Introduction

Design, Implementation, and Evaluation of Health Communication Strategies for Global Health Promotion

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The word *Ubuntu*, common to the Bantu languages of Southern Africa, represents a communicative ethic, a humanist philosophy, and a world view of interconnectedness. It essentially means "I am what I am because of what we all are." For communication scholars, *Ubuntu* finds utterance in symbolic interactionism, Kenneth Burke's dramatism, relational dialectics, and other theories that believe that an individual's identity is defined through their interactions with others. This communicative foundation provides the reason for why the health of an individual, a community, a nation state, or the world is intimately intertwined. When one person experiences suffering, they do not suffer alone. When one individual is afflicted, we are all affected.

If we pose the question, "What do people suffer from the most?" political scientists may refer to "wars." Economists may emphasize "poverty." Postmodern critical thinkers may say "power inequality." Others may say, ill-health, a condition that has been a constant companion in humankind's journey. Infant mortality may be down by millions and life expectancies up by decades; however illness and suffering are an inseparable part of our lives. Modern and traditional medicine can fix what may be physically broken, but healing comes wrapped in a relational and communicative package—a compassionate touch, social support, or life-saving information. The present book, through its collection of diverse essays, takes a communicative route to healing and well-being.

Over the past decades, the field of health communication has expanded rapidly through multiple theoretical frames, accumulated empirical research, and a plethora of lessons learned. With growing public and policy interest in meeting global development and health goals, e.g., the Millennium Development Goals (MDGs), the stock of health communication scholars and

practitioners has risen sharply. Courses in health communication have mushroomed in schools of communication, public health, nursing, social work, and international development. Today, health communication scholars work hand-in-hand with practitioners of governmental agencies, public health organizations, and NGOs, both domestically and internationally, addressing complex health topics such as HIV/AIDS, infant and maternal mortality, substance abuse, obesity and diabetes, and mental and psychological illnesses.

Promotion of healthy behaviors and prevention of disease are inextricably linked to cultural understandings of health and well-being, relational and kinship structures, as also public awareness of health, health literacy, and behavior change. Health communication scholarship and practice can substantially and strategically contribute to people living, safer, healthier, and happier lives. Strategy, guided by research and deep cultural understandings, can help close the gap between knowledge and practice of healthy behaviors. The present book represents a concrete step in that direction.

In the 21st century, health communication as a field of scholarship and practice has been increasingly globalized, and the rapid interactivity and connectivity offered by the Internet, mobile platforms, and social media have greatly accelerated the diffusion and consumption of global health information and programs. Concurrently, there is a growing movement toward increased localization of health interventions, community participation, and reverence for indigenous knowledge, grassroots epistemologies, and cultural metrics of evaluation and assessment. The rise of the positive deviance approach is illustrative of this inside-out, bottom-up, community-centric view of health and well-being.

The present book establishes a strategic framework for guiding global and local health practice by describing, analyzing, and illustrating a wide range of health communication interventions in diverse cultural contexts. The book values a multi-disciplinary approach to understanding and influencing human behavior, providing readers theoretical frameworks coupled with "how-to" knowledge and applied case studies. We expect the readers of this book will not only be introduced to the foundational tenets of health communication, but will also be able to see its applications to improve global health and well-being.

Notable features of this book include a wide range of state-of-the-art strategies which can be applied to health communication interventions and provide readers with *practical guidelines about how to design, implement,*

and evaluate effective health communication interventions. Few books to date have synthesized a broad range of relevant theories and strategies of health communication that are applicable globally and provide clear advice about *how to apply* such strategies based on practical guidelines and empirical evidence. Here, this book will fill the perceived gap between academic research and practical skills in health communication, simultaneously suggesting innovative future research agendas and opportunities. The contents of this book, all 20 chapters, draw upon the extensive professional experiences of the chapter contributors. The book is organized around six primary themes that characterize key perspectives on strategic health communication interventions.

Thematic section #1 on *Leveraging Technology* notes how the rapid and growing adoption of new communication technologies provides health professionals with many unprecedented opportunities to promote health. Technology must be leveraged to meet the unique needs, expectations, and competencies of different audiences to communicate relevant health information meaningfully and influentially. This section consists of 4 chapters specifically describing strategic use of e-health communication applications.

Chapter 1 entitled "*Strategies and Principles for Using Mass and Online/Digital Media in Health Communication Campaigns*" presents strategic phases and components of the use of mass, online, and mobile media in health communication campaigns. This chapter primarily focuses on campaign design frameworks, formative evaluation, types of effects, types of messages, message content and style, media channels, quantitative dissemination factors, and summative evaluation, referencing a wide array of resources and case studies. Chapter 2, "*Developing and Testing Mobile Health Applications to Affect Behavior Change: Lessons from the Field,*" deals with mobile health (mHealth) applications to be potentially powerful behavioral change tools. mHealth researchers at the Center for Health Enhancement Systems Studies at the University of Wisconsin-Madison share their experiences related to this rapidly expanding field of research and discuss what they have learned about theory-guided design, mobile platform selection, understanding user experience, social and familial implications, feature selection, clinician involvement in design, privacy concerns, keeping up with technological advancement, integrating social media, and provision of hardware to test subjects. Chapter 3, "*A Primer for Using Mobile Apps and Social Media in Healthcare,*" discusses two increasingly important models of health information and healthcare delivery: mobile apps and social media. As

smartphones are increasingly adopted and with the heavy use of websites like Facebook, Twitter, and YouTube, this chapter will highlight examples of how mobile phones and social media have been used in health and will review research that has been done in this area. It will also discuss methods of implementing and evaluating these technologies in health initiatives, with a focus on creating user-centered, well-designed tools. Chapter 4, *"Digital Games: The SECRET of Alternative Health Realities,"* investigates the use of digital games for health promotion. It does so in three parts: The chapter first points out the distinct media attributes of digital games that are relevant to health communication; second, explicates, with recent cases, the major functions of health games and summarizes them in an acronym, SECRET; and finally concludes with lessons learned for intervention design and evaluation of health games, as well as future implications.

Thematic section #2 on *Performance and Narrative Power* examines the potential for using performance, narratives, and entertainment-education as unique communication tools to enhance the effectiveness of health communication programs. If used strategically, performance- and narrative-based interventions can engage audience members encouraging health education, informed health decision making, and the adoption of recommended health behaviors. There are 4 chapters in this section.

Chapter 5, *"Entertainment Education Saves Lives and Improves Health: Key Steps to Developing Effective Programs,"* reinforces that EE works and outlines a step-by-step process of how to design, implement, and evaluate quality EE programs. Each step in the process is illustrated by the award-winning Zambian TV drama, *Club Risky Business*. This chapter provides the building blocks of how to develop similarly powerful EE programs. Chapter 6, *"Conversations about Cancer (CAC): A National and Global Strategy for Impacting Family and Medical Interactions,"* reports how these basic research findings have been transformed into a parallel project entitled Conversations about Cancer (CAC). The foundation for CAC is *The Cancer Play*, a unique and professional theatrical production adapting *A Natural History of Family Cancer* to the stage. This chapter includes preliminary and compelling findings from Phase I viewings of *The Cancer Play*, and describes the methods employed to design, implement, and evaluate CAC outcomes. Chapter 7, *"Narrative-based Health Communication Interventions: Using Survivor Stories to Increase Breast Cancer Knowledge and Promote Mammography"* introduces a narrative strategy based on a project that employed a three-step biographic narrative interview process. This chapter shows impor-

tant predictors of a viewer's being engaged in a story and having positive thoughts about it, comparing a narrative DVD to an informational DVD about breast cancer. Chapter 8, "*Drama as a Rhetorical Health Communication Strategy*" explain how drama can be used as an effective means of intervention on health issues while employing rhetorical elements in creating the dramatic narrative. This chapter also provides researchers and practitioners in the field of health communication with a strategy for a) building a drama that is an effective means to convey public health issues and b) conducting evaluations measuring the effectiveness of drama.

Thematic section #3 on *Applied Communication Strategies* examines how communication strategies can be informed by relevant theories and applied to create effective communication interventions for health promotion. The chapters in this section suggest how theory can inform directed change within complex social systems, taking into account the powerful influences of culture, socio-political systems, and historical precedent. This section has another 4 chapters dealing with various applied communication strategies.

Chapter 9, "*Identifying Key Individuals for the Diffusion of Health Information and Practices: A Communication Network Method*" is about how to harness the existing personal influence of certain key individuals for many health communication projects. Specifically, this chapter focuses on identification of such individuals, commonly referred to as *opinion leaders*, in the diffusion process. The identification of opinion leaders is explained in two sequential steps: a) communication network data collection and b) network analysis. This chapter briefly explains how to design an intervention that employs an opinion leader strategy. Chapter 10, "*The Positive Deviance Approach to Designing and Implementing Health Communication Interventions,*" introduces Positive Deviance (PD), highlighting the solutions to intractable health problems that lie hidden within the community. This chapter begins by describing how PD sensibilities guide the formative research process to design a family planning and maternal-child health communication intervention in India, and explains how the PD approach can be applied to global health promotion with international cases. Chapter 11, "*Using Theory and Audience Research to Convey the Human Implications of Climate Change*" describes how to use framing theory, audience segmentation, and message testing research to inform the development of communication resources. This chapter additionally offers the tips for operating training workshops for public health professionals seeking to engage their communities in climate

change. Chapter 12, "*Integrating the Diffusion of Innovations and Social Marketing for Designing an HIV/AIDS-Prevention Strategy among a Hard-to-Reach Population*" presents an advanced health intervention design using a strategic amalgam of the diffusion of innovations and social marketing. This intervention is designed to maximize the effectiveness of HIV prevention in what is considered a hard-to-reach population—young African-American men who have sex with men (MSM)—in New Orleans, Louisiana. This technique can also be applicable to a diversity of health interventions targeting people with differences.

Thematic section #4 on *Community Participatory Design* emphasizes the importance of involving audiences in the design, implementation, evaluation, and maintenance of health communication interventions. The section focuses on how health communication professionals co-construct health interventions with their target populations through participatory processes that meet the needs, expectations, and goals of at-risk populations. Three chapters contribute to this section.

Chapter 13, *Community Participatory Design of Health Communication Interventions*, describes applications of the community participatory design model for developing, evaluating and extending health communication programs. The model includes strategies for identifying diverse stakeholders, defining communication issues, creating user-designed interventions, evaluating program effects, and adapting programs to other populations. Case examples of global health communication programs developed with community participatory design are described to illustrate how the model can be used to enhance global health outcomes. Chapter 14, *Faith-based Community Health Interventions: Incorporating Cultural Ecology, the Social Ecological Framework, and Gender Analysis*, deals with faith-based interventions for health promotion. This chapter specifically provides examples of how to incorporate multiple theoretical frameworks and principles to develop a culturally appropriate, gender sensitive health communication program that incorporates the local realities and expertise of the faith-based participants. For detailed information, the author provided her experience working with a faith-based institution on an HIV and AIDS training workshop in Tanzania. Chapter 15, *Designing Logos for Health Campaigns: Convergence of Semiotics and the Diffusion of Innovations*, highlights the importance of a logo as a visual representation of a health campaign. To foster a greater public understanding of a logo and enhance its effectiveness for global health campaigns dealing with culturally different target populations,

this study provides theoretical and practical frames for designing a health campaign logo. To do so, the *red ribbon* logo that has been frequently used for international HIV/AIDS campaigns is analyzed from the perspectives based on *semiotics* and *the diffusion of innovations*.

Thematic section #5 describes *Health Advocacy and Activism* as critical factors for enhancing health practices, programs, and policies to meet the needs of consumers and caregivers. Since health communication is an applied social science geared toward improving the quality of health care and health promotion practices and policies, it is important to recognize the role of health advocacy in facilitating change within health care systems. Health advocacy leaders depend on strategic communication to represent the needs of consumers in the development and refinement of health care practices.

Related to the themes of section #5, Chapter 16, *Strategic Communication for Health Advocacy and Social Change*, focuses on the important communication activities that health advocates can perform to effectively represent the needs of consumers for reforming modern health care systems. Strategic health advocacy communication can have important influences on the development and refinement of health policies and practices, helping to recalibrate the balance of power in health care and health promotion efforts. Health advocates can actively represent the voices, concerns, and needs of consumers within the health care system to help make health care programs responsive and adaptive to consumer needs. However, health advocates must learn how to communicate patients' perspectives and needs in compelling ways to key audiences using a variety of different media to influence health policies and practices. The chapter also examines major communication challenges facing health advocates and suggests strategies for promoting effective health advocacy. As a case-oriented research, Chapter 17, *Health Activism as Resistance: MOSOP as a Site of Culture-Centered Resistance in Niger Delta Region of Nigeria*, offers an overview of the Ogoni resistance movement as an example of health activism originating from the global South. Attending to the adverse health outcomes that are produced by the extractive industries, this chapter documents the communicative strategies that are deployed in the articulation of the problem and in the collective framing of solutions. A variety of communicative processes are mobilized together, bringing community members in a unified voice in resistance to the State and to Shell, and creating frameworks of accountability in the community located in the global South.

The final thematic section #6 on valuing data examines the value of data in designing, implementing, evaluating, refining, and sustaining health communication interventions. Good data are instrumental in guiding strategic health communication interventions, particularly when health communication scholars are working in foreign lands and with diverse populations where good data are needed to increase understanding about the unique opportunities and constraints for health communication efforts. This section emphasizes the value of population data and careful evaluation of data for maximizing the effectiveness of health communication strategies. The last three chapters deal with this topic of valuing data.

Chapter 18, *National Health Communication Surveillance Systems*, introduces a national surveillance data system established in the United States. Surveillance data, which can come from a variety of sources, may help a community track the origins and spread of an infectious disease, document the problems associated with chronic conditions, monitor control efforts, generate hypotheses, and inform applied research. This chapter traces how the theoretical and pragmatic origins of the public health surveillance system can be expanded to monitor changes in the communication environment. This chapter additionally presents how complementary data systems may be linked within countries and internationally to inform research and policy over time. Chapter 19, *Cultural Beacons in Health Communication: Leveraging Overlooked Indicators and Grassroots Wisdoms*, argues that (1) traditional methods for gathering data do not wholly capture program-related effects, (2) non-traditional, non-textual, and participatory forms of knowledge generation can yield overlooked data; and (3) local wisdoms can enrich research and evaluation. This chapter particularly recognizes a cultural beacon (CB), an embedded indicator illuminating local conditions and illustrates different types of CBs with case studies from Uganda and India, sharing instructions for incorporating CBs within health communication projects and methods of assessing CBs.

The last chapter, Chapter 20, "*Evaluating Health Communication Interventions,*" outlines several key strategies for conducting meaningful evaluation research for guiding the development, implementation, refinement, and institutionalization of effective health communication programs. Health communication programs have developed as essential and ubiquitous tools in the delivery of care and promotion of health in the modern health care system. Yet, while the use of health communication programs has proliferated, we are not always well informed about the influences these important com-

munication programs are having on the different key audiences they are designed to help. Too often health communication programs can evoke differential responses from diverse audiences, unintended influences, and even negative (iatrogenic) effects on health outcomes. It is critically important to conduct regular, ongoing, and strategic evaluations of health communication intervention programs to assess their effectiveness in achieving primary program goals. Evaluation data should guide program refinements and strategic planning.

The editors of this book believe this book contains a uniquely comprehensive set of health communication strategies in comparison with previous publications with similar purposes. We are certain that our collective scholarship, as represented in this volume, can contribute broadly to promoting health and well-being. Finally, our hope is that this book will spur the development of culturally sensitive, engaged, and strategic health communication intervention research programs that will effectively address important health issues both locally and globally.

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