



HEALTH COMMUNICATIONS AND SOCIAL MARKETING

START



**COURSEWARE
NAVIGATION**

Hi there! You came at the right time.
I just completed 40 minutes of intense
exercise. I was tracking my progress
under the **National Steps Challenge!**

Anthony



You may have heard about this campaign from the Health Promotion Board to promote physical activity.

Anthony





Eat, Drink, Shop Healthy
Challenge



I Quit 28-Day Countdown



Lose to Win

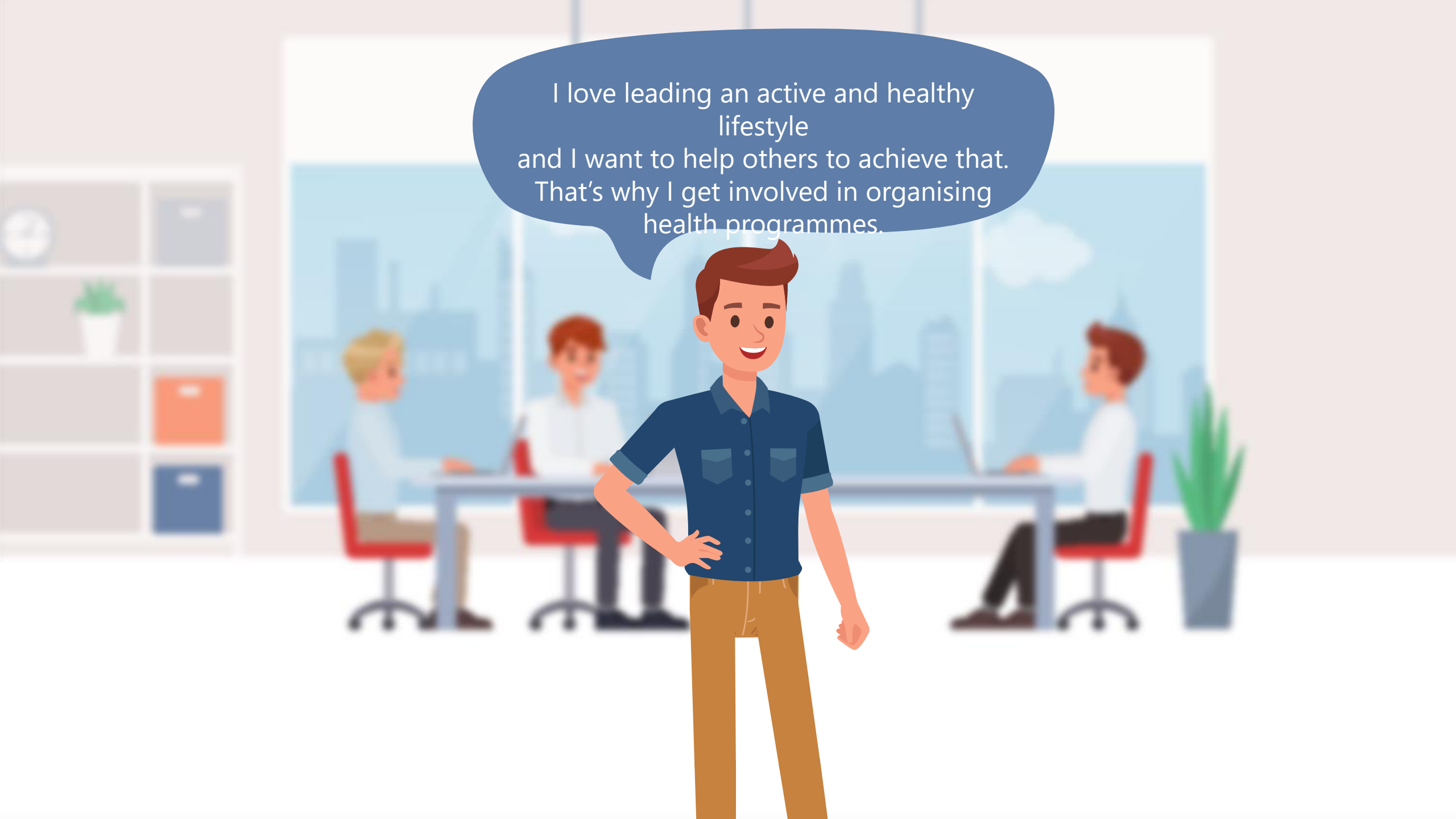


See, Hear & Eat Better



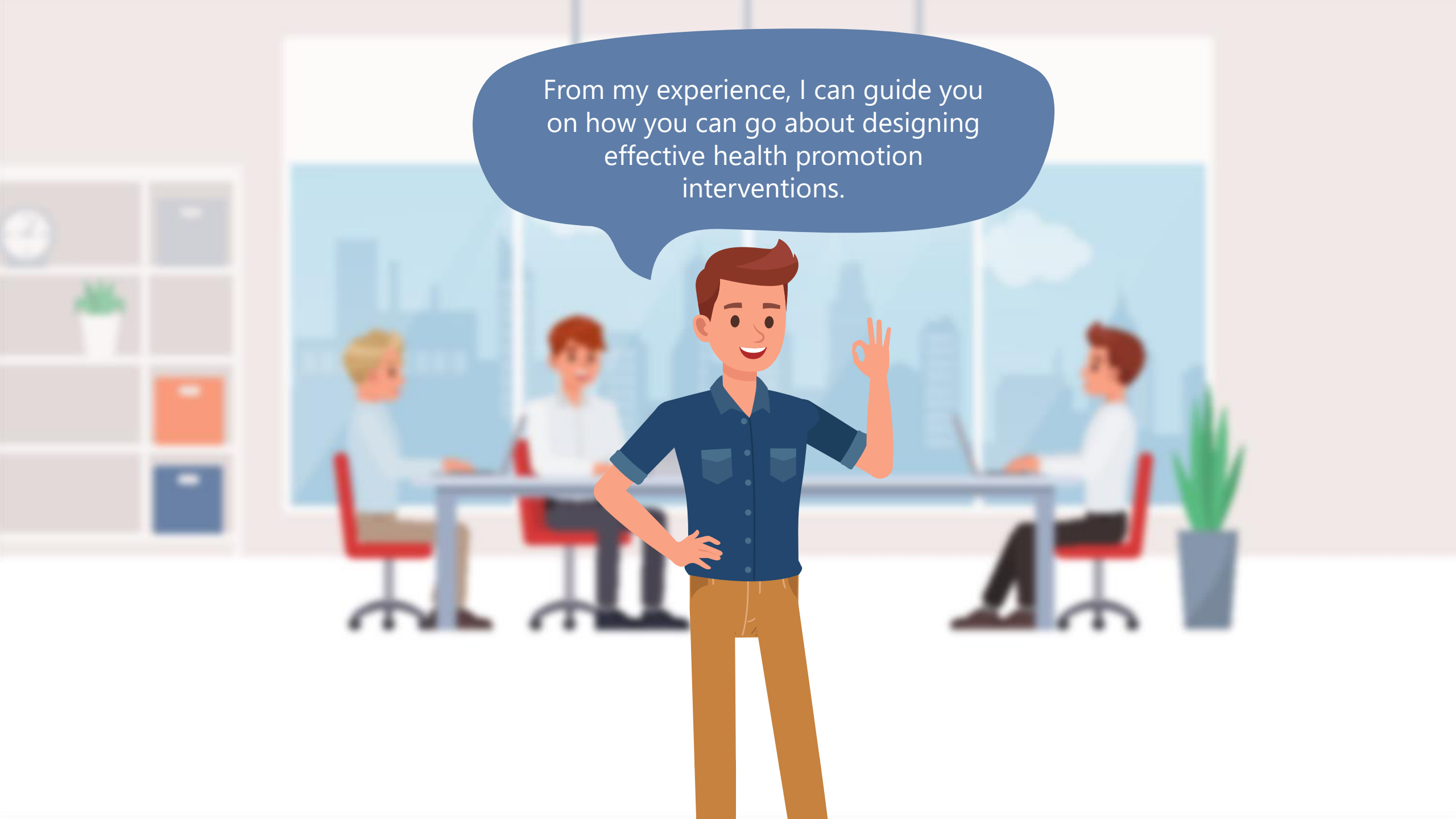
FIGHT The Spread Of Infectious
Diseases

I love leading an active and healthy lifestyle
and I want to help others to achieve that.
That's why I get involved in organising
health programmes.





From my experience, I can guide you
on how you can go about designing
effective health promotion
interventions.



Learning Objectives

By the end of the lesson, you will be able to:

- 1 Describe the use of marketing concepts, such as social marketing, marketing mix, and health communication, in the area of health promotion
- 2 Identify and describe key considerations when designing a marketing campaign for health promotion interventions
- 3 Evaluate existing marketing campaigns for health promotion interventions
- 4 Propose alternative strategies to an existing health promotion campaign based on selected principles of best practices





Health Communications

- 1 Definition and objectives
- 2 Health communication strategies
- 3 Health communication methods

Definition

Health communications are the study and practice
of communicating promotional health

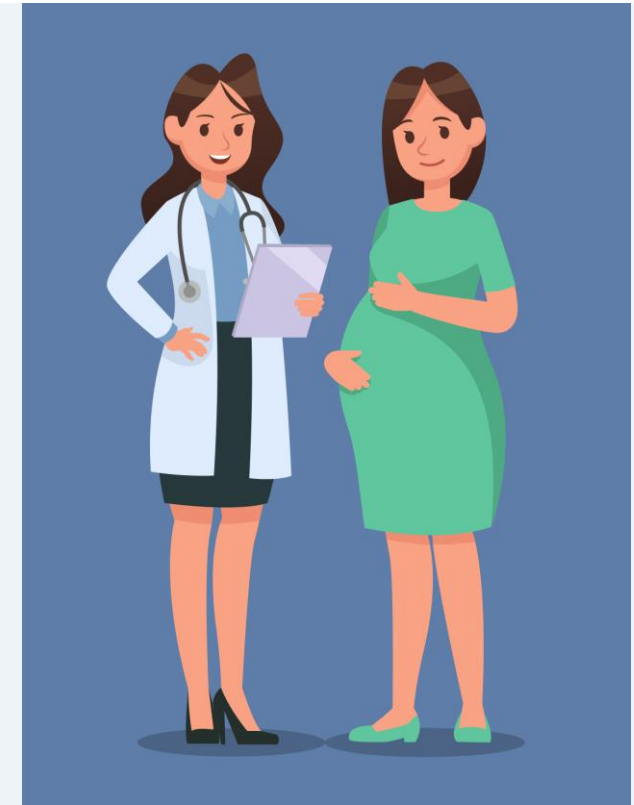
Examples:



Public health campaigns



Health education



Doctor and patient



The purpose of health
communications
is to influence personal health choices
by
improving health literacy

Objectives



Key Objective #1

Effectively communicate about important health issues. Helping people lead healthier lives in healthier communities.



Key Objective #2

Inform and influence individuals and communities to **enhance wellness** and **reduce illness and injury** by using appropriate media, community resources, and health promotion techniques.





Health Communications



Definition and objectives

2

Health communication strategies

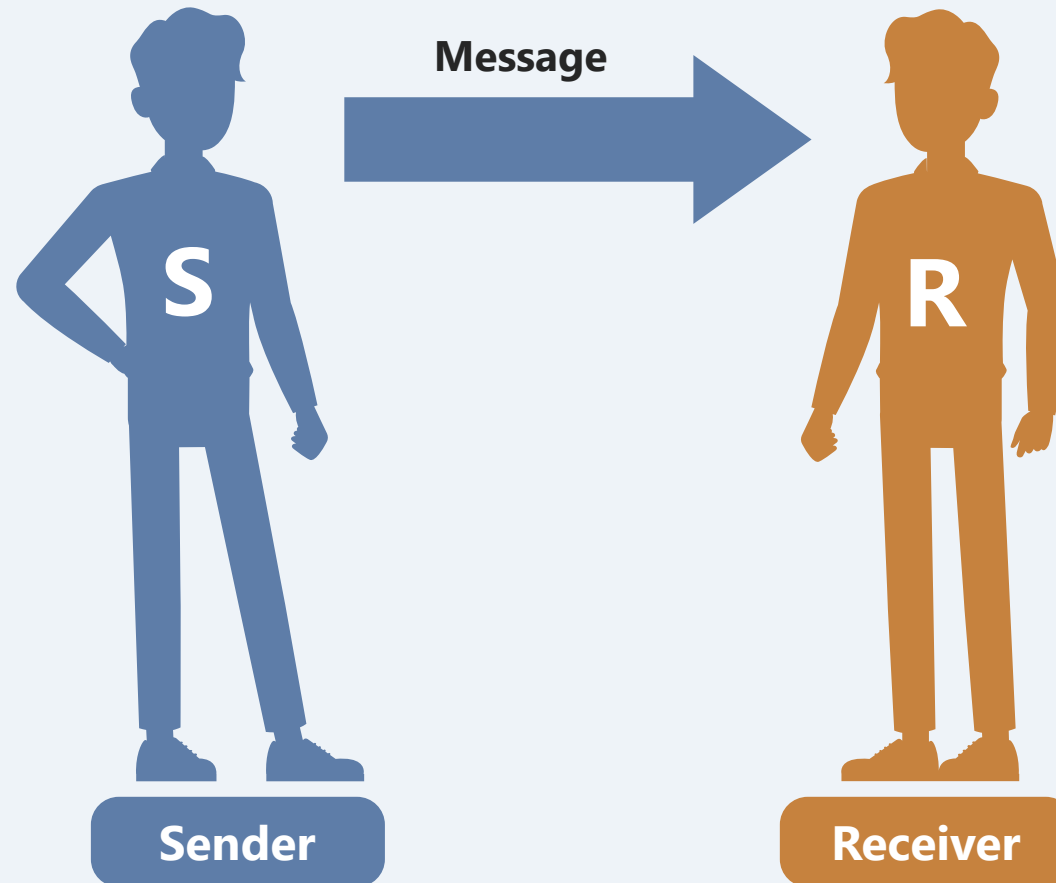
A. Design Considerations

B. Attributes of Effective Health Communications

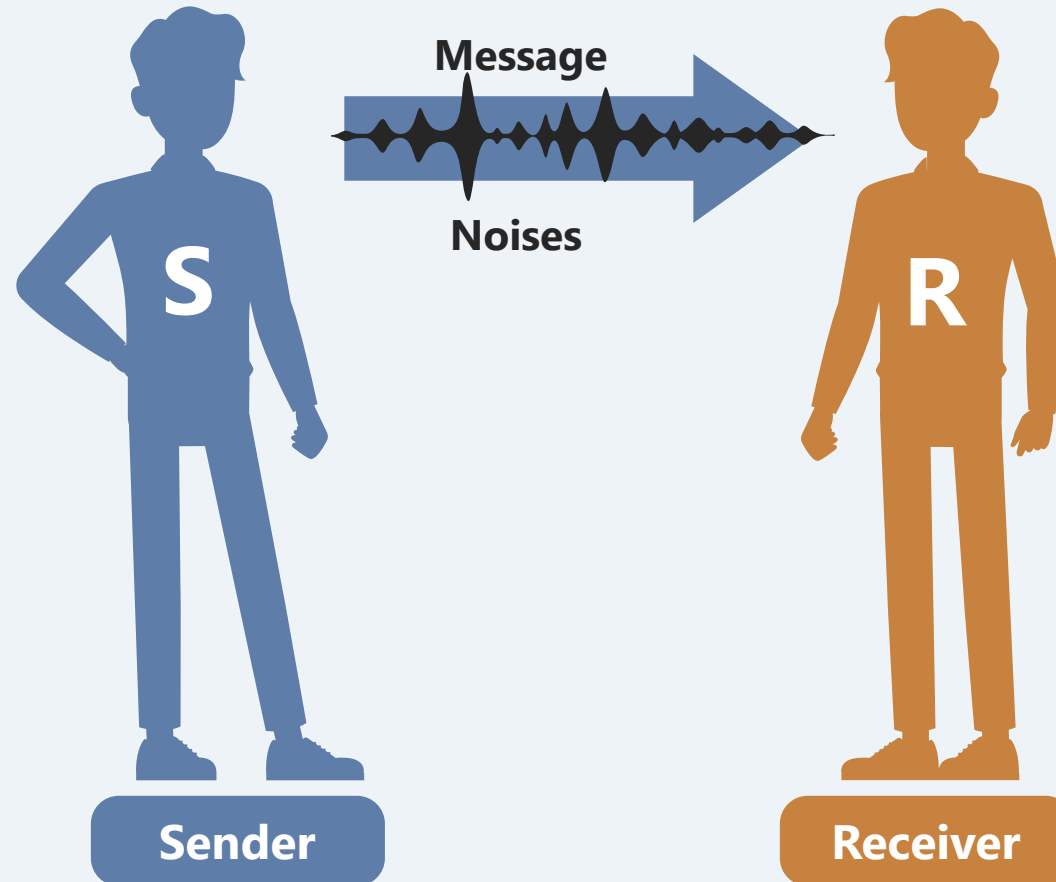
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Health communication methods

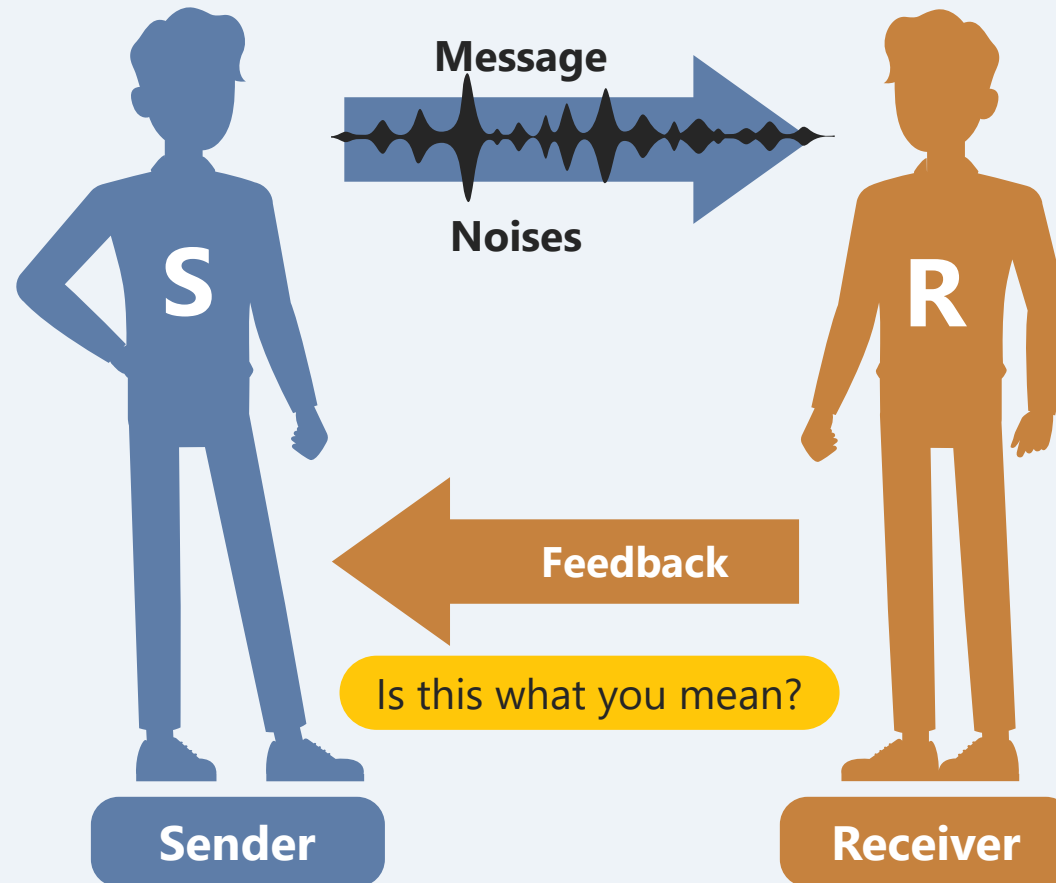
The Communication Loop



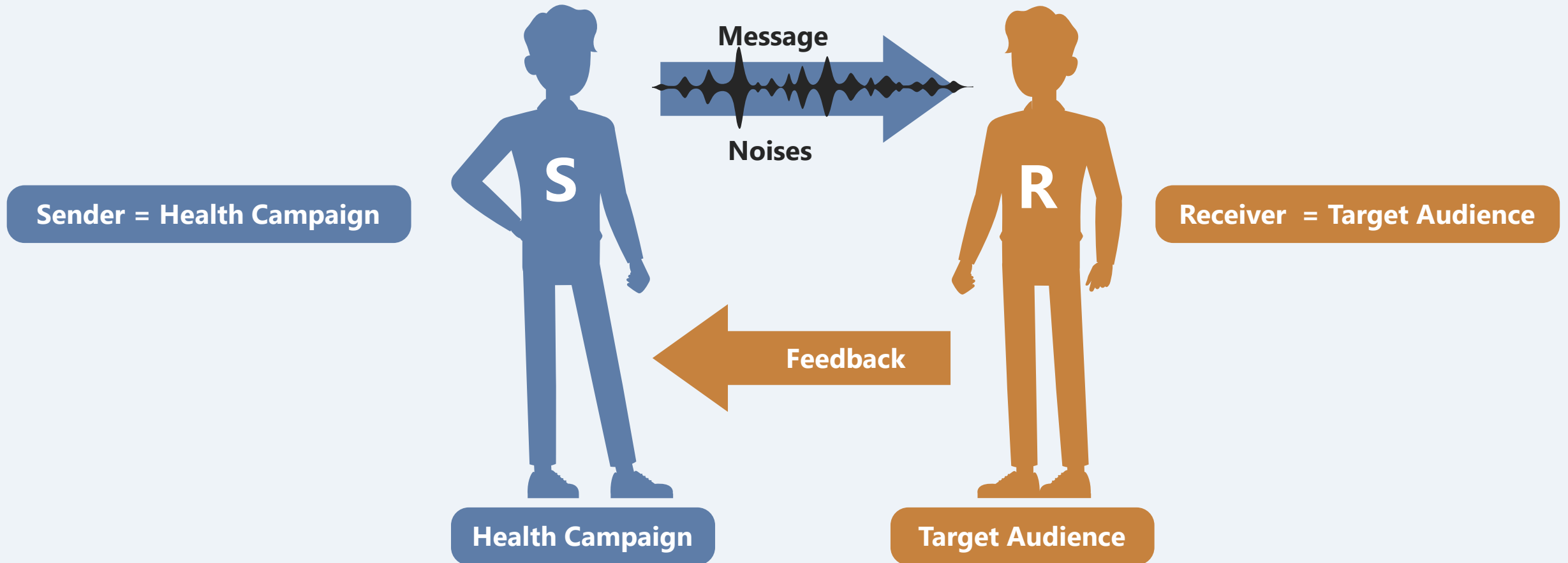
The Communication Loop



The Communication Loop



The Communication Loop



Design Considerations

Barriers to Effective Communications

1 Physical barriers



2 Language



3 Emotional noise



4 Physiological barriers



5 Problems with structure design



6 Cultural noise



7 Lack of common experience



8 Ambiguity and overuse of abstractions



9 Information overload



10 Jumping to conclusions



Click on a button for more details

Design Considerations

Barriers to Effective Communications

1 Physical barriers

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4 Physiological barriers

5 Problems with structure design

Physical barriers

- ◆ Tangible items that impede communication **Example:** *Poor communication devices*
- ◆ Physical environment
Examples: *Background noises, poor lighting, high/low temperature*



6 Cultural noise

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Barriers to Effective Communications

1 Physical barriers



2 Language

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5 Problems with structure design



Language

People of different demographic groups and geographical regions within a country can speak the same language but have different understanding of the same message.

Examples:

Slang, professional jargon, regional colloquialisms



6 Cultural noise



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Barriers to Effective Communications

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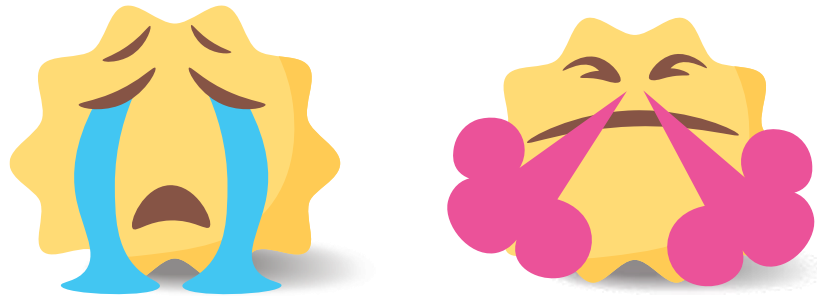


Emotional noise

Strong emotions that can interfere the receiver's ability to interpret a message objectively.

Examples:

Anger, sadness, the readiness, willingness, or eagerness of the receiver



6 Cultural noise



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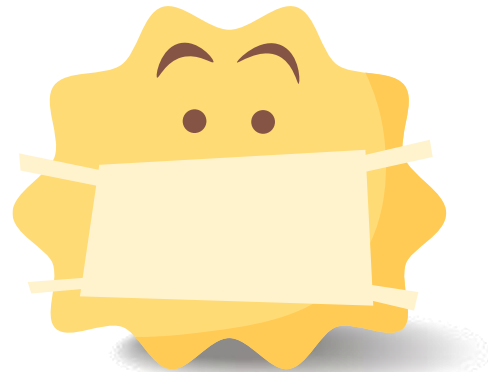


Physiological barriers

Affects a receiver's ability to receive the information.

Examples:

Ill health, poor eyesight, hearing difficulties, and pain



6 Cultural noise



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Design Considerations

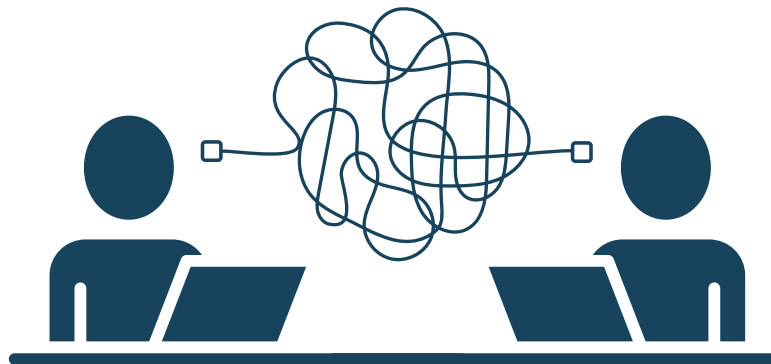
Barriers to Effective Communications

Problems with structure design

Unclear structures within organisations making communications difficult.

Examples:

Bad information systems, lack of supervision, and employee training



1 Physical barriers



2 Language



3 Emotional noise



4 Physiological barriers



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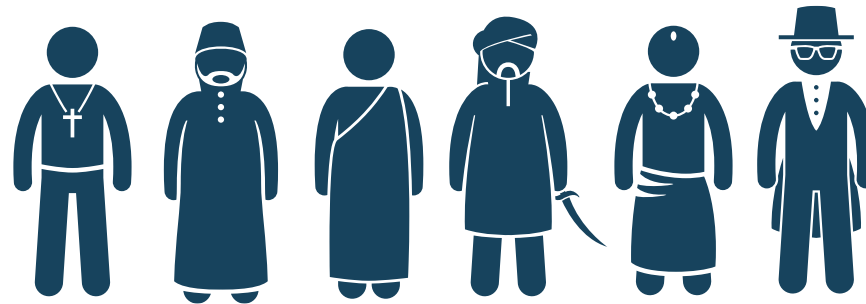


Cultural noise

Making assumptions about others based on cultural backgrounds and associated stereotypes.

Examples:

Customs, beliefs, religious attitudes



6 Cultural noise

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4 Physiological barriers



5 Problems with structure design



Lack of common experience

It is effective to use stories and examples to help get a message across to the receiver. However, if the receiver does not have the same knowledge and experience, the stories/examples will not be effective.

Once upon a time...



6 Cultural noise



7 Lack of common experience

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Design Considerations

Barriers to Effective Communications

1 Physical barriers



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5 Problems with structure design



Ambiguity and overuse of abstractions

Too many generalisations, proverbs, sayings, etc. can lead to lack of clarity and lead to misinterpretation by the receiver.

Generally speaking...



6 Cultural noise



7 Lack of common experience



8 Ambiguity and overuse of abstractions

9 Information overload



10 Jumping to conclusions



Design Considerations

Barriers to Effective Communications

1 Physical barriers



2 Language



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4 Physiological barriers



5 Problems with structure design



Information overload

Too many details can overwhelm and distract the receiver from the important topics.



6 Cultural noise



7 Lack of common experience



8 Ambiguity and overuse of abstractions



9 Information overload

10 Jumping to conclusions



Design Considerations

Barriers to Effective Communications

Jumping to conclusions

Making assumptions without having all the facts can be problematic.

Wait. What??
But I assumed that...



1 Physical barriers



2 Language



3 Emotional noise



4 Physiological barriers



5 Problems with structure design



6 Cultural noise



7 Lack of common experience



8 Ambiguity and overuse of abstractions

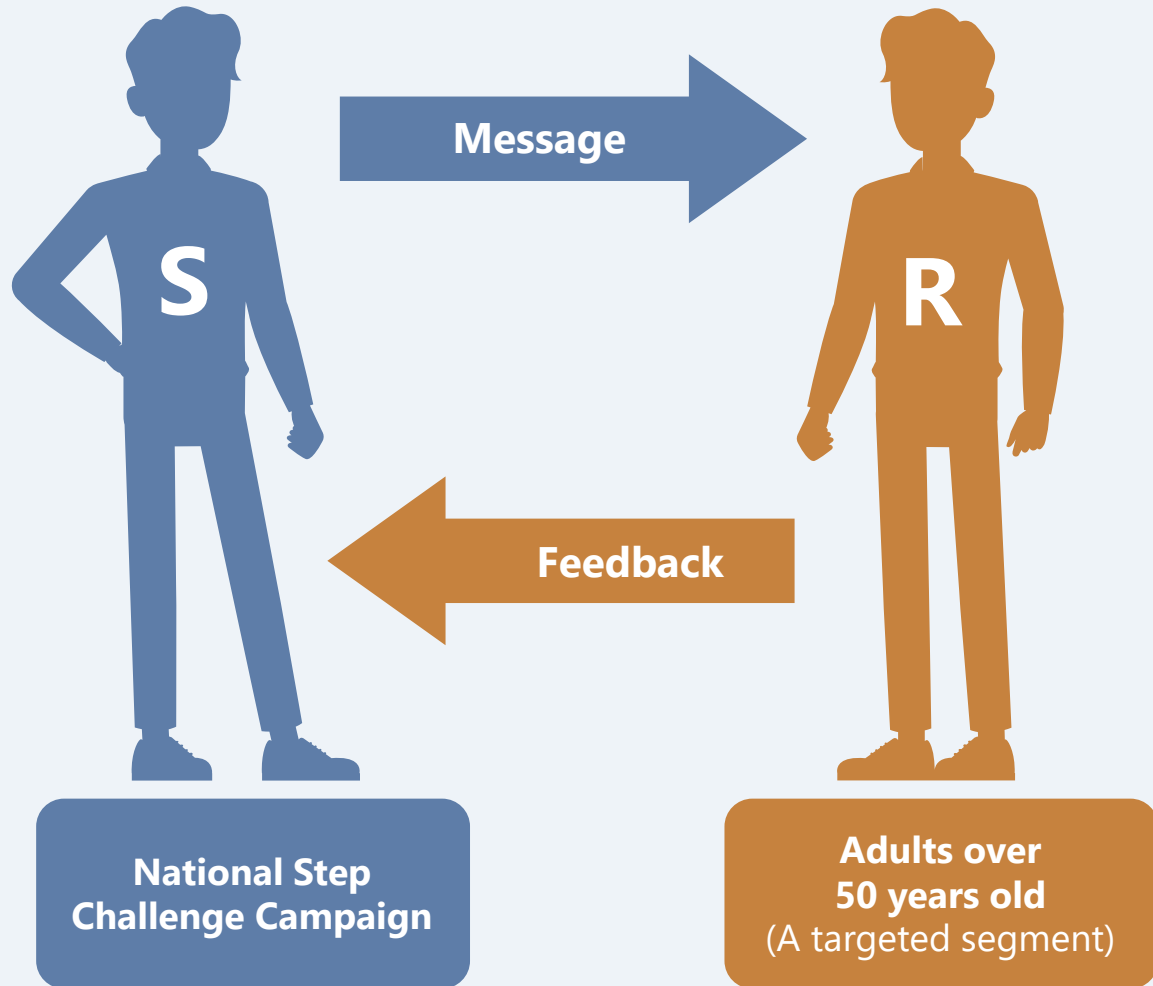


9 Information overload

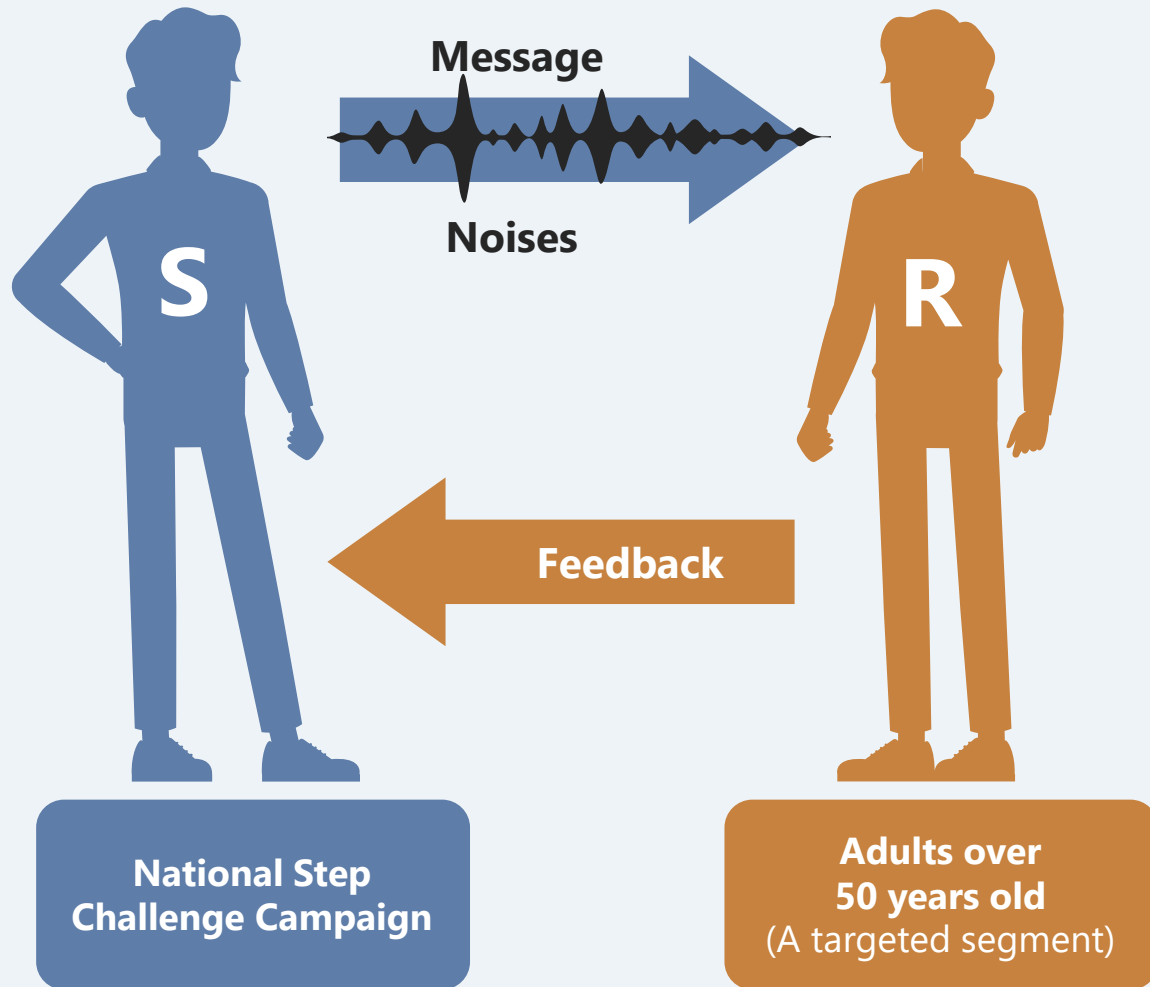


10 Jumping to conclusions

Example: National Step Challenge Campaign



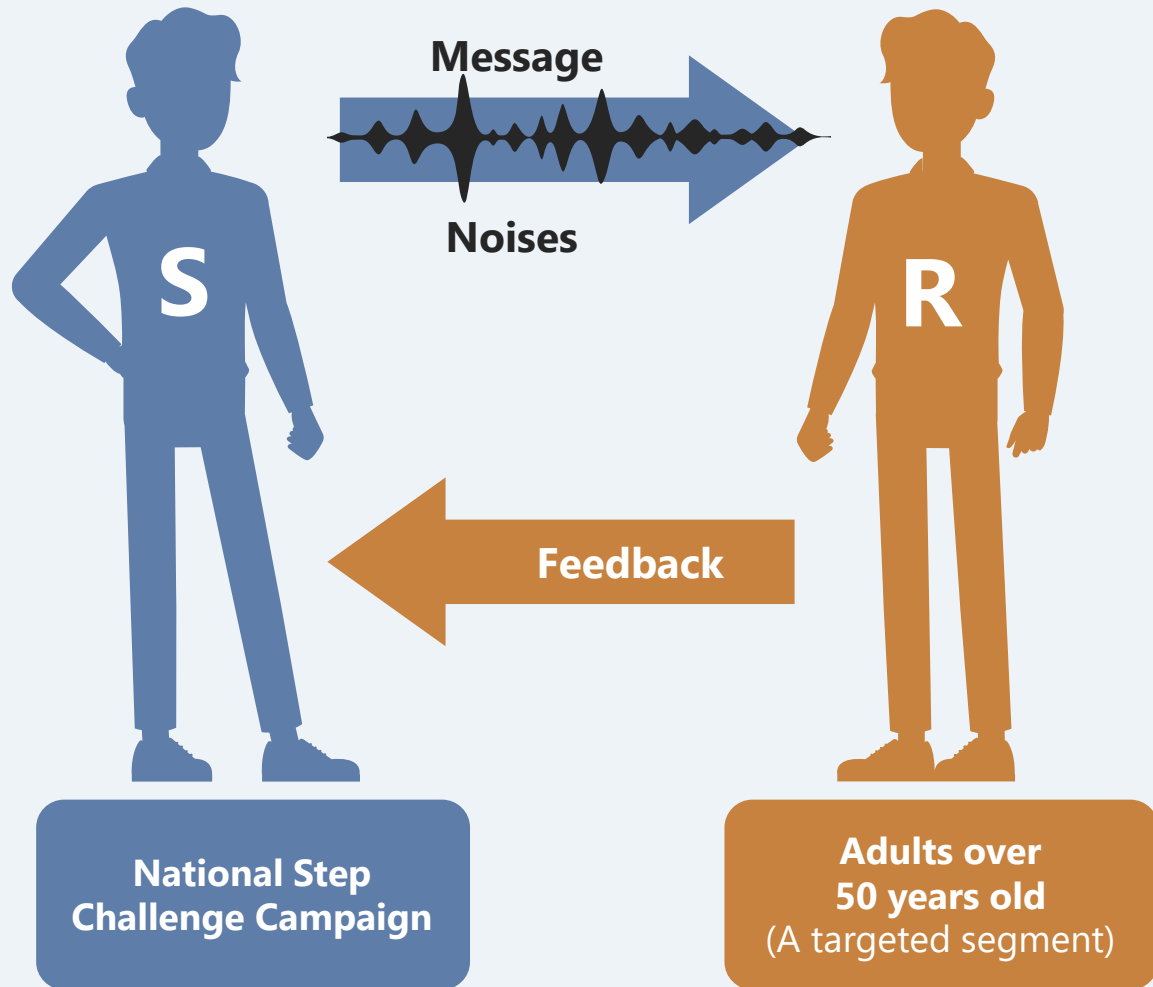
Example: National Step Challenge Campaign



Noises

- ◆ Language – seniors misunderstood information in campaign collateral
- ◆ Misinformation such as hearsay that the campaign is meant for young people and they are too old and not suitable for the campaign, or that they need to purchase the step tracker
- ◆ Seniors frightened by use of technology and self exclude themselves from the campaign

Example: National Step Challenge Campaign



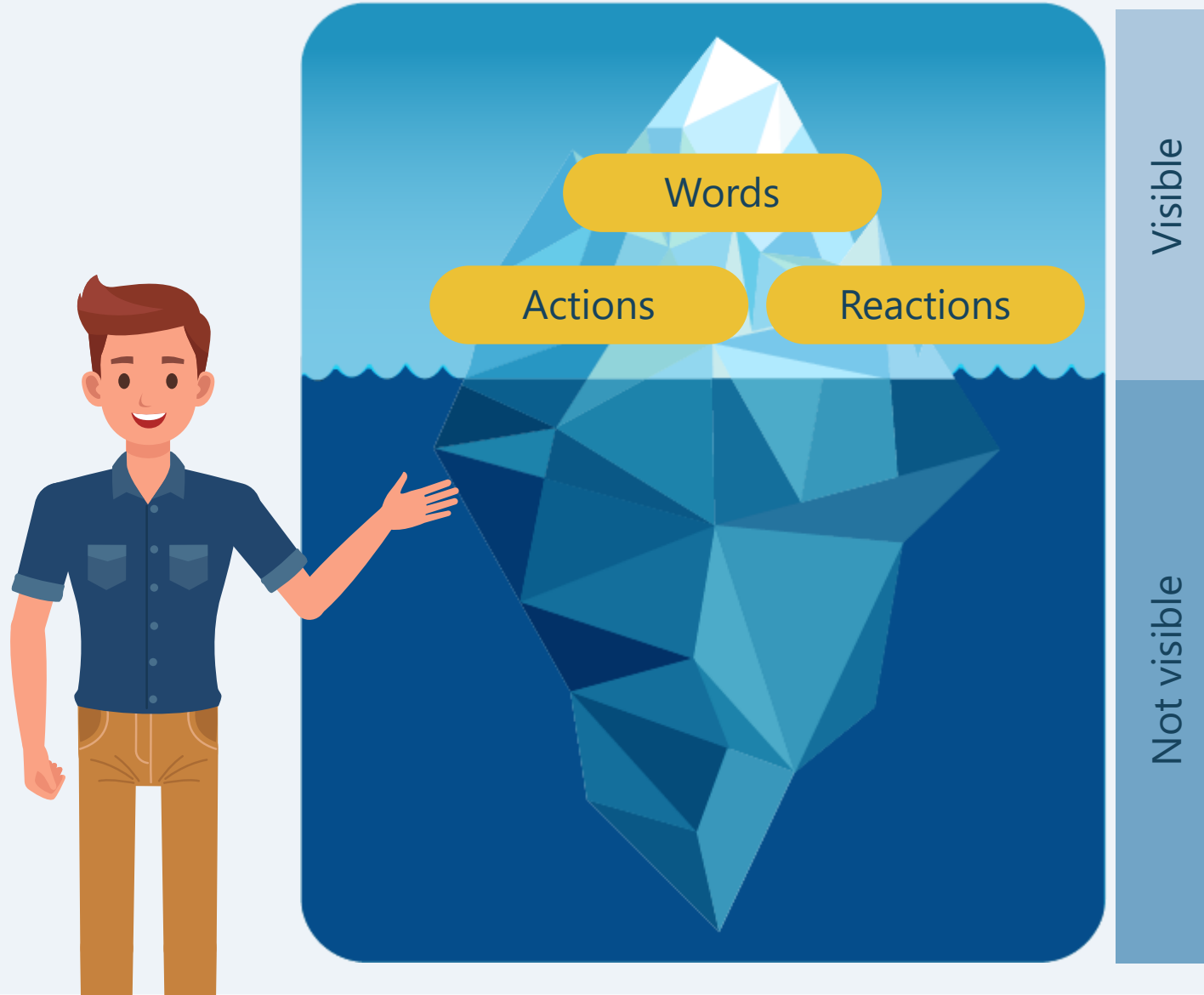
Noises

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Feedback

Can occur when seniors ask questions at registration booths and hotline

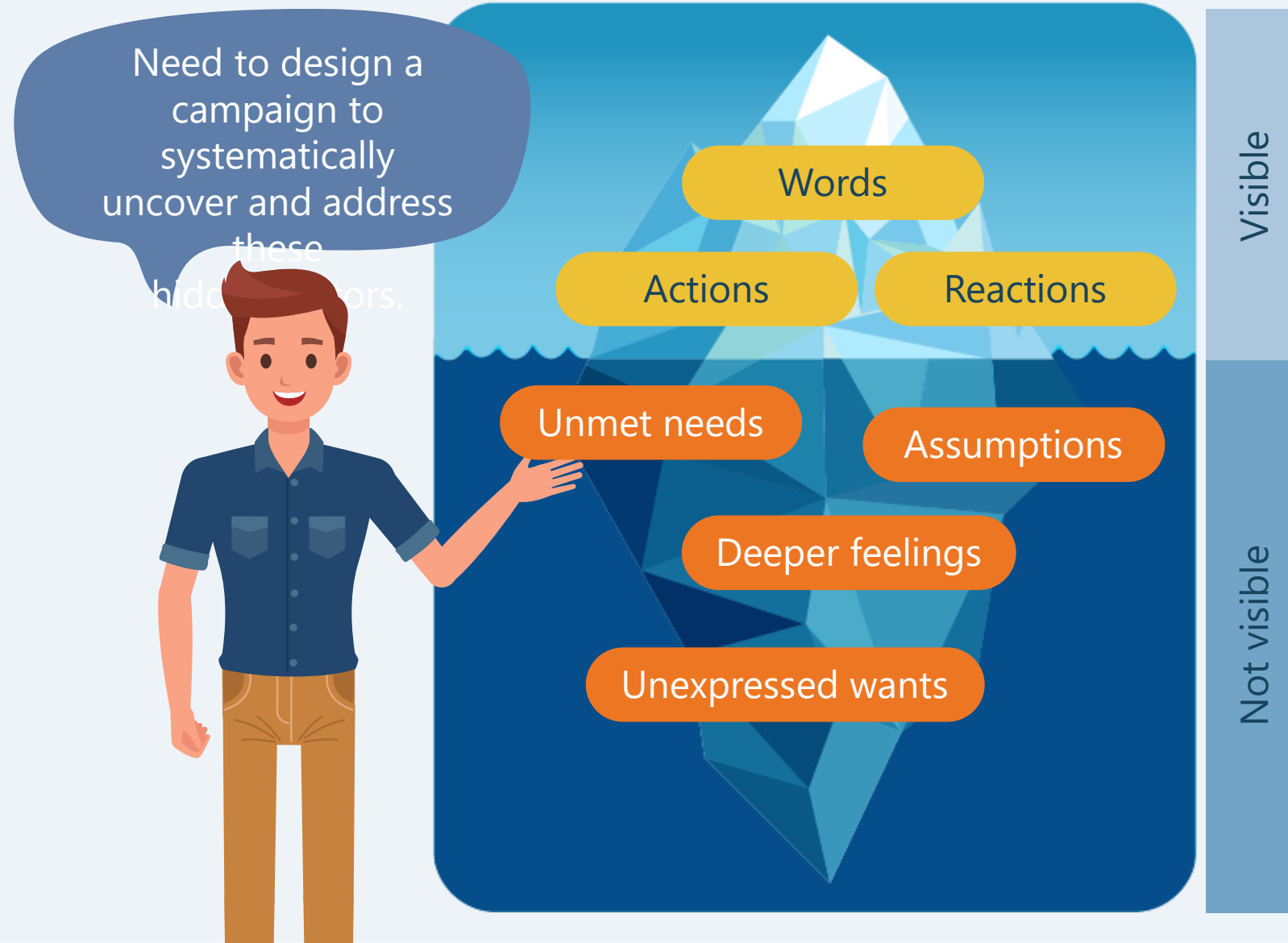
The Communication Iceberg



The Communication Iceberg



The Communication Iceberg



Example: National Step Challenge Campaign

Unmet needs

The senior would love to be active but does not know how. For example, where to walk more, what is MVPA, what is a good speed, what footwear is suitable?

Deeper feelings

He/she often feels lonely and depressed and does not want to do anything outside his/her home



Assumptions

The senior has knee pains and assumes that he/she should not be walking so much

Unexpressed wants

He/she wishes for more social interaction with his/her child/children and have more friends

Attributes of Effective Health Communications

Strategies for health communications, that are appropriate and successfully applied, produce desirable outcomes for a health promotion campaign.



Attributes of Effective Health Communications



Timely, honest, and transparent

Clear and understandable
to make the science relevant to
the target audience

Effective Health Communications

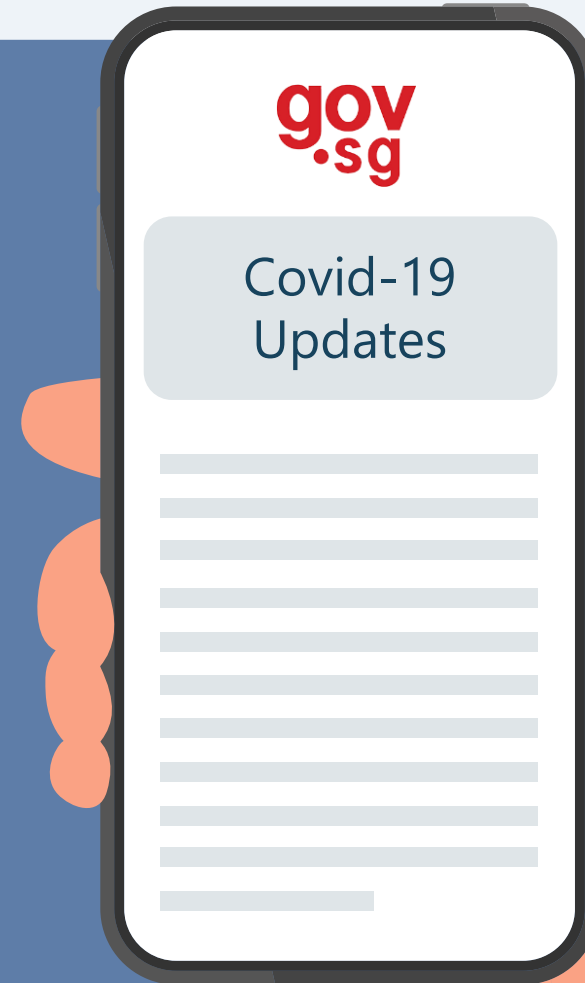
Culturally competent to ensure
that health messages can be
received, understood, and
acted upon

Sharing of resources to
promote professionalism
within the community
of practice

Example : SG Gov's WhatsApp update service on COVID-19 in Singapore

Subscribe to the service to get:

- ◆ Latest information on infection cases (e.g. new cases, background of individual cases, discharged cases, etc.)
- ◆ Health advisory information
- ◆ Travel advisory information





Health Communications



Definition and objectives



Health communication
strategies

A. Design Considerations

B. Attributes of Effective Health Communications

3

Health communication methods

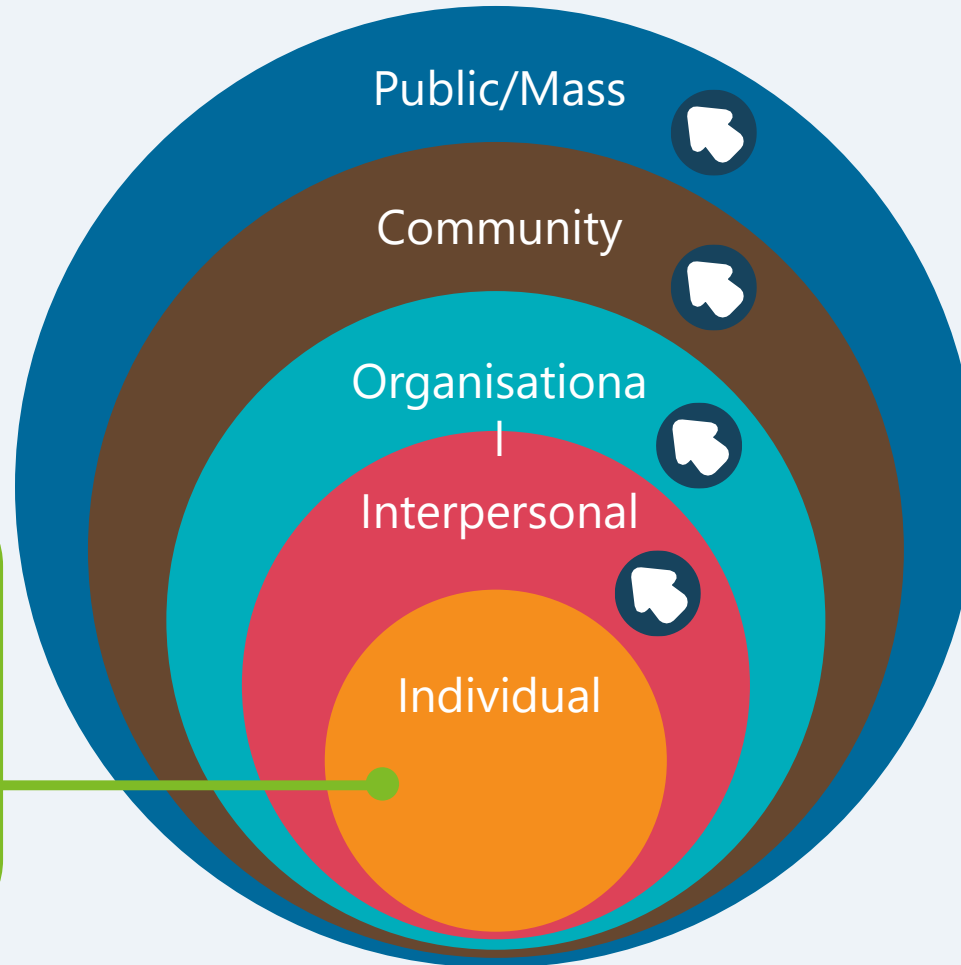
Categories of Communication

Click on a circle to see the examples



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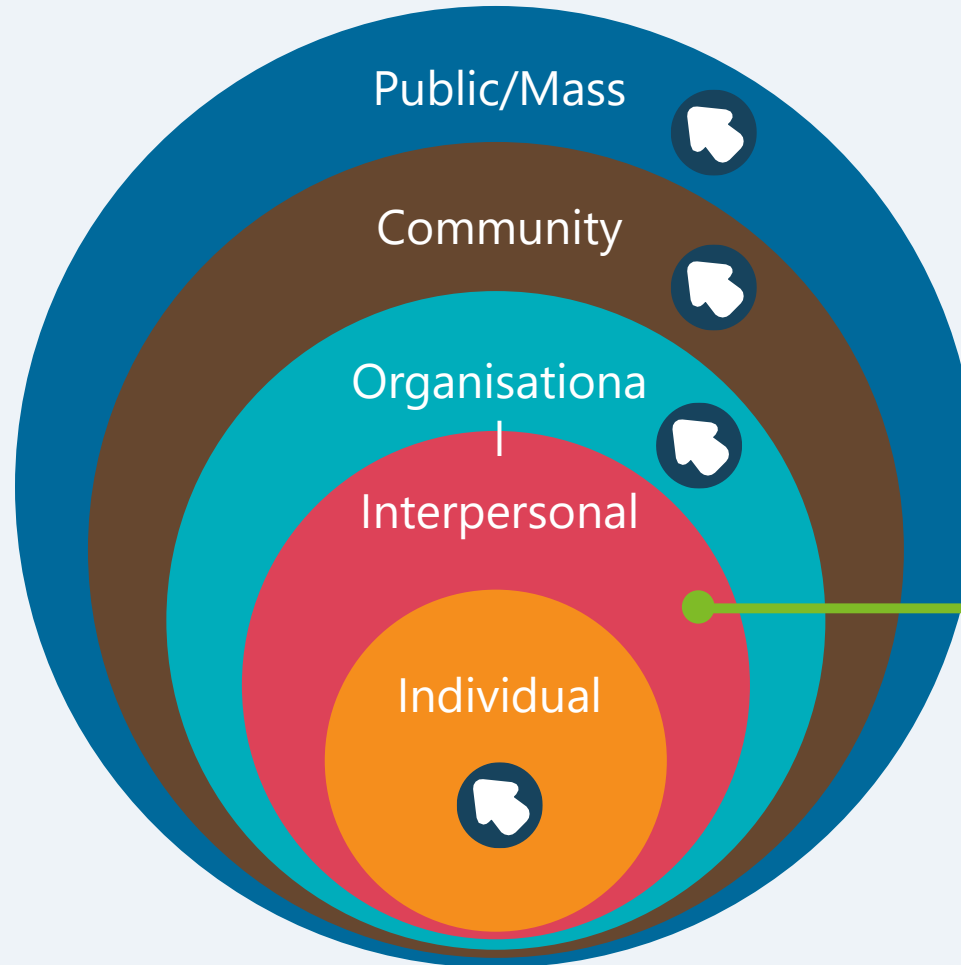


Examples:

*What we think, when
we
listen to an inner voice*

Categories of Communication

Click on a circle to see the examples



Examples:

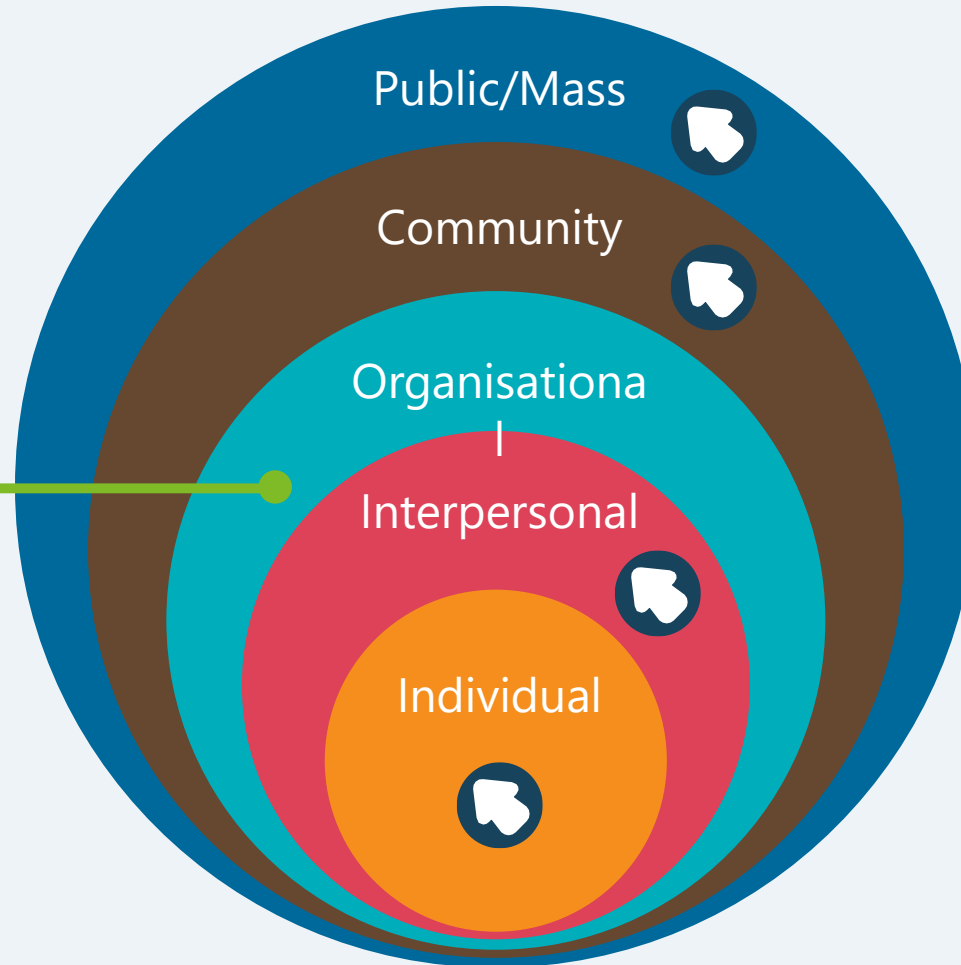
One-to-one, small groups, emails, telephone calls, and other activities that allow personal listening and response

Categories of Communication

Click on a circle to see the examples

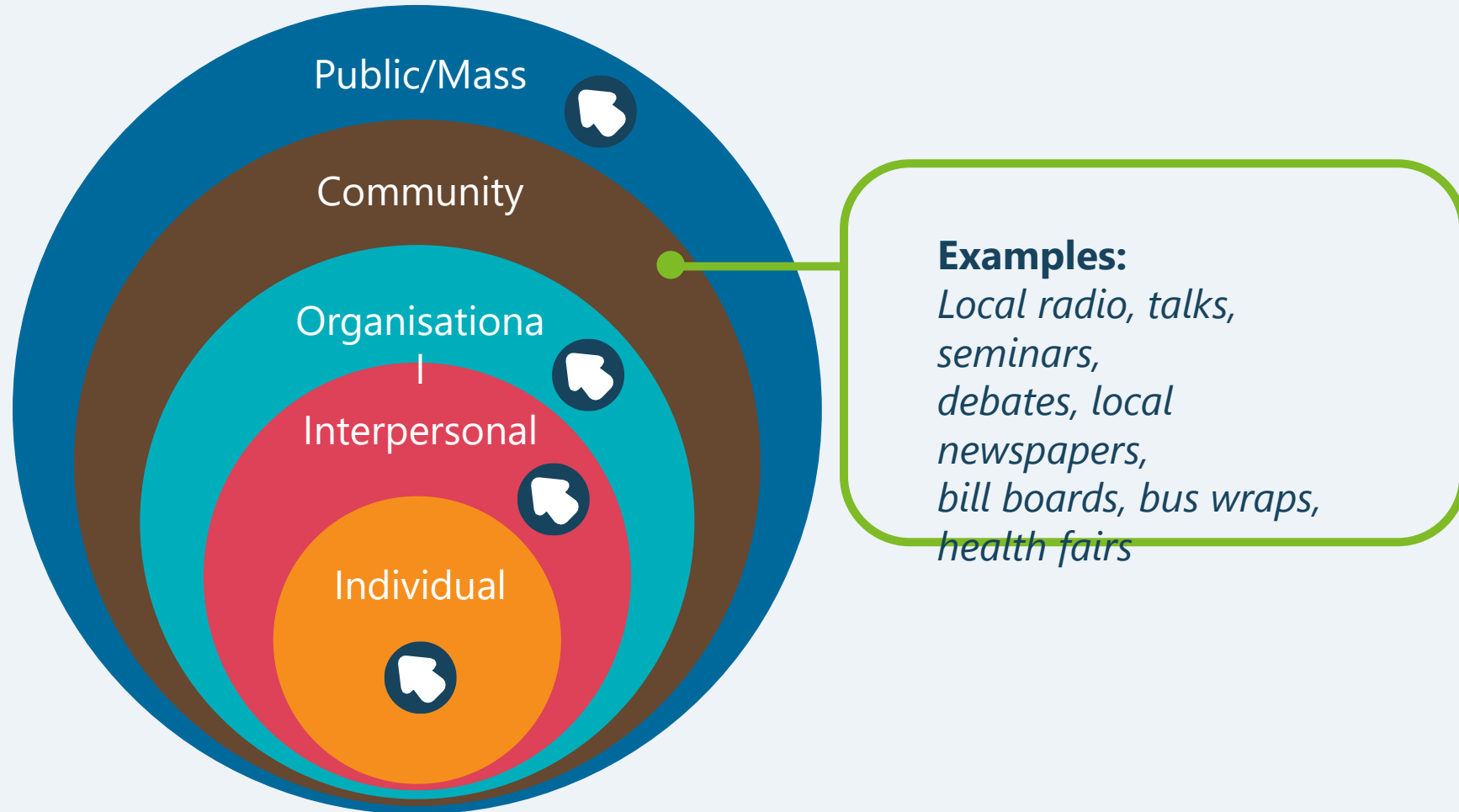
Examples:

*Lectures, seminars,
debates,
meetings, memos,
intranets,
newsletters, workshops,
displays*



Categories of Communication

Click on a circle to see the examples

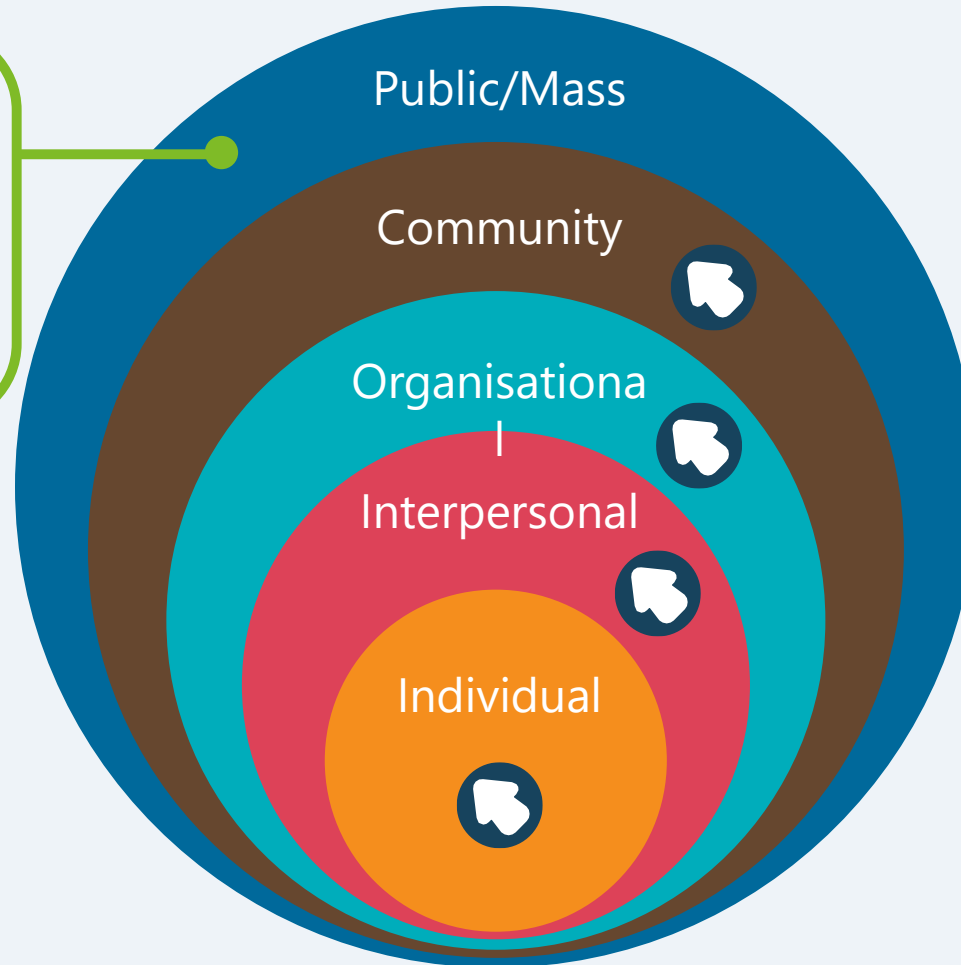


Categories of Communication

Click on a circle to see the examples

Examples:

*National newspapers,
television, national
radio,
internet, social media*



Health Communication Methods



Informative/Educative

Persuasive

Education Entertainment

Health Advocacy

Social Marketing

Informative / Educative Approach



The informative approach is about providing knowledge or information in an easily understandable manner for the target audience

Persuasive Approach

Appeal to audience's emotion, pulling their heartstrings



Emotive method



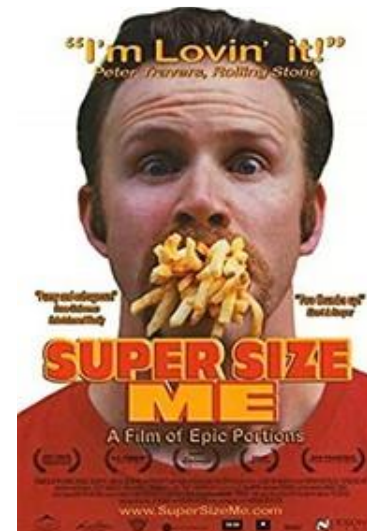
Coercive method

Highlights the negative impact and its severity, associated costs of a health issue

Education Entertainment ("Edutainment")

- ◆ An effective video marketing tool to deliver complex health messages, and to eliminate messages that can counter health messages
- ◆ Involves adding health messages and storylines into video entertainment such as film documentaries and TV programmes

Examples:



Education Entertainment ("Edutainment")

- ◆ Edutainment includes seeking the entertainment industry for support on a particular health issue

Examples:

Provide airtime, production support, celebrity fundraising events.



Health Advocacy



Driving efforts to promote positive changes that will benefit the health of a community or population

Organising services and activities that help individuals and families gain access to healthcare in their communities

Health Communication Methods



Informative/Educative



Persuasive



Education Entertainment



Health Advocacy

Social Marketing

What is Social Marketing?



A systemic application of marketing techniques to achieve specific behavioural goals for a social good

Aims to influence social behaviours that will benefit the target audience and the general society

What is Social Marketing?

Social marketing is not the same as social media marketing even though the latter is one of the promotional tools being used in social marketing

Social Media  Marketing

A system
of marketing
to achieve
goals

social
benefit
and
society



Examples of Social Marketing



FASTEN

your seat belt

EAT

more fruit

PULL OVER

to use your mobile phone

**DO
NOT**

litter

GET

a mammogram

TALK

to your doctor

Social Marketing?

These words describe problems to be addressed by changing behaviours.



Examples of Social Marketing

FASTEN

your seat belt

EAT

more fruit

PULL OVER

to use your mobile phone

**DO
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litter

GET

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TALK

to your doctor

Examples of Social Marketing

Describe your target audiences' behaviour



Conduct research to describe what they are currently doing or thinking



Set realistic goals



Research information gathered can help shape realistic goals for behavioural change



Social Marketing is about...

- ◆ Identify the specific audience segment(s)
- ◆ Describe the benefits you will offer
- ◆ Create interventions that will influence or support the desired behaviour change



- ◆ The purpose is to understand your target audience completely through needs analysis
- ◆ Determine who are the **Primary** and **Secondary audiences**

Primary audience

People for whom the campaign is being prepared



Secondary audience

People who might be interested in the campaign though it is not targeted at them



Quiz

Click the **Quiz** button to edit this object

Example 1: Handwashing in Preschools

Learning handwashing through songs

Can you identify the primary and secondary audiences?

Select your answers and then hit the submit button

Primary:

- Select -

Secondary:

- Select -





Divide the target audience into smaller homogenous groups



Target audience can be segmented into groups with similar:

- ◆ Demographics
- ◆ Psychographics
- ◆ Geography
- ◆ Behaviours
- ◆ Social networks

Divide the target audience into smaller homogenous groups



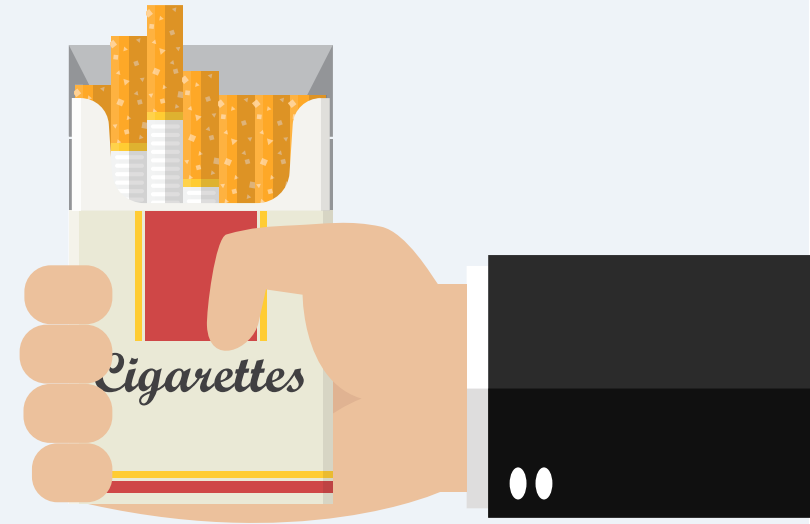
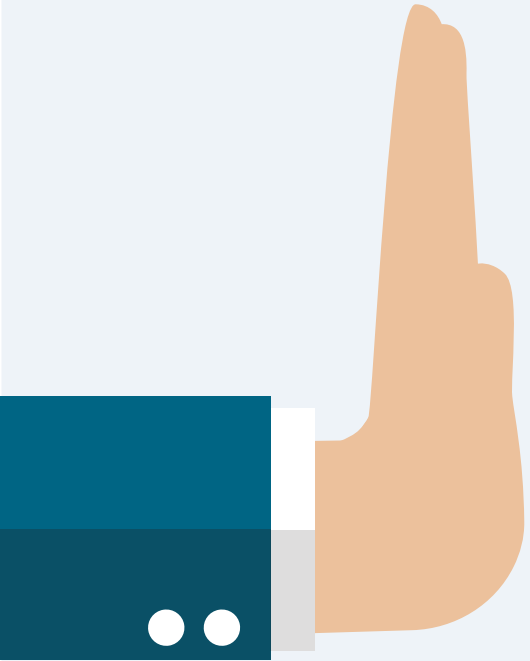
- ◆ Help to identify and understand what the barriers, benefits, competitors, and influencers are
- ◆ Useful information to help formulate marketing strategies

Example 1: Overweight and exercise

Target audience	Overweight people
Group 1	Does not like to exercise
Group 2	Likes to exercise but have no time
Marketing strategy	Address the barriers for these groups; lack of motivation and time constraint



Example 2: Quit Smoking

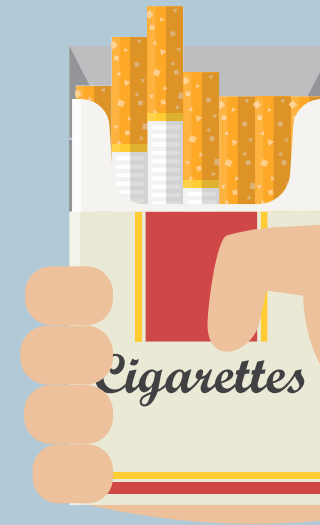


Example 2: Quit Smoking

More effective to target individual segments within the smoking population.

Example:

Anti-smoking campaign may involve having posters targeting specific segments of smokers.



Example 2: Quit Smoking



Target segment: Individuals with children



Target segment: Young females



Quiz

Click the **Quiz** button to edit this object

Can you correctly match the objectives with their definitions?

Drag and drop to the correct places and then hit the submit button

1 Behaviour objective

What the audience needs to believe in to change behaviour

2 Belief objective

Something you want the target to do

3 Knowledge objective

Makes clear the information/facts the target audience needs to be aware through the campaign





Understanding what factors influence the behaviour of the target audience is critical for designing appropriate interventions that are key in achieving the market objectives



Behavioural change theories for health promotion:

- ◆ Social ecological model
- ◆ Stages of change model
- ◆ Health-belief model
- ◆ Social cognitive theory

Example: Promote weight loss – nutrition and physical activity

Individual

Influencing factors:

Knowledge about healthy behaviours, self efficacy, skills and biological factors



Interpersonal

Influencing factors:

Eating practices, culture, peer pressure, patterns of food preparation, support for physical activity



A positioning statement can articulate what the target audience is supposed to **feel and think about the targeted behaviour**



Benefits of the targeted behaviour can be highlighted

A good attention-grabbing positioning statement will leave a deep impact







For social marketing, the marketing mix is expanded to include 4 additional Ps:

Click on the buttons to see their definitions



Publics



- ◆ Publics refers to both the external and internal groups involved in the programme
- ◆ External publics include the target audience, secondary audiences, policymakers, and gatekeepers
- ◆ Internal publics are those who are involved in some way with either the approval or implementation of the programme

Partnership



Social and health issues are often so complex that one agency can't make a dent by itself.

They need to team up with other organisations in the community to be effective.

Policy



Social marketing programmes can do well in motivating individual behaviour change, but that is difficult to sustain unless the environment they're in supports that change for the long run.

Often, policy change is needed, and media advocacy programmes can be an effective complement to a social marketing programme.

Purse Strings (Budget)



Most organisations that develop social marketing programmes operate through funds provided by sources such as foundations, governmental grants, or donations.

Consequently, the product, price, place, and promotion for social marketing mix is different from a commercial marketing mix.



Social Marketing Mix: Product



Product is defined as the sum of the desired behaviour, tangibles, and services

Social Marketing Mix: Product

Example: Campaign to reduce the prevalence of heart disease

Behaviour

30 minutes of walking per day

Tangible

Make available a fitness tracker to track progress

Service

Provide buddy walking programme
Organise a health fair



Social Marketing Mix: Price



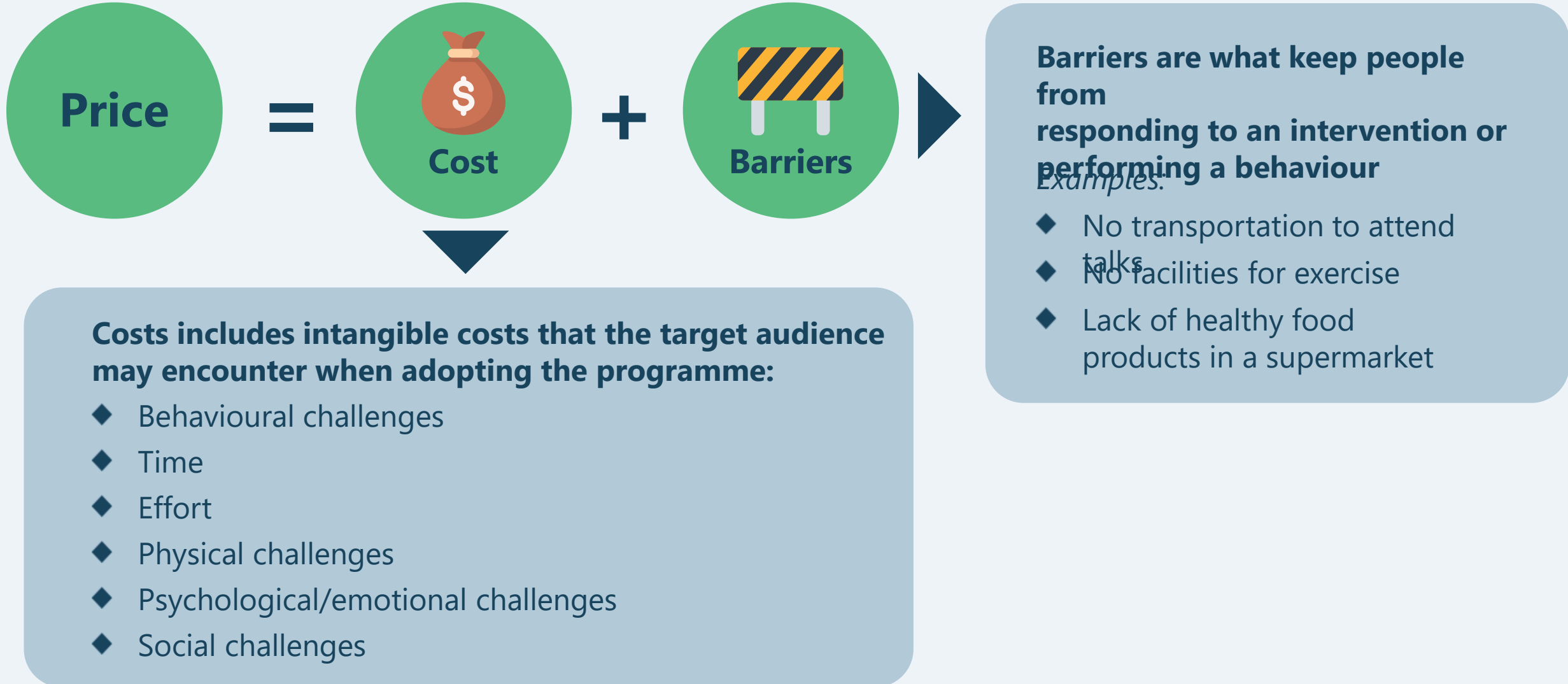
Social Marketing Mix: Price



Costs includes intangible costs that the target audience may encounter when adopting the programme:

- ◆ Behavioural challenges
- ◆ Time
- ◆ Effort
- ◆ Physical challenges
- ◆ Psychological/emotional challenges
- ◆ Social challenges

Social Marketing Mix: Price



Social Marketing Mix: Price

To make it easier for the target audience to change behaviour or adopt a new one, you need to take into account the barriers and costs.



Social Marketing Mix: Price

Example: Child immunisation programme

What mothers have to go through

Transport costs, inconvenience of bringing the baby, handling the cranky baby after the immunisation shot, etc.



Campaign message to mothers

Benefits of a healthy baby are far greater than the costs and inconveniences

Social Marketing Mix: Place



Place often refers to message delivery channels or situations where the behaviour does and can occur

Includes:

- ◆ Where the target audience performs the behaviour
- ◆ Where the behaviour can be accessed
- ◆ Where people think or hear about the behaviour

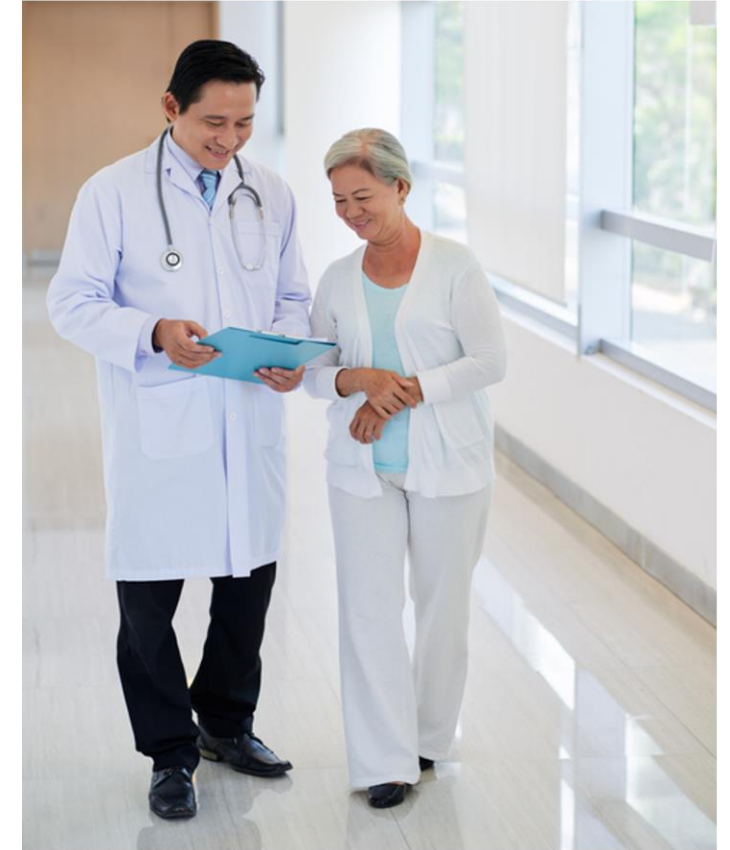
Social Marketing Mix: Place



**Physical activities in
fitness corners**



**Access to healthy foods at
supermarkets and food courts**



**Patients listening to
their doctor's advice**

Social Marketing Mix: Promotion

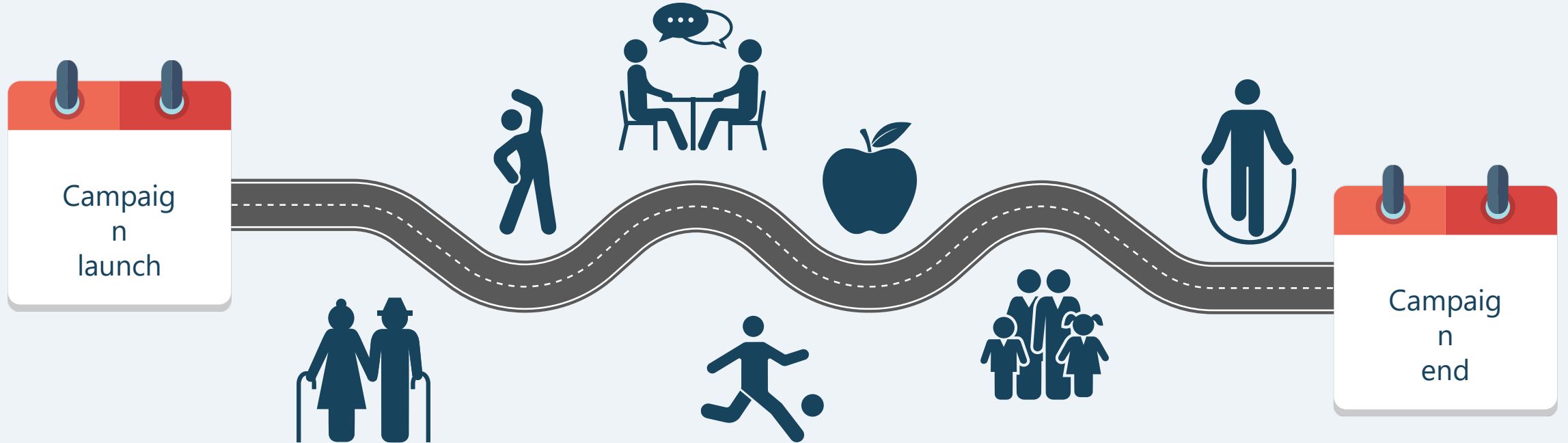


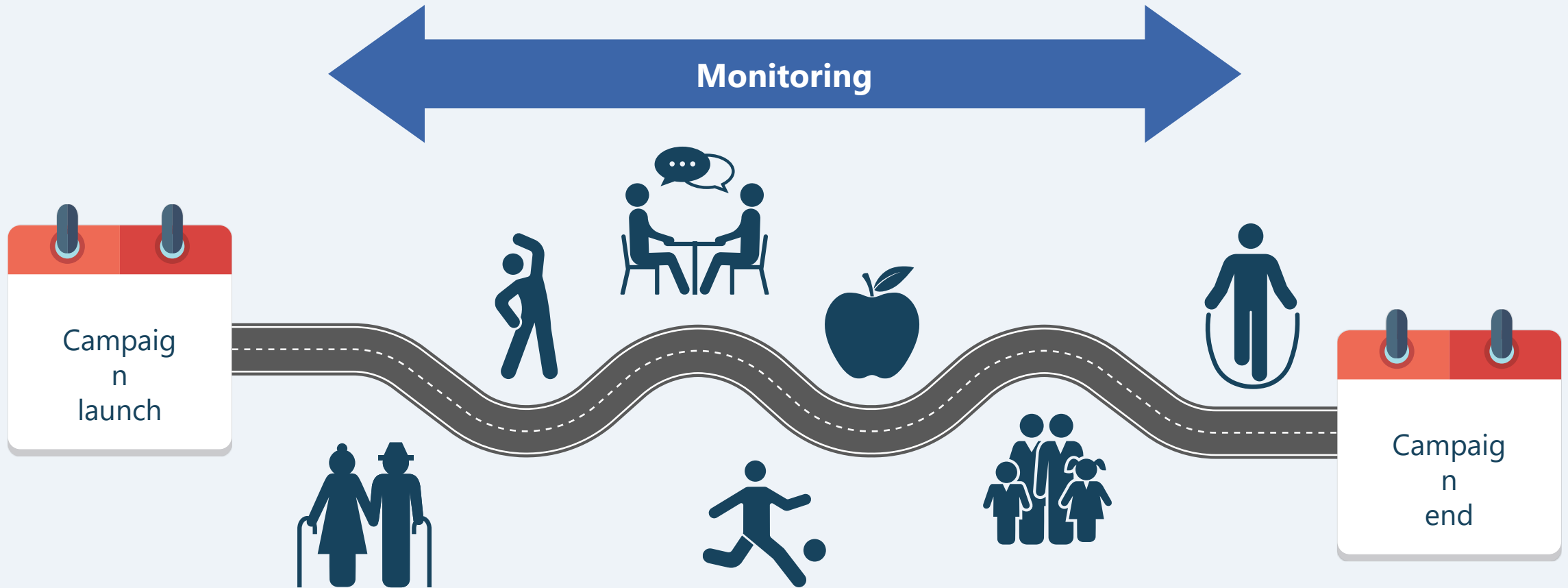
- ◆ Promotion refers to the communication channels and tools that are used to promote the product, its benefits, the price, and place
- ◆ Includes the messages, materials, channels, activities, and incentives

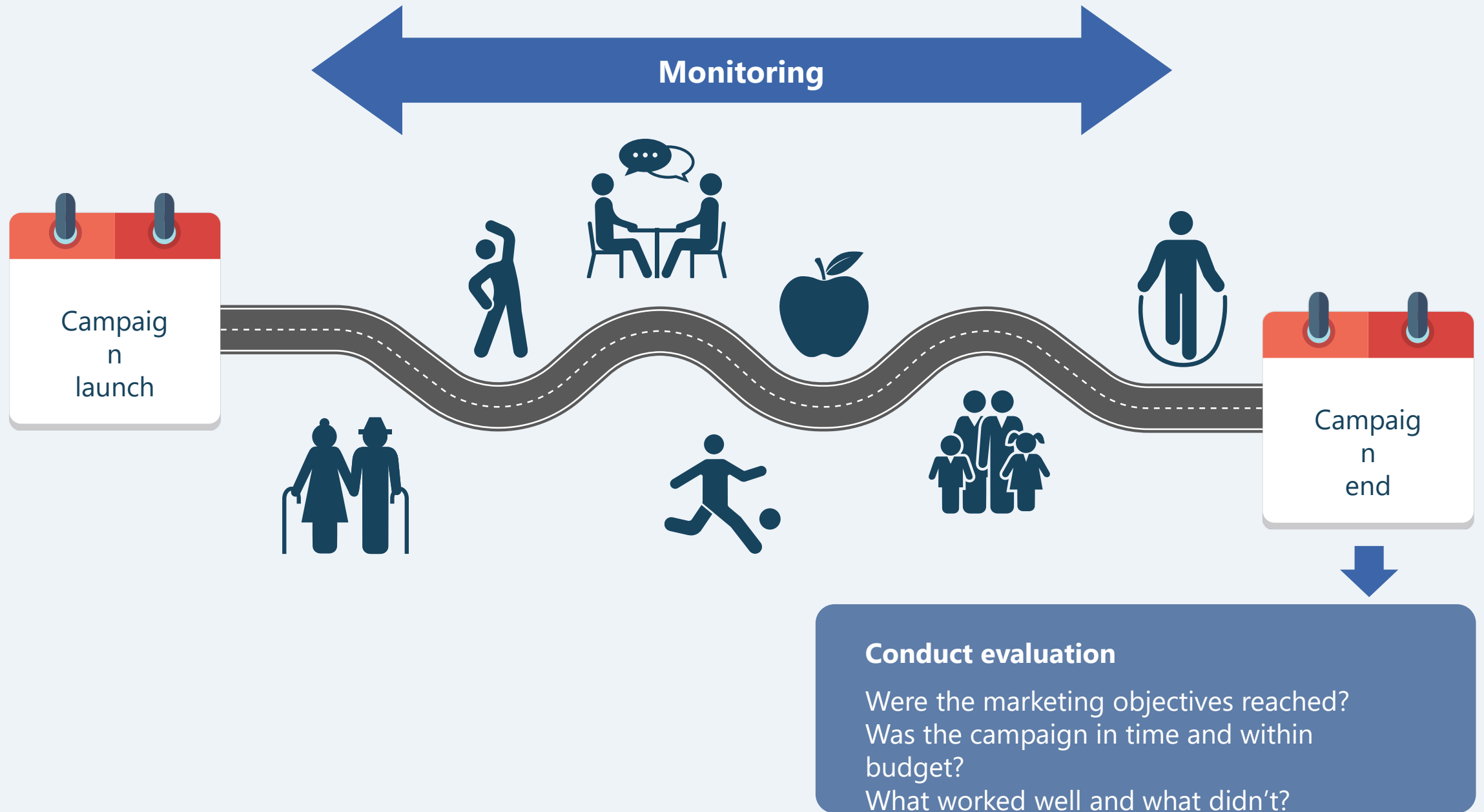
Summary

	Commercial Marketing	Social Marketing
Product	◆ A tangible object ◆ A service ◆ Mass produced	◆ A tangible object ◆ A service ◆ A practice ◆ An idea
Price	Amount the customer pays for the product or service	What customer must do to obtain social marketing product or the barriers to overcome for behaviour change
Place	Location a product can be purchased	The way product reaches its customers or where the behaviour is being performed
Promotion	◆ Advertising ◆ PR ◆ Personal selling ◆ Sales promotion	◆ Advertising ◆ PR ◆ Personal selling ◆ Promotion ◆ Media advocacy











For this activity, I need your help to market out the health messages for a new campaign on **Confidence** targeted at **Polytechnic students**.



“3 Tips to Boost Your Confidence”

(Video length: 4 min 16 sec)



Retrieved from https://www.youtube.com/watch?v=I_NYrWqUR40

Quiz

Click the **Quiz** button to edit this object

Question 1

Polytechnic students are the primary audience for the campaign.

Who do you think is the secondary audience?

- ☐ Lecturers
- ☐ Student Counsellors
- ☐ Family members
- ☐ All the above



Health Infographics

- 1 Usefulness of health infographics
- 2 Types of infographics
- 3 Checklist for good infographics

Usefulness of Health Infographics

Brain Health Research Study

by Patty David and Vicki Gelfeld, [AARP Research](#), January 2015

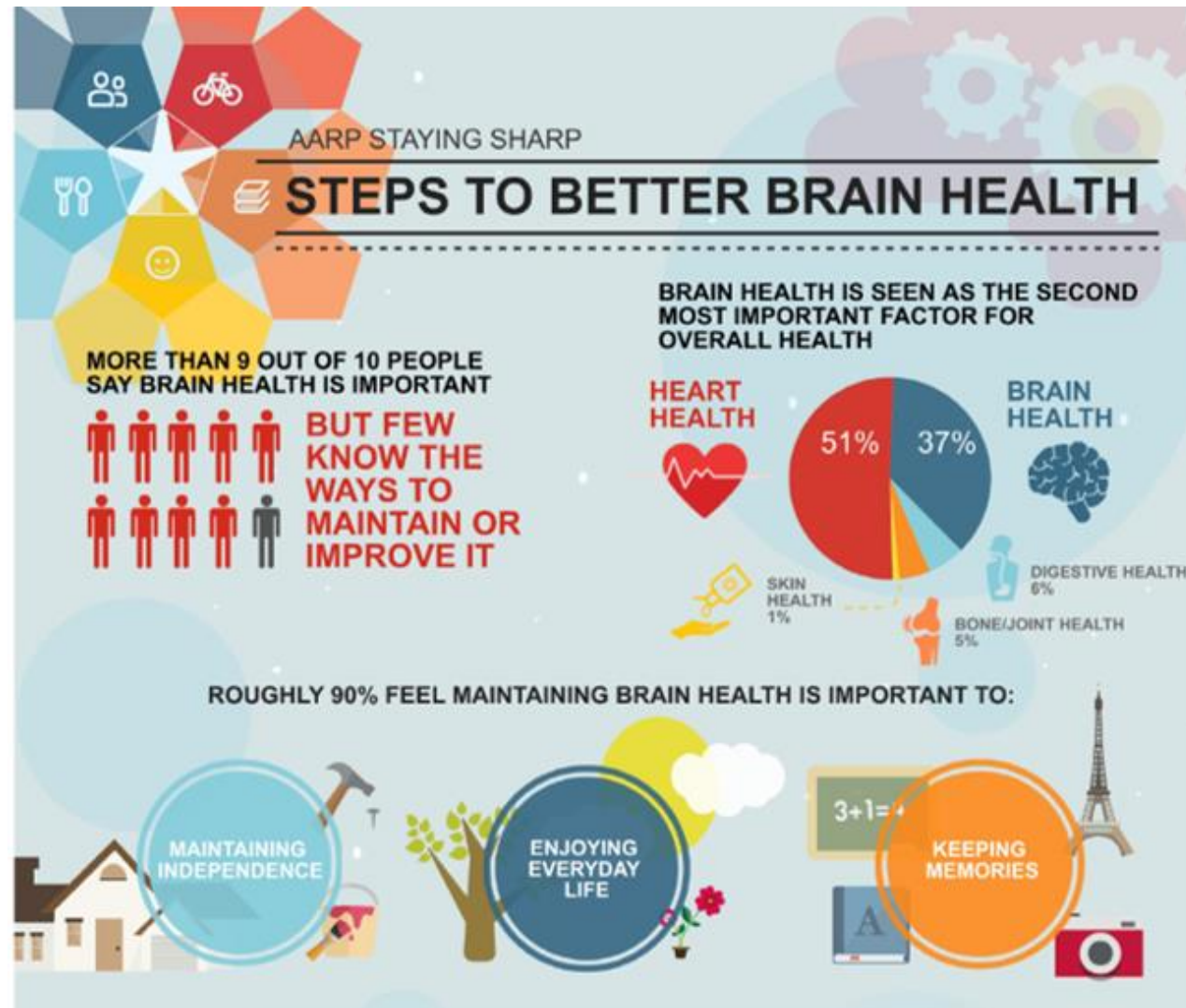
<https://www.aarp.org/research/topics/health/info-2015/staying-sharper-study.html>

The overarching goal of this research is to explore how consumers understand and perceive brain health and how AARP may affect consumer attitudes and behaviors around brain health in the future. Specific research objectives include: understanding attitudes and behaviors toward healthy living, understanding attitudes and behaviors toward brain health, determining awareness, engagement, consideration, and motivation for brain training, and determining primary sources for brain health research.

Key findings include:

- Maintaining a healthy lifestyle is important to all consumers (99% find it at least somewhat important). Brain health is the second most important component in maintaining a healthy lifestyle, after heart health (37% find brain health most important while 51% find heart health most important).
- While adequate rest (86%), reduced stress (86%), proper nutrition (84%), and physical exercise (75%) are seen as the most important components to healthy living, consumers also engage in puzzles and games online (48%) and in newspapers, books, and magazines (37%). To better maintain a healthy lifestyle, consumers are willing to spend money on tools or resources to maintain or improve brain health (50% are very or extremely willing).
- Brain training is a relatively well-known concept among consumers (52% are aware of brain training). Working on puzzles (70%), solving word problems (67%), math problems (59%), and playing memorization games (55%) are all popular cognitive exercises consumers have engaged to improve or maintain brain health. There is also interest in engaging in these activities in the future (43%, 44%, 46%, and 52% would consider these activities in the future, respectively).
- Consumers are likely to engage in brain training to support living a more enjoyable, self-managed life (91%). Catastrophic events affecting the brain, inability to manage simple tasks, worsening memory, and witnessing a loved one suffer from a decline in brain health are primary motivators to participate in activities to maintain or improve brain health (76%, 74%, 74%, and 73%, respectively).
- Across brain training programs, consumers are primarily aware of Lumosity (51%) and Mind Games (35%). Brain HQ is the least used program (19% of those aware of the program), but given the most consideration for future usage (72% of those aware of the program).
- Consumers primarily look to their doctor and friends or family to learn more about brain health (70% and 51%, respectively). When researching brain health, consumers prefer sources supported by doctors (72%) and professionals (69%) that are current and up-to-date with supporting statistical data (57%).

Usefulness of Health Infographics



Usefulness of Health Infographics

Which one is easier to understand?

by Patty David and Vicki Gelfeld, [AARP Research](https://www.aarp.org/research/topics/health/info-2015/staying-sharper-study.html), January 2015

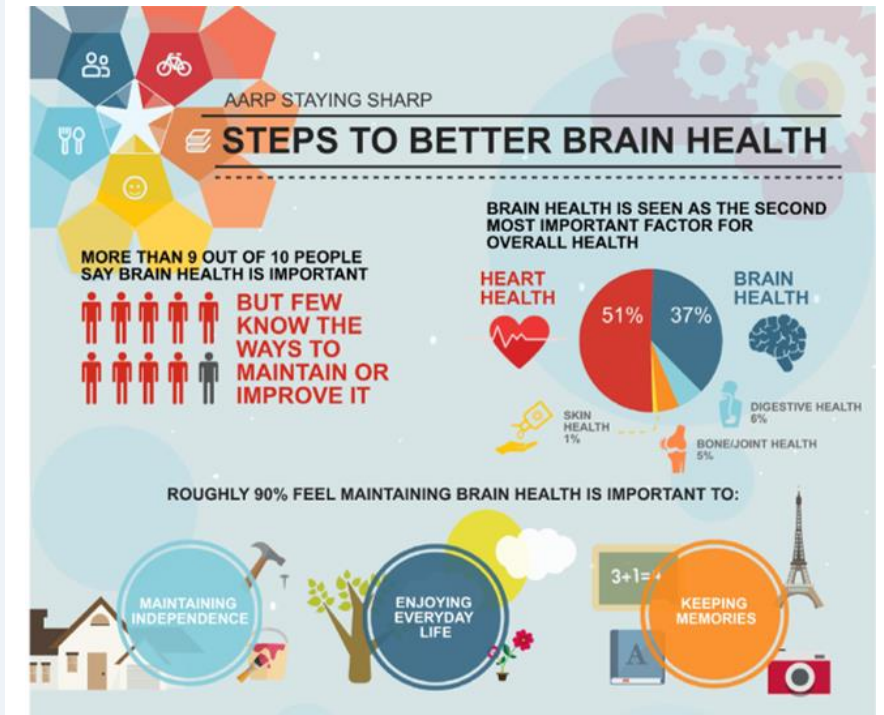
<https://www.aarp.org/research/topics/health/info-2015/staying-sharper-study.html>

The overarching goal of this research is to explore how consumers understand and perceive brain health and how AARP may affect consumer attitudes and behaviors around brain health in the future. Specific research objectives include: understanding attitudes and behaviors toward healthy living, understanding attitudes and behaviors toward brain health, determining awareness, engagement, consideration, and motivation for brain training, and determining primary sources for brain health research.

Key findings include:

- Maintaining a healthy lifestyle is important to all consumers (99% find it at least somewhat important). Brain health is the second most important component in maintaining a healthy lifestyle, after heart health (37% find brain health most important while 51% find heart health most important).
- While adequate rest (86%), reduced stress (86%), proper nutrition (84%), and physical exercise (75%) are seen as the most important components to healthy living, consumers also engage in puzzles and games online (48%) and in newspapers, books, and magazines (37%). To better maintain a healthy lifestyle, consumers are willing to spend money on tools or resources to maintain or improve brain health (50% are very or extremely willing).
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VS



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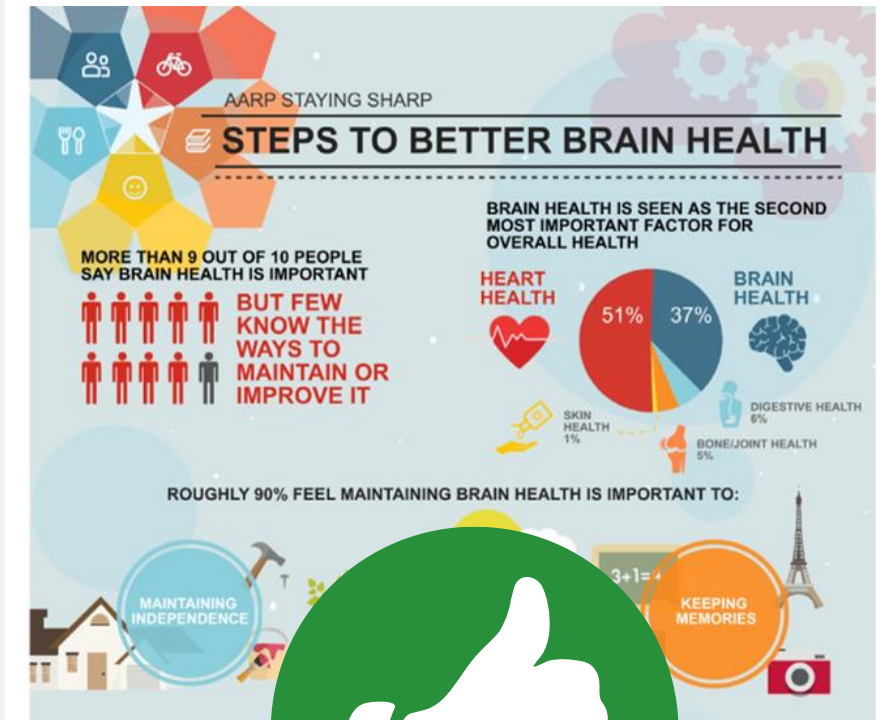
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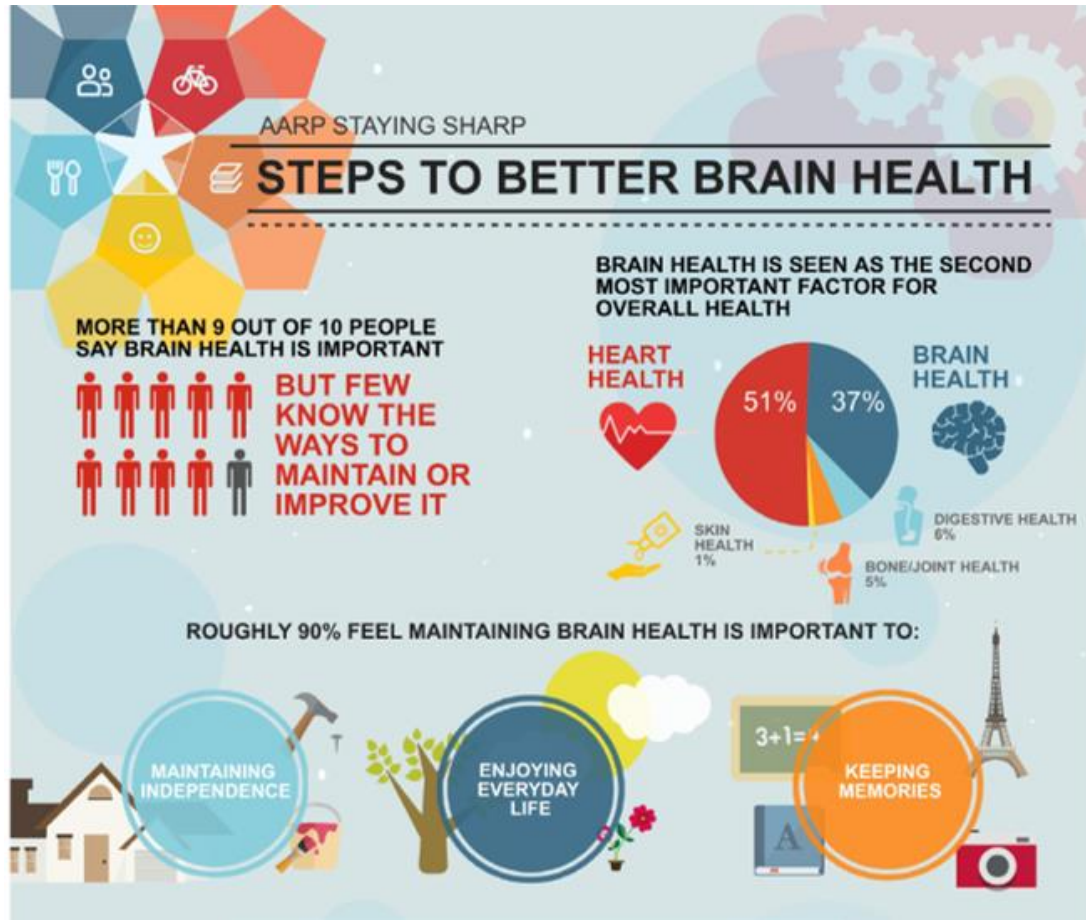
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VS



Usefulness of Health Infographics

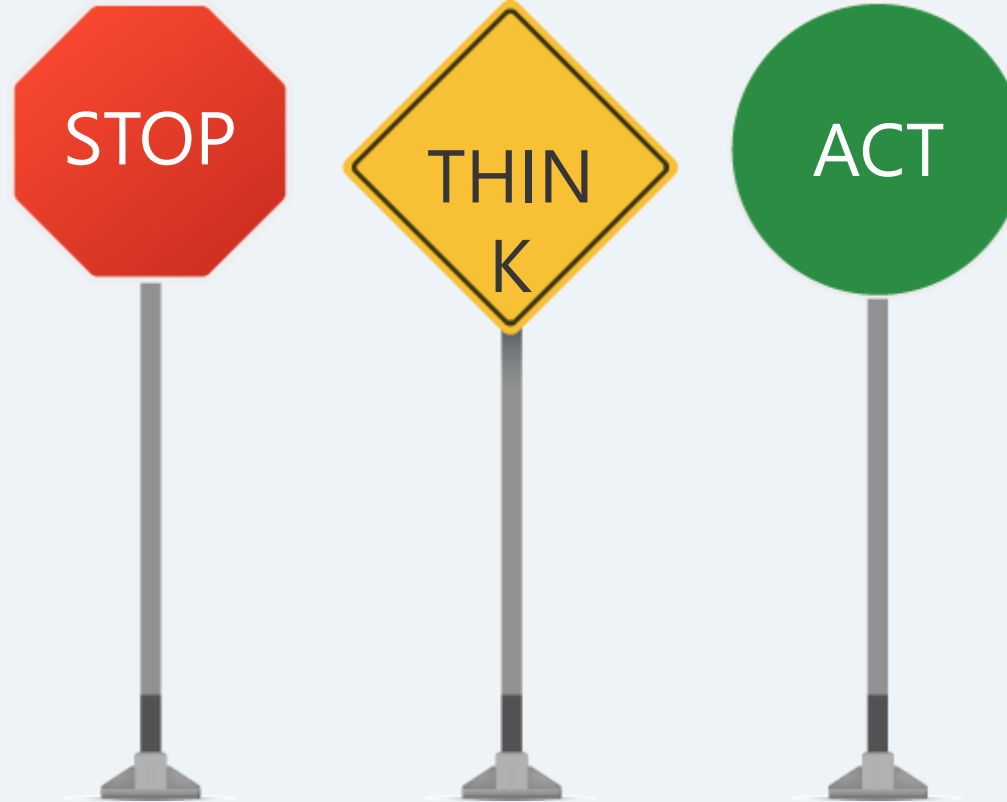
Which one is easier to understand?



- ◆ Information on health can involve complex data
- ◆ Translate this data into a form the public can easily understand
- ◆ Health infographics are an effective way to educate or inform an audience on health promotion matters

Usefulness of Health Infographics

Infographics are better at getting the message across to people because...



Usefulness of Health Infographics

Infographics are better at getting the message across to people because...

People understand text and
picture labels better than
text-only labels



Usefulness of Health Infographics

Infographics are better at getting the message across to people because...



People understand text and picture labels better than text-only labels

People follow instructions over 3x better with text and illustrations as compared to those following text-only instructions

Types of Infographics

Visual articles



Map



List



Versus
(Comparison)



Data Visualisation



Timeline



Flow chart



Click on a button for details

Types of Infographics

Visual articles

Map



List



Versus
(Comparison)



Data Visualisation



Timeline



Flow chart



Visual Articles

Makes a piece of writing more visual



Best used to:

- ◆ Cut down on text
- ◆ Make plain article more interesting
- ◆ Increase sharing potential

Types of Infographics

Visual articles



Map

List



Versus
(Comparison)



Data Visualisation



Timeline

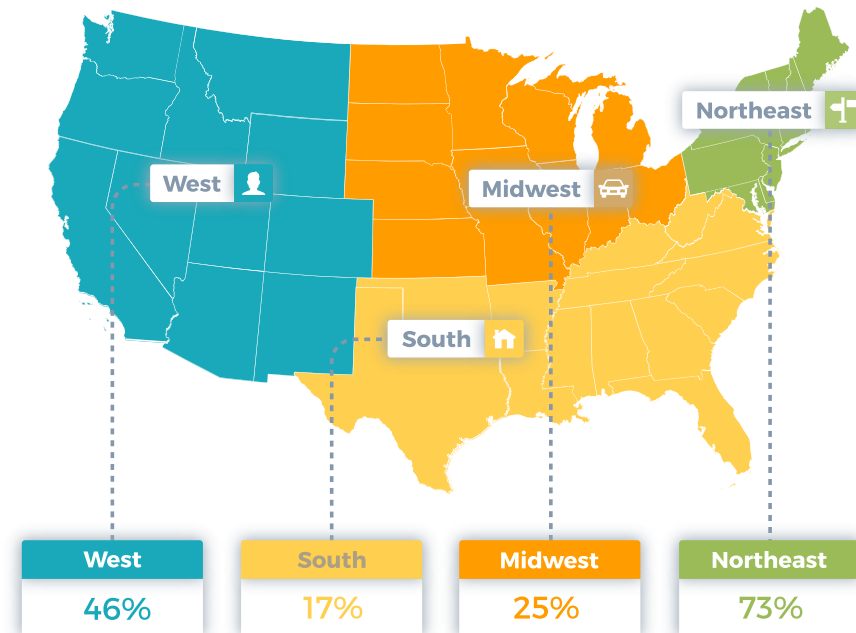


Flow chart



Map

Showcases data trends based on location



Best used to:

- ◆ Compare places and cultures via setting-centric data

Types of Infographics

Visual articles



Map



List

Versus
(Comparison)



Data Visualisation



Timeline



Flow chart



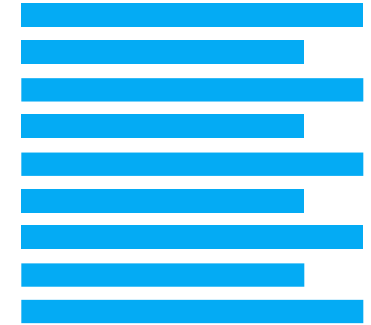
List

Supports a claim through a series of steps

1

2

3



Best used to:

- ◆ Support a specific claim or argument

Types of Infographics

Visual articles



Map



List



**Versus
(Comparison)**

Data Visualisation



Timeline



Flow chart



Versus (Comparison)

Compares two things in a head-to-head study



Best used to:

- ◆ Highlight differences between two similar things
- ◆ Highlight similarities between two unlike things
- ◆ Prove one option is superior/inferior to the other

Types of Infographics

Visual articles



Map



List



Versus
(Comparison)



Data Visualisation

Timeline

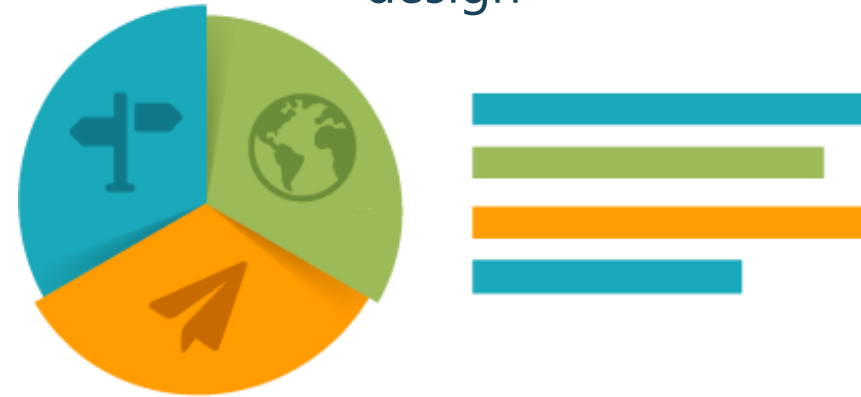


Flow chart



Data Visualisation

Communicates data through charts, graphs, and/or design



Best used to:

- ◆ Make data-driven arguments easier to understand
- ◆ Make facts and statistics more interesting to absorb

Types of Infographics

Visual articles



Map



List



Versus
(Comparison)



Data Visualisation



Timeline

Flow chart



Timeline

Tells a story through a chronological flow



Best used to:

- ◆ Show how something has changed over time
- ◆ Make a long, complicated story easier to understand
- ◆ Shows how one thing leads to another

Types of Infographics

Visual articles



Map



List



Versus
(Comparison)



Data Visualisation

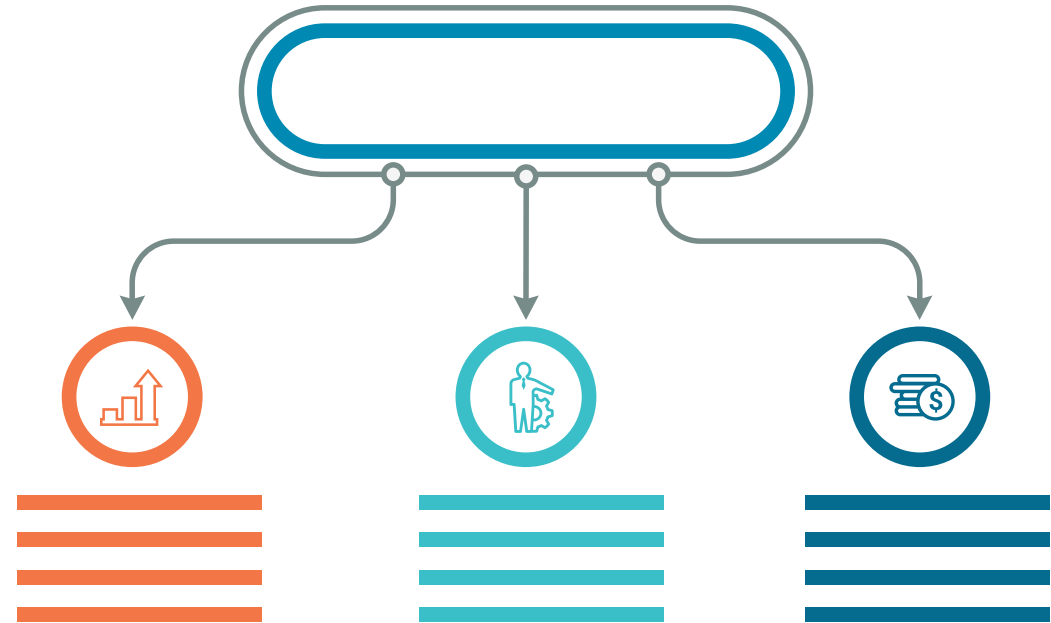


Timeline



Flow chart

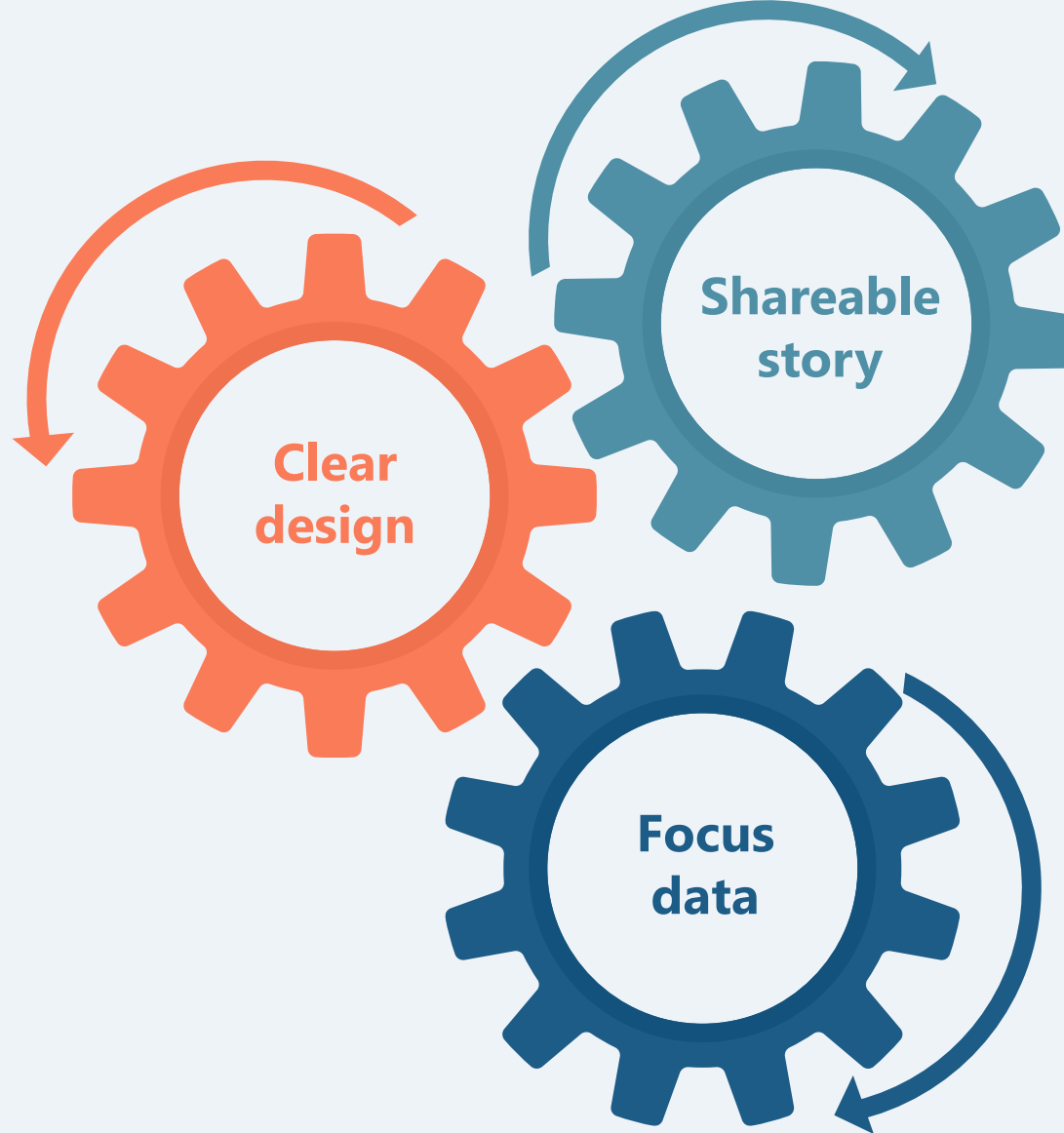
Flowchart



Best used to:

- ◆ Provide personalised answers for readers
- ◆ Showcase how multiple situations can reach the same conclusion

Checklist for Good Infographics



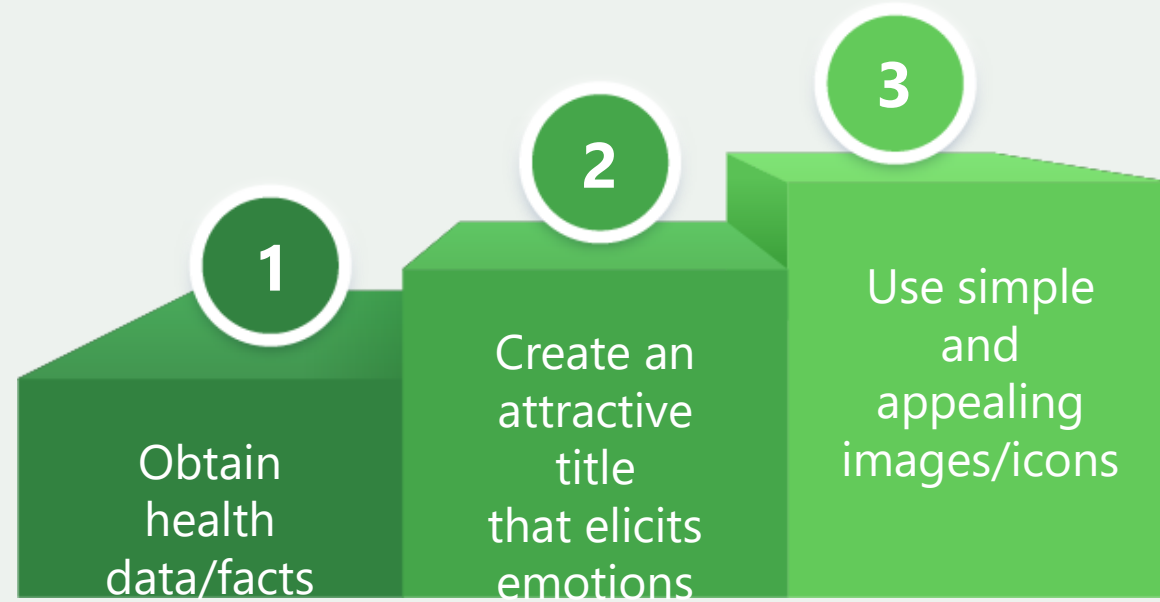
- ◆ Limit your colour palette
- ◆ Simple graphics
- ◆ Data visualisation
- ◆ Convey a message at a glance
- ◆ Connecting sections

- ◆ Answer an interesting question to grab audience
- ◆ Use data to elicit emotions
- ◆ Graphics should tell the story
- ◆ Use little text in clear font
- ◆ File size as small as possible (.jpeg)

- ◆ Relevant data
- ◆ Fact-check
- ◆ Credit your sources



Make your own infographics





Make your own infographics

Examples of online resources for making infographics:

 **PIKTOCHART**

 **VENNGAGE**

 **findicons**

 **Unsplash**
Photos for everyone

 **ENDLESS ICONS**
FREE ICON LIBRARY

 **StockSnap.io**



Quiz

Click the **Quiz** button to edit this object

Question 1

What type of infographic is shown here for raising awareness of sugar consumption?

- ☐ Visual Article
- ☐ List
- ☐ Timeline
- ☐ Flowchart



Learning Summary

The use of social marketing, marketing mix, and health communication for health promotion interventions



Key considerations when designing a marketing campaign



Evaluation of existing marketing campaigns



Using alternative strategies to an existing health promotion campaign based on selected principles of best practices.

