

Audiovisual

Health

Communication

April Imam Prabowo

dr., DTM&H, MFM(Clin)

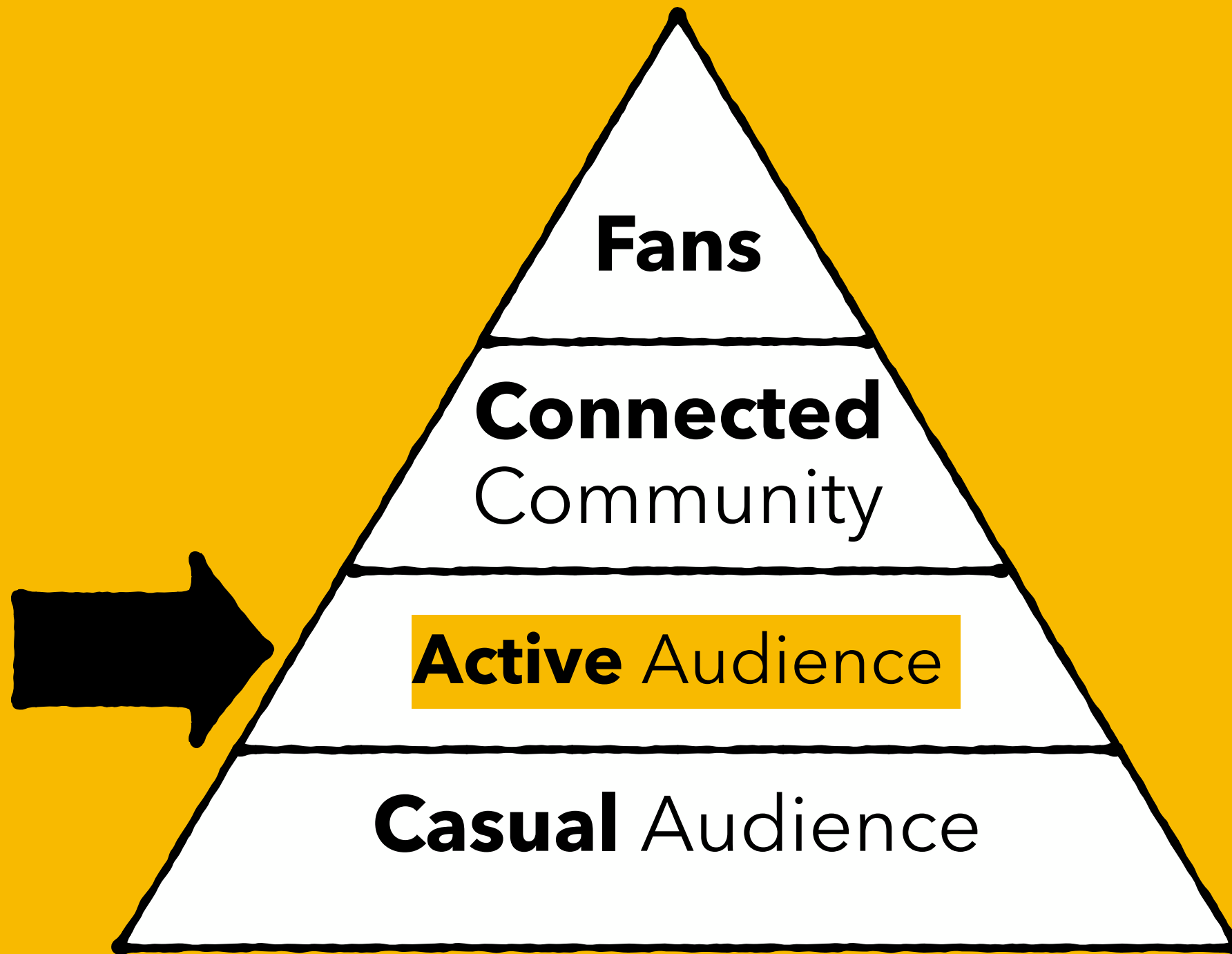
Dept. Family Medicine & Public Health
Faculty of Medicine and Health Sciences
Universitas Muhammadiyah Yogyakarta

Introduction

Agreement

You will get:

**New knowledge and
expanded horizon
about health
communication**



Chapter 1

Basics

Health Promotion

Health Education

Health Communication

“The study and use of communication strategies to inform and influence individual decisions that enhance health” - CDC -

GOOD

Communication =

Creator of

CHANGE

Involves:

Social marketing

Psychology

Behavioral science

Target:

ATTENTION

Technique 1: **STRATEGIC**

Technique 2:

PERSUASIVE

Emotions:

Anger

Disgust

Fear

Happiness

Sadness

Surprise

Scopes:

Individual

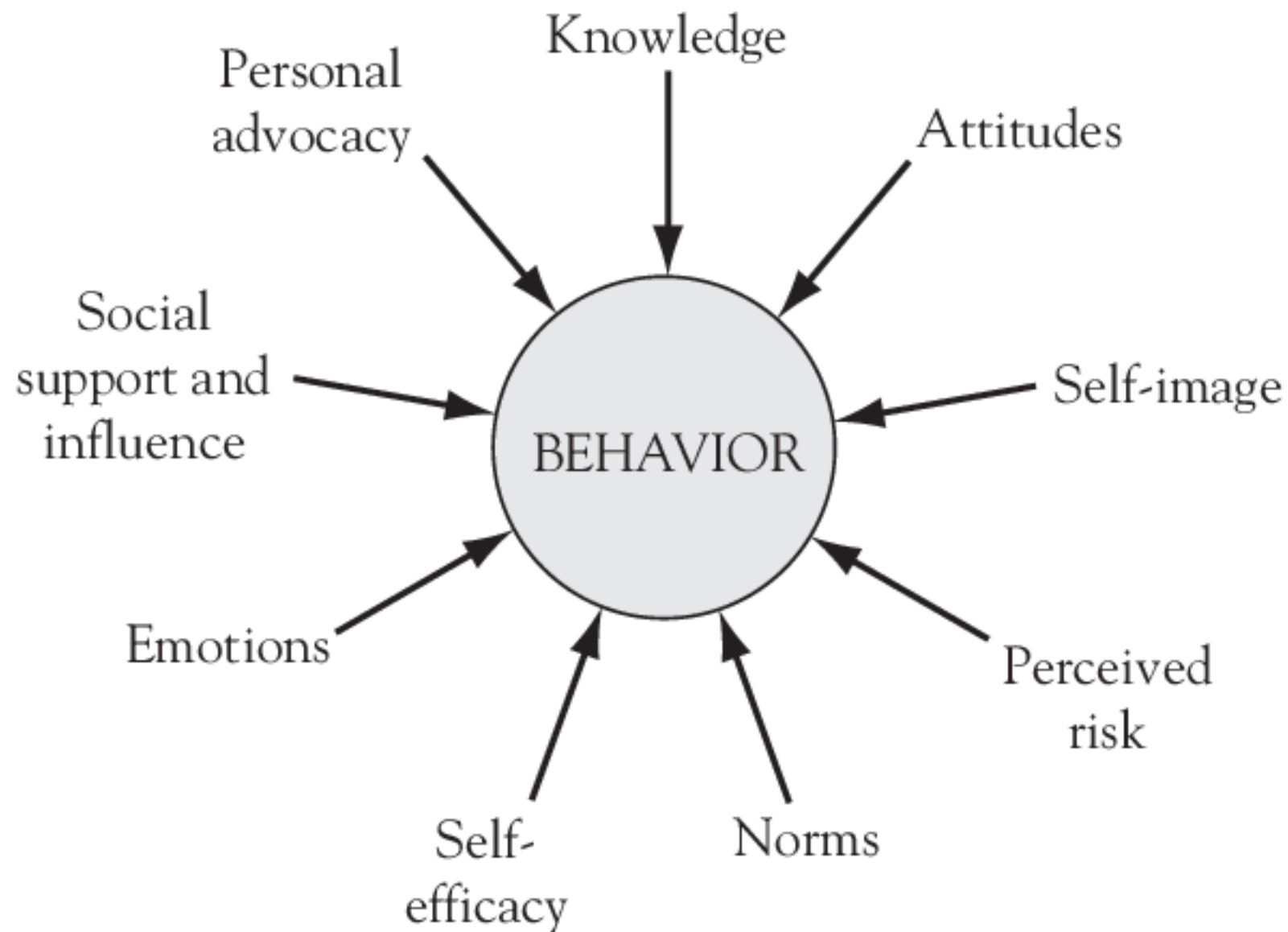
Family

Community

Nation



Source: (Schiavo, 2007 - Health Communication: From Theory to Practice)



**Implies
simultaneous
effect of all
influences.**

**Implies
communication
can affect all
influences.**

Chapter 2

Frameworks/ Strategies

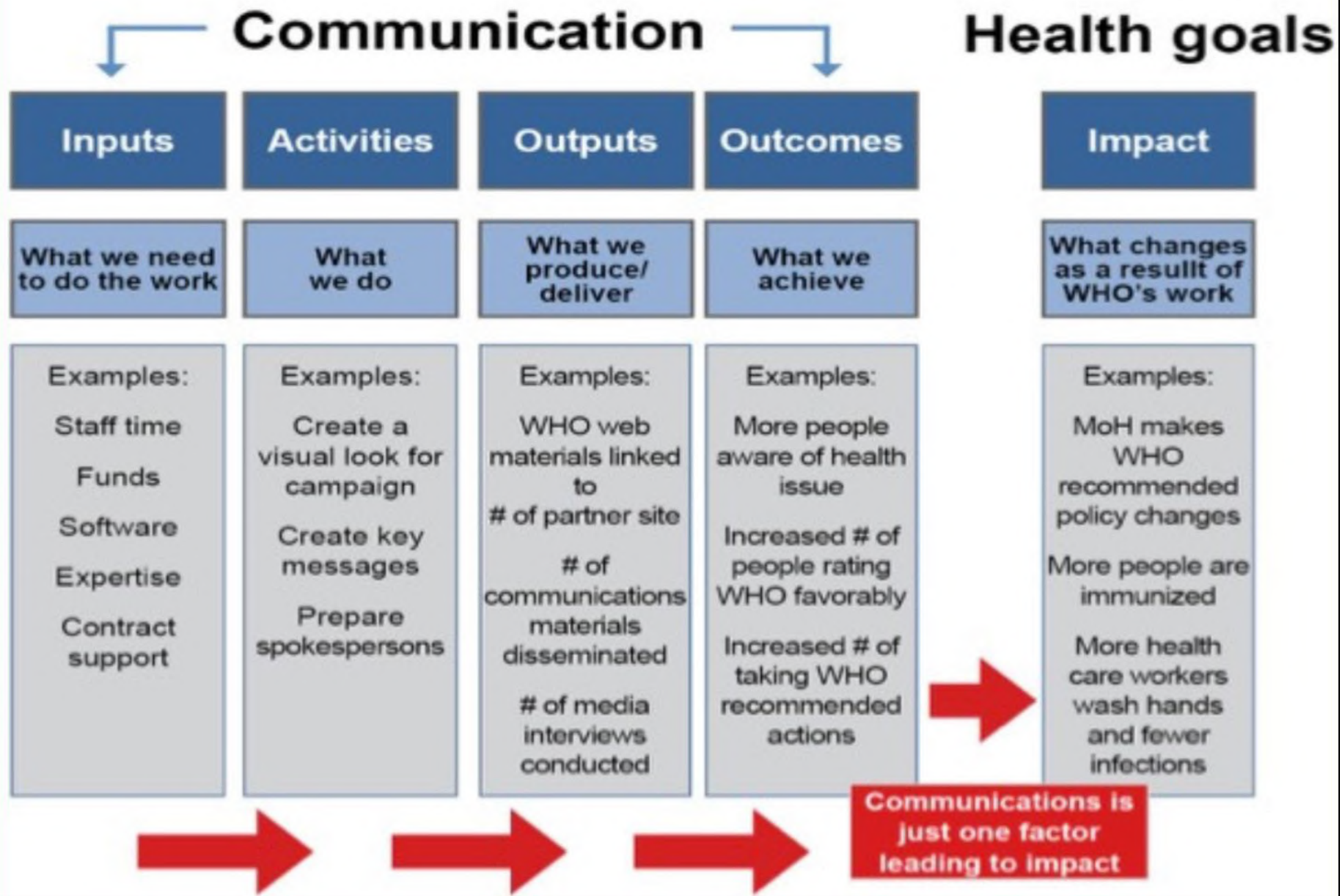
WHO

Framework

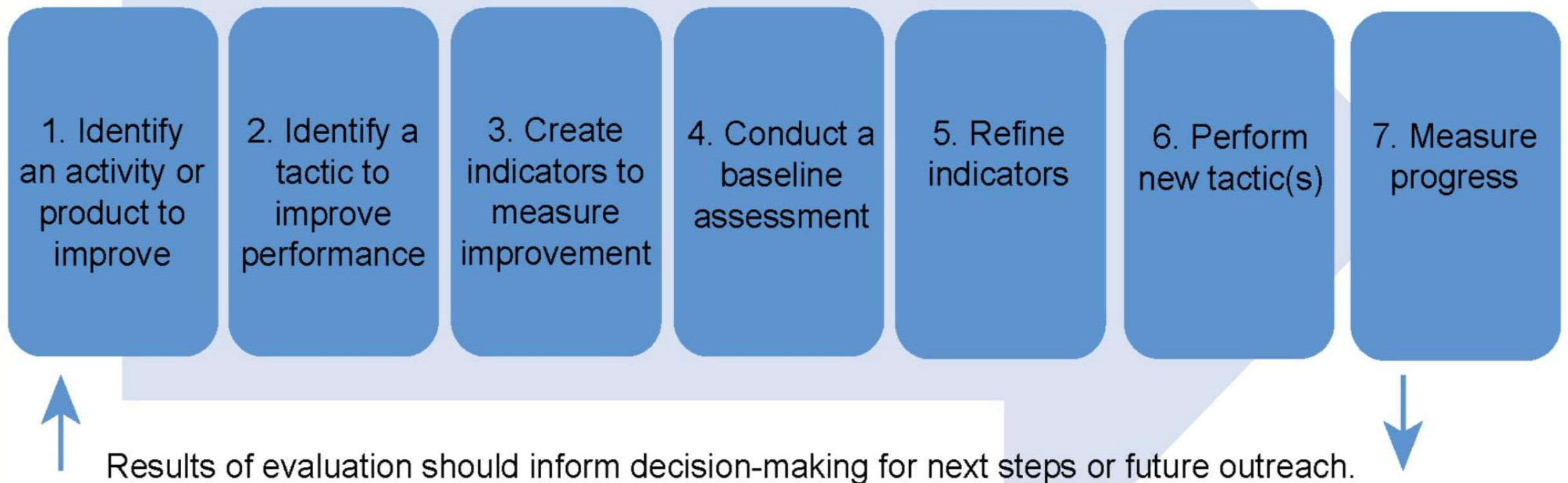


Source: WHO Strategic Communications Framework

Logic Model or Frame



Evaluating principles of effective communication



CDC

Framework

1. Review background information

2. Set communication objectives

3. Analyze and segment target audiences

4. Develop and pretest message concepts

5. Select communication channels

6. Select, create, and pretest messages and products

7. Develop promotion plan/ production

8. Implement communication strategies and conduct process evaluation

9. Conduct outcome and impact evaluation

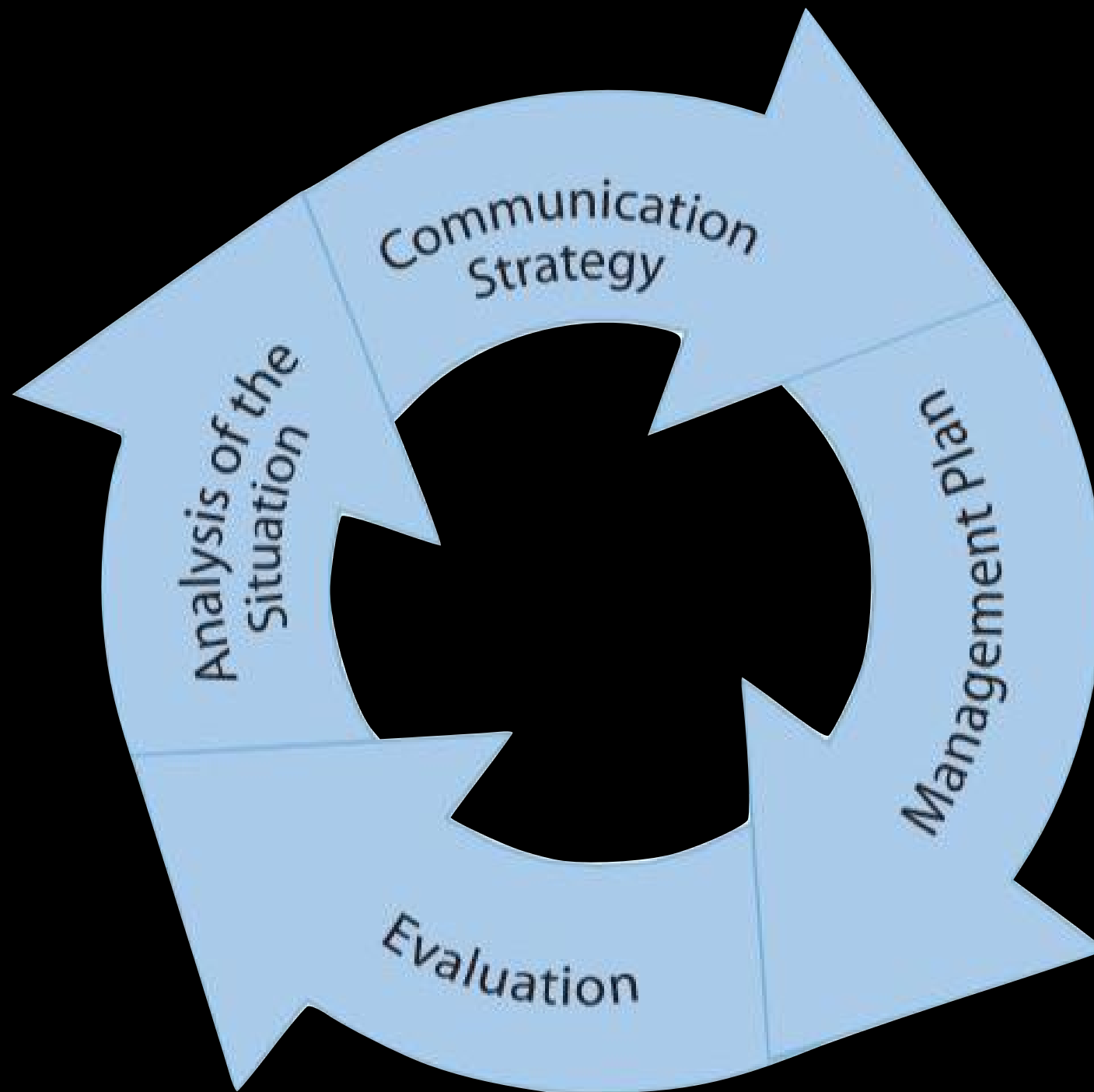
NIH

Framework



JHSPH

Framework



5Ps of Social Marketing

Product

Price

Place

Promotion

Policy

CDC

Clear

Communication

Index

**1. Include one main
message statement**

**2. Put the main
message first**

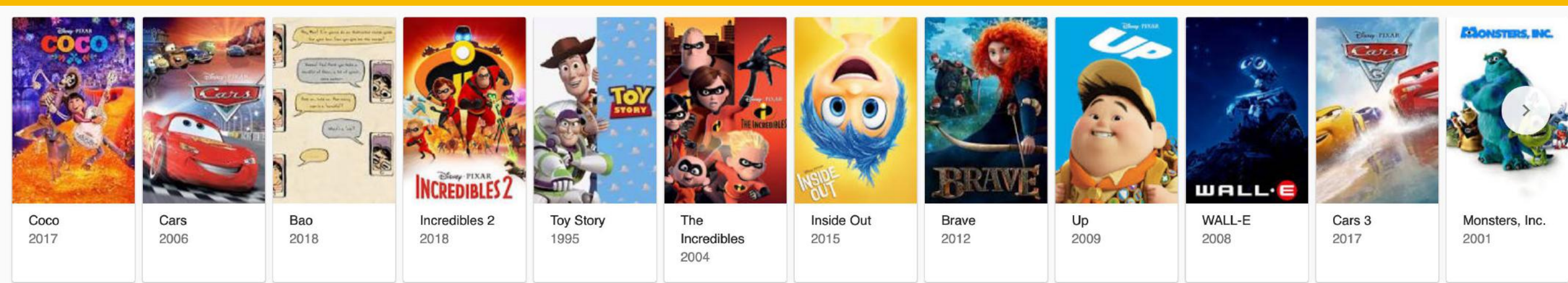
**3. Use visual cues to
emphasise the main
message**

**4. Include a visual
that conveys the
main message**

5. Include one call to action

6. Use active voice

Storytelling



6/22 Rules of Storytelling by Pixar

1. Great stories are universal

Source: Brian G. Peters based on Emma Coats - Pixar (https://medium.com/@Brian_G_Peters/6-rules-of-great-storytelling-as-told-by-pixar-fcc6ae225f50)

2. Great stories have a clear structure and purpose

Source: Brian G. Peters based on Emma Coats - Pixar (https://medium.com/@Brian_G_Peters/6-rules-of-great-storytelling-as-told-by-pixar-fcc6ae225f50)

**3. Great stories have
a character to root
for (an underdog)**

**4. Great stories
appeal to our
deepest emotions**

Source: Brian G. Peters based on Emma Coats - Pixar (https://medium.com/@Brian_G_Peters/6-rules-of-great-storytelling-as-told-by-pixar-fcc6ae225f50)

**5. Great stories are
surprising and
unexpected**

Source: Brian G. Peters based on Emma Coats - Pixar (https://medium.com/@Brian_G_Peters/6-rules-of-great-storytelling-as-told-by-pixar-fcc6ae225f50)

6. Great stories are simple and focused

Source: Brian G. Peters based on Emma Coats - Pixar (https://medium.com/@Brian_G_Peters/6-rules-of-great-storytelling-as-told-by-pixar-fcc6ae225f50)

Message Framing

Positive (gain)

Neutral

Negative (loss)

For all strategies:

**Begin with the
end in mind.**

Chapter 3

Audiovisual Channels

**One sighted is
worth a hundred
words.**

- Chinese Proverb -

Movie

Music Video

**Public
Service**

Announcement

Advertisement

Other

Entertainment

Conference

Youtube Channel

Website & Social Media

**News Outlet/
Channel**

**Exhibition/
Festival**

Chapter 4

Samples

Movie

An inconvenient truth

- Participant Media, Paramount Pictures -

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

Movie

Contagion

- Warner Brothers -

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

Movie

Wit

- Avenue Pictures Productions, HBO -

<https://www.youtube.com/watch?v=bROGmi93prk>

Movie

Inside Out

- Disney Pixar -

<https://www.youtube.com/watch?v=yRUAzGQ3nSY>

Music Video

Usah Kau Lara Sendiri

- Katon Bagaskara feat. Ruth Sahanaya -

https://www.youtube.com/watch?v=dN24G1v_tJI

Music Video

Sepe da

- RAN -

<https://www.youtube.com/watch?v=ZDxzefftdQ8>

PSA

Jacob's Story - Autism Awareness

- Ad Council -

<https://www.youtube.com/watch?v=J725SNWebKw>

Ad

Better You

- Apple -

<https://www.youtube.com/watch?v=ms4yxJcvW3s>

Conference

The next outbreak? We're not ready | Bill Gates

- TED Talks -

https://youtu.be/6Af6b_wyiwl

Youtube Channel

How pandemics spread

- TED-Ed -

<https://youtu.be/UG8YbNbdaco>

Youtube Channel/Music Video

**LIVE: One world,
#TogetherAtHome!
#COVID19**

- WHO, Global Citizen -

<https://youtu.be/jGQT3YyE-n4>

Chapter 5

Impacts

Case study:
**An Inconvenient
Truth**

theconversation.com


Ten years on: how Al Gore's An Inconvenient Truth made its mark

THE CONVERSATION

Disiplin ilmiah, gaya jurnalistik

Bisnis + Ekonomi Kesehatan Kota Pendidikan Politik + Masyarakat Sains + Teknologi Seni + Budaya Lingkungan Hidup

In English



Ten years on: how Al Gore's An Inconvenient Truth made its mark

Mei 30, 2016 12.54pm WIB

Has Al Gore's An Inconvenient Truth had much lasting impact in the ten years since it was released? EPA/AAP


- Surel
- Twitter 276
- Facebook 450
- LinkedIn
- Cetak

Ten years ago, [An Inconvenient Truth](#) opened in cinemas in the United States.

Starring former US vice president Al Gore, the documentary about the threat of climate change has undoubtedly made a mark. It won two Academy Awards, and Gore won the [2007 Nobel Peace Prize](#) for his efforts to communicate human-induced climate change.

An Inconvenient Truth (AIT for short) is the [11th-highest-grossing documentary](#) in the

Penulis



John Cook
Climate Communication Research Fellow, Global Change Institute, The University of Queensland

Pengungkapan

Source: <https://theconversation.com/ten-years-on-how-al-gores-an-inconvenient-truth-made-its-mark-59387>

theguardian.com

After An Inconvenient Truth: the evolution of the 'climate change film' | Film | The Guardian

Advertisement

Open up your world view, Weekly
Subscribe now →

Try 6 issues for \$6

Support The Guardian

Contribute → Subscribe →

Search jobs Sign in Search International edition

The Guardian

News Opinion Sport Culture Lifestyle More

Environment ► Climate change Wildlife Energy Pollution

Film

After An Inconvenient Truth: the evolution of the 'climate change film'

For some filmmakers, climate change is now the equivalent of the nuclear scares of the mid-20th century

Tomas Hachard
Sun 21 Sep 2014 13.00 BST

f t e 192



Advertisement

Open up your world view, Weekly
Subscribe now →


Try 6 issues for \$6

Source: <https://www.theguardian.com/film/2014/sep/21/inconvenient-truth-evolution-climate-change-film>


climaterealityproject.org

An Inconvenient Truth Then and Now: What's Changed for Our Climate Since 2006? | Climate Reality

HELP US PRODUCE VITAL CONTENT LIKE 24 HOURS OF REALITY. BECOME A CITIZEN PRODUCER →




WHAT YOU CAN DO



SHARE IT

Help spread the word. Every share matters.



JANUARY 17, 2017 | 12:00 PM

AN INCONVENIENT TRUTH THEN AND NOW: WHAT'S CHANGED FOR OUR CLIMATE SINCE 2006?

Here's what's changed for our planet since *An Inconvenient Truth* sparked a global movement against the climate crisis a decade ago.

An Inconvenient Sequel: Truth to Power will be released in theaters July 28, 2017.

Source: <https://www.climaterealityproject.org/blog/inconvenient-truth-then-and-now>

Case study:

The next outbreak?

We're not ready |

Bill Gates

There are always
desireable and
undesirable
outcomes.

The NEW ENGLAND
JOURNAL of MEDICINE

Perspective
SHATTUCK LECTURE
Innovation for Pandemics
Bill Gates

May 31, 2018
N Engl J Med 2018; 378:2057-2060
DOI: 10.1056/NEJMp1806283

Vox

Bill Gates's efforts to fight coronavirus, explained

The Gates Foundation has emerged as a leader in the coronavirus response.

By Kelsey Piper on April 16, 2020 11:24 am

The NEW ENGLAND
JOURNAL of MEDICINE

Perspective
Responding to Covid-19 — A Once-in-a-Century Pandemic?
Bill Gates

February 28, 2020
DOI: 10.1056/NEJMp2003762
Chinese Translation 中文翻译

Forbes

EDITORS' PICK | 128,463 views | Apr 19, 2020, 02:29pm EDT

Bill Gates Is Now A Target Of COVID-19 Coronavirus Conspiracy Theories

Bruce Y. Lee Senior Contributor 
Healthcare
I am a writer, journalist, professor, systems modeler, computational and digital health expert, avocado-eater, and entrepreneur, not always in that order.



THE VERGE

Bill Gates is now the leading target for coronavirus falsehoods, says report

Lies about Gates outpace 5G conspiracies

By Thomas Ricker on April 17, 2020 5:28 am


  

Case study:
**Audiovisual aids
in healthcare
setting**

SYSTEMATIC REVIEW



Audiovisual aids in primary healthcare settings' waiting rooms. A systematic review

Christophe Berkhout^a , Suzanna Zgorska-Meynard-Moussa^a, Amy Willefert-Bouche^a, Jonathan Favre^a,
Lieve Peremans^{b,c} and Paul Van Royen^b

^aDepartment of General Practice/Family Medicine, Lille University, Lille, France; ^bDepartment of Primary and Interdisciplinary Care, University Antwerp, Antwerp, Belgium; ^cDepartment of Nursing and Midwifery, University Antwerp, Mental Health Research Group, Vrije Universiteit Brussel, Brussel, Belgium

KEY MESSAGES

- Primary care practices make use of their waiting rooms to display many sorts of audiovisual aids (AVAs) to educate or sensitize patients.
- AVAs using screens (TVs, computers, tablets, and smartphones) might improve patients' knowledge but the size of the effect seems to be small and not necessarily relevant.
- No robust demonstration of a change in health behaviour led by AVAs was found.

ABSTRACT

Background: Health promotion is part of GPs' commitments. Some waiting rooms have therefore been implemented with audiovisual aids (posters, pamphlets or screens) for health promotion purposes. Few studies have assessed the effect of audiovisual aids in primary care.

Objectives: To identify, describe and appraise studies that have investigated the effects of audiovisual aids on health promotion in primary healthcare waiting rooms. To determine which factors influence this impact through literature review.

Methods: Systematic review. Two independent researchers using predefined keywords searched databases. Additional publications were extracted from the reference lists of the selected articles. The selection of the articles was performed on the title and abstract, followed by complete reading and assessment. Bias and level of evidence were analysed.

ARTICLE HISTORY

Received 27 August 2017
Revised 7 June 2018
Accepted 13 June 2018

KEYWORDS

Primary healthcare; health promotion; patient education as topic; waiting room; audiovisual aids

Case study:

Framed

message

BMJ Open Comparing responses to differently framed and formatted persuasive messages to encourage help-seeking for depression in Japanese adults: a cross-sectional study with 2-month follow-up

Machi Suka, Takashi Yamauchi, Hiroyuki Yanagisawa

To cite: Suka M, Yamauchi T, Yanagisawa H. Comparing responses to differently framed and formatted persuasive messages to encourage help-seeking for depression in Japanese adults: a cross-sectional study with 2-month follow-up. *BMJ Open* 2018;**8**:e020823. doi:10.1136/bmjopen-2017-020823

► Prepublication history and additional material for this paper are available online. To view these files, please visit the journal online (<http://dx.doi.org/10.1136/bmjopen-2017-020823>).

Received 26 November 2017
Revised 26 July 2018
Accepted 14 September 2018



© Author(s) (or their employer(s)) 2018. Re-use permitted under CC BY-NC. No commercial re-use. See rights and permissions. Published by BMJ.

Department of Public Health and Environmental Medicine, The Jikei University School of Medicine, Tokyo, Japan

Correspondence to
Dr Machi Suka; suka@jikei.ac.jp

ABSTRACT

Objective To examine audience's responses to differently framed and formatted persuasive messages in the context of developing depression help-seeking messages.

Design Cross-sectional followed by 2-month follow-up study.

Setting and participants A web-based survey was conducted in July 2017 among Japanese adults aged 35–45 years. There were 1957 eligible respondents without psychiatric history. Of these, 1805 people (92.2%) completed the 2-month follow-up questionnaire.

Main outcome measures Six depression help-seeking messages were prepared with three frames (neutral, loss and gain framed)×2 formats (formatted and unformatted). Participants were asked to rate one of the messages in terms of comprehensibility, persuasiveness, emotional responses, design quality and intended future use. Help-seeking intention for depression was measured using vignette methodology before and after exposure to the messages. Subsequent 2-month help-seeking action for their own mental health (medical service use) was monitored by the follow-up survey.

Results The loss-framed messages more strongly induced negative emotions (surprise, fear, sadness and anxiety), while the gain-framed messages more strongly induced a positive emotion (happiness). The message formatting applied the Centres for Disease Control and Prevention Clear Communication Index, enhanced the emotional responses and increased the likelihood that the message will be read. The loss-framed formatted message alone had a significantly greater OR of having help-seeking intention for depression compared with the neutral-framed unformatted message as a reference group. All messages had little impact on maintaining help-seeking intention or increasing help-seeking action.

Conclusion Message framing and formatting may influence emotional responses to the depression help-seeking message, willingness to read the message and intention to seek help for depression. It would be recommendable to apply loss framing and formatting to depression help-seeking messages, to say the least, but further studies are needed to find a way to sustain the effect of messaging for a long time.

Strengths and limitations of this study

- This study represents the first attempt to compare audience's responses to six depression help-seeking messages with three frames (neutral, loss and gain framed)×2 formats (formatted and unformatted).
- The 2-month follow-up survey was conducted to monitor changes in help-seeking intention and action after exposure to the messages.
- This study relied on self-reported information. It is almost impossible to eliminate the information bias completely.
- The study participants were limited to 35–45 years old selected from a nationwide panel of a research company. It is uncertain whether the messages will work equally well in other age groups or in other settings.

INTRODUCTION

Mental disorders are the leading cause of disability worldwide, accounting for 21% of all non-fatal burden.¹ Failure and delay in initial treatment contact for mental disorders have been recognised as an important public health problem.^{2–3} A systematic review and meta-analysis revealed that negative attitudes towards mental illness and help seeking are associated with less active help seeking in the general population.⁴ There is a possibility that interventions for improving people's attitudes and intentions towards help seeking could facilitate access to mental health-care, in addition to those targeting people's behaviours itself.


A number of public health programmes have been launched to eliminate negative attitudes towards mental illness and help seeking to facilitate access to mental health-care.⁵ Communication is one of the components necessary for effective public health

Appendix A. Depression help-seeking messages (formatted versions)

Neutral-framed message - "Depression can happen to anyone"

うつ病は、だれでもかかる可能性がある病気です。

つらい出来事やストレスなどをきっかけに、
およそ**15人にひとり**が生涯のうちうつ病を経験すると言われています。



うつ病になると、「ゆううつだ」「やる気が出ない」などの**"こころ"のサイン**と
「疲れているのに眠れない」「全身がだるい」などの**"からだ"のサイン**が表われます。


うつ病かも…と思ったら、ひとりで悩まず、
かかりつけの医師や最寄りの医療機関、相談窓口にご相談しましょう。

Main message
- Depression happens to one out of 15 people.
Information on early signs of depression
Call to action

Loss-framed message - "Depression needs treatment"

うつ病は、治療が必要な病気です。

放っておくと、**日常生活にも支障をきたす**ような、つらい状態が続きます。
適切な治療を受けなければ、**約80パーセントが以前の状態に回復しません**。



うつ病になると、「ゆううつだ」「やる気が出ない」などの**"こころ"のサイン**と
「疲れているのに眠れない」「全身がだるい」などの**"からだ"のサイン**が表われます。


うつ病かも…と思ったら、ひとりで悩まず、
かかりつけの医師や最寄りの医療機関、相談窓口にご相談しましょう。

Main message
- If not treated, 80% cannot recover from depression.
Information on early signs of depression
Call to action

Gain-framed message - "Depression improves with treatment"

うつ病は、早期に気づいて治療を始めれば良くなります。

放っておくと、**日常生活にも支障をきたす**ような、つらい状態が続きますが、
適切な治療を受ければ、**約80パーセントが以前の状態に回復します**。



うつ病になると、「ゆううつだ」「やる気が出ない」などの**"こころ"のサイン**と
「疲れているのに眠れない」「全身がだるい」などの**"からだ"のサイン**が表われます。

うつ病かも…と思ったら、ひとりで悩まず、
かかりつけの医師や最寄りの医療機関、相談窓口にご相談しましょう。

Main message
- If treated, 80% can recover from depression.
Information on early signs of depression
Call to action

Chapter 6

Exercise

**Find a PSA that
inspired you, and
tell your story.**