Beth Sieloff, MPH, RYT-200
Health Education Specialist
Inter-Tribal Council of Michigan
bsieloff@itcmi.org

A recording of this presentation is available at
www.keepitsacred.org and
<https://www.facebook.com/InterTribalCouncilMichigan/videos/110755824450301>

Organizational Health Literacy

“The degree to which organizations equitably enable individuals to find, understand, and use information and services to inform health related decisions and actions for themselves and others.”

(CDC, What is Health Literacy?, 2020)



The basis of health literacy is Readability – Plain Language – Informed Decisions.

It's nice to have a refresher on health literacy so we set the foundation of our communications work. We have found a great talk from Dr Kim Fitzpatrick on the importance of health literacy and engaging the populations that you serve. Please see the next slide to listen to what Dr. Fitzpatrick has to share.

Video Presentation:

Are you confused about health information? You're not alone

<https://www.youtube.com/watch?v=-x6DLqtaK2g>

We are facing a crisis of health literacy in the United States. We are bombarded by health information, but we are confused about how our bodies work and often don't understand what our doctors tell us. Fitzpatrick is spreading her message of health awareness through a video series, "Dr. Lisa on the Street," in which she interacts with everyday people about health care topics ranging from hypertension to the flu. Dr. Lisa Fitzpatrick, MD, MPH, MPA is a CDC-trained medical epidemiologist and board-certified infectious diseases physician with both domestic and global experience in public health.

Although her career has traversed clinical medicine, prevention research and program implementation in tuberculosis, HIV and STDs, she is most passionate about improving the nation's health literacy and demystifying health information. This talk was given at a TEDx event using the TED conference format but independently organized by a local community. Learn more at <http://ted.com/tedx>

Please view this presentation before you review the remaining slides.

A Lesson in Health Communications

- Know your Audience
 - Culture - Education Level - Structural Barriers
 - What are the needs of the Audience
- What do you want to happen
 - What message should be communicated?



Think about a statement you can make that meets the health needs of your patient population or community

As you saw in the video- the individuals surveyed all implied “just tell me what you want me to do”

Identify one thing for the reader to do and when

Prevent - Start - Get - Now - Today

Get reader participation

Call - Change - Register - Sign up – Attend

Graphics do not support a flyer if they bury the message

Find ease in communicating your message.

Powerful and Immediate Action Words –
Use words that are clear, digestible and positive

On the next slide we are going to show you some errors that we
have made in our own messaging

What is Your Call to Action?

1

AMERICAN INDIAN COMMERCIAL TOBACCO PROGRAM
**CALL TODAY!
(855) 372-0037**

37.9% of Native Americans in Michigan are smokers, while the state average is only 19%. 56.3% Native Americans, over half, have attempted to quit!

Keep tobacco sacred while protecting your children and future generations from commercial tobacco. Get help to quit smoking by calling the American Indian Commercial Tobacco Program.

2

GET HELP TO QUIT SMOKING

Keep tobacco sacred while protecting your children and future generations from commercial tobacco. Get help to quit smoking by calling the American Tobacco Program quit line.

Within Michigan's American Indian population, 56% who smoke made an attempt to quit in the past year. So can you!

**CALL TODAY!
855.5AIQUIT
(855.524.7848)**

AMERICAN INDIAN Commercial Tobacco Program
www.aiquitline.com

IN PARTNERSHIP WITH
THREE FIRES
www.threefires.org

The intended call to action was to quit smoking. Identify what changed from Poster 1 to Poster 2 to better make this message understood.

Key Points for Effective Flyers

- Less is more
- Connect to your audience with relevant pictures/graphics
- Tell your audience what you want them to do
- Get a proofreader who is unfamiliar with the event



We don't want to over crowd the flyer- get to the point with words
Use pictures that either represent your audience or the event
theme

Tell your audience what you want them to do.

Health Communications Workshop Design Principles

The principles of design influence the way users view and interact with a design.

When implemented purposefully, they can be used to create an emotional impact on the audience, as well as enhance the overall user experience.

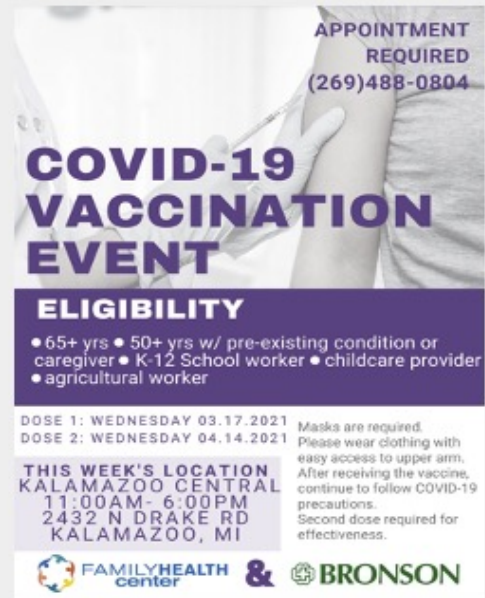
Start with your audience needs: What is the purpose of the communication tool?

How can you connect and engage with your audience?

- ✓ What is the end goal?
- ✓ Hierarchy Structure: guides a person through the content, provides clues as to interpret the content
- ✓ Headline (emphasize) - what is the main point of communication?
- ✓ Explanation - details of the program
- ✓ Supporting information - data, when/where/who
- ✓ Call to action - link to website, list phone number
- ✓ Organization logo and/or name
- ✓ Be consistent Create a clean and simple layout
- ✓ Negative space (breathing space without design elements)
- ✓ Use adequate margins Use no more than 2 fonts that are complimentary
- ✓ Make sure your text is legible Choose appropriate colors and a limited palette that comply with ADA Standards

Key Points for Effective Flyers

- Organize your layout
 - Bottom Line Up Front (BLUF)
 - What is your call to action
 - What will your audience see first?
What are their eyes drawn to?
- Focus on the main points
 - WHAT, WHO, WHEN, WHERE,
HOW
- Stick to 2 font styles and 3 font sizes
- Get a proofreader who is unfamiliar with the event



What is the BLUF – Bottom Line Up Front (What do you want them to do)– Your Call to action

Who, what, when, where, how- most important
Can you read the text easily

The font sizing is supporting the BLUF- details are important but the audience will look for them if they want to sign up

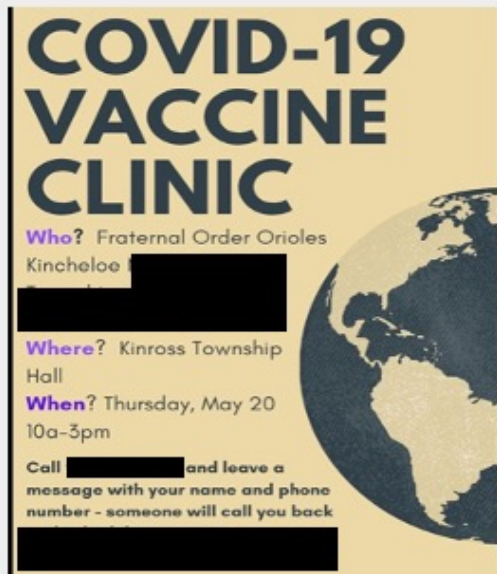
Proofreading is soooo important- your eyes become lazy

The amplifying details shouldn't bury the message.

DON'T BE IN A HURRY TO PUSH YOUR POSTER OUT THE DOOR

Burying The Message

1



2



1. Poster not understood. EVENT WAS ACTUALLY CANCELLED due to lack of responses.

No Call to Action

Who? Instead of Who was eligible, they listed the organizations hosting the event

Where? No address

When? Spelling errors

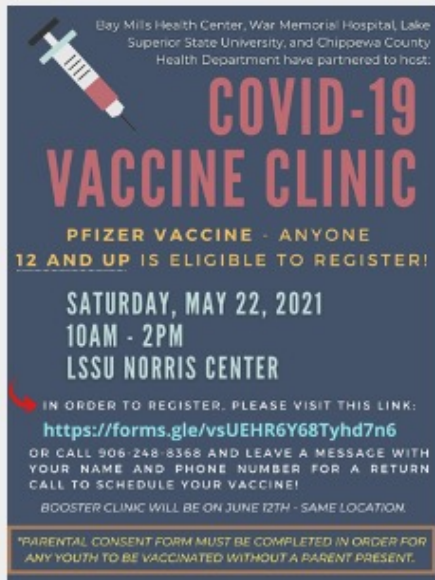
Call – Leave a message, someone (Who, we don't know) will call you back.

Graphics? Not appropriate for a local event.

NO PROOF READER

2. Very hard to read!! Buried the Message

Effective Messaging for Your Audience



← **WHAT** is happening

← **WHO** is eligible

← **WHERE** location of event

← **CALL TO ACTION** register using link

← **CLARIFYING NOTES**

They highlighted the event (the what) right upfront (Who, what when, where....)

Easy to find when and where

Areas for Improvement

Bigger margins more negative space, and fewer colors would make it ADA compliant

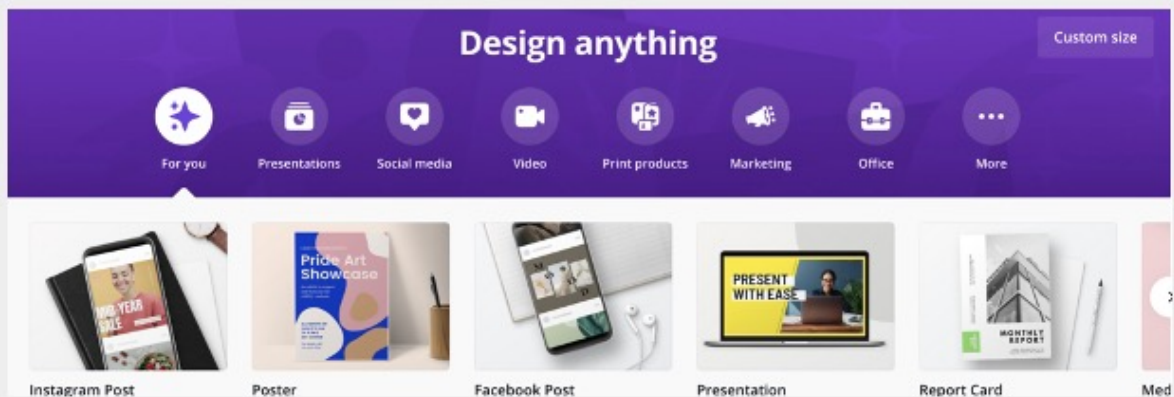
Shorten URLs and make them easy to remember using <https://bitly.com/> or <https://tinyurl.com/app>

Add a QR Code. <https://www.qr-code-generator.com/>

Canva

Collaborate & Create Amazing Graphic Design for Free

- Free templates to design flyers, posters, social media posts



You don't need to be a graphic designer to make effective and clear posters/flyers

There are tools that choose a font and color theme for you and most are ADA compliant

www.canva.com

Thank you for participating today

Chi Miigwetch

Please let us know if you would like
additional talks on this subject.

