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Facoltà
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comunicazione

**Institute for
Public
Communication
ICP**

Effectively Communicating Health Promotion Program Results using New Media

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Society for Health Communication

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Abstract

- Program evaluation is a cornerstone of public health and health promotion programs; providing understanding about the extent to which public health programs work, how they work and how they do not.
- The results of evaluations must be effectively communicated to a variety of stakeholders. This includes not only what has been found, but also how findings were established and what the results mean to the lives of people.
- There are numerous dissemination channels to choose from including traditional and new outlets.
- This talk will focus on how new media can be used to effectively communicate evaluation findings and how to select the most appropriate new media for communicating the outcomes of health promotion programs.

Evaluation



Centers for Disease Control and Prevention, Framework for program evaluation in public health. MMWR 1999;48(No. RR-11); Joint Committee on Standards for Educational Evaluation. Image from: <http://www.feedingamerica.org/hunger-in-america/our-research/program-evaluation/>



COMMUNICATION



Communication

“Say the right thing,
in the right way,
to the right person,
in the right places,
enough times”

-Lotenberg (Kotler & Lee, 2008. p. 265)









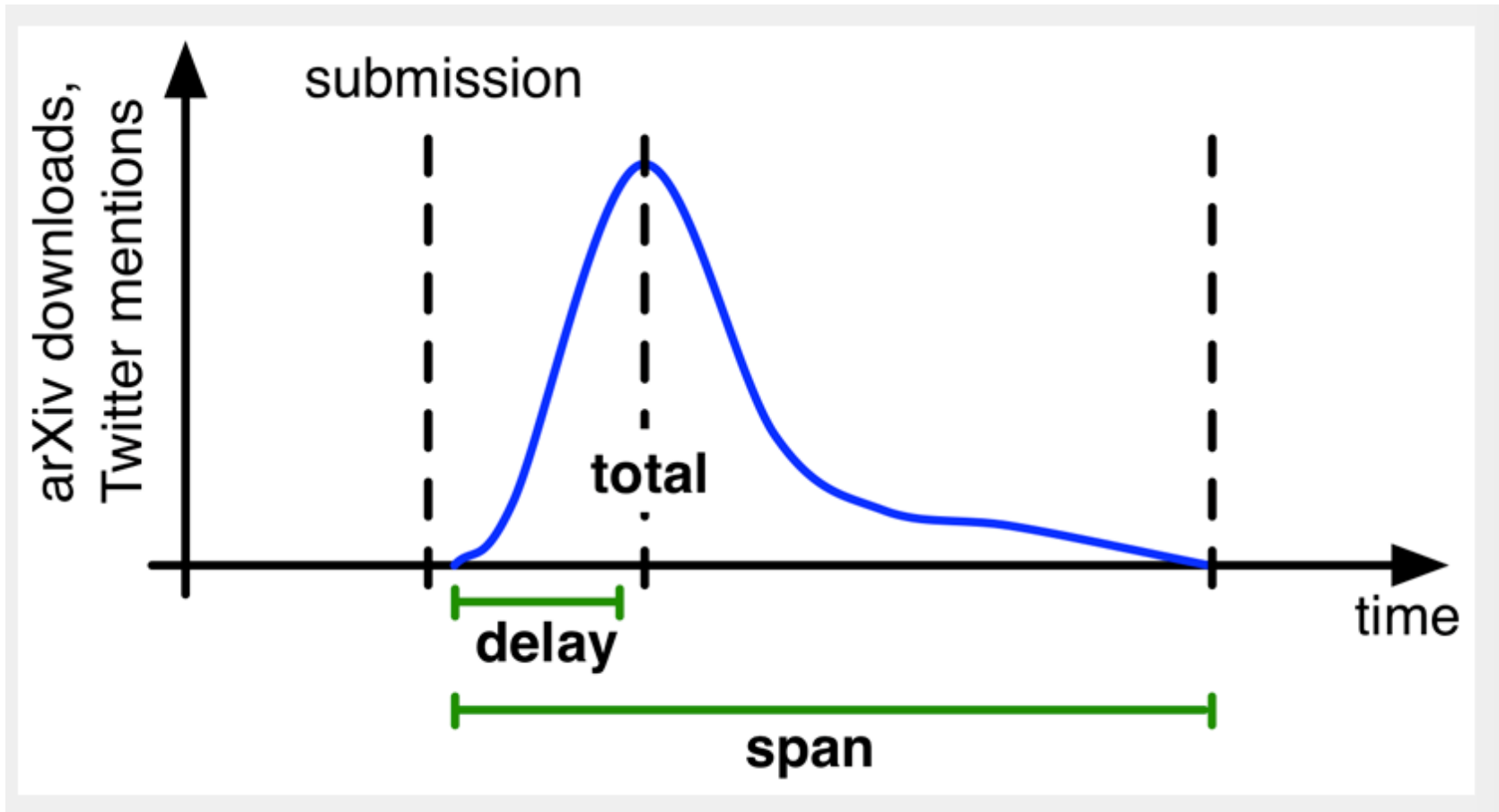
FEBRUARY 15, 2015



How Scientists Engage the Public

BY LEE RAINIE, CARY FUNK AND MONICA ANDERSON

<http://www.pewinternet.org/2015/02/15/how-scientists-engage-public/>



Social Media Communication





re **tweet**™





CDC @CDCgov · Jan 13

New CDC study: The 15% of Americans who live in rural areas are at greater risk of death from 5 leading causes. bit.ly/2jc8RjH

15% OF ALL AMERICANS LIVE IN RURAL AREAS

Rural Americans are at **greater risk of death**

PROTECT YOURSELF

Be physically active | Eat right | Don't smoke
Wear your seat belt | See your doctor regularly



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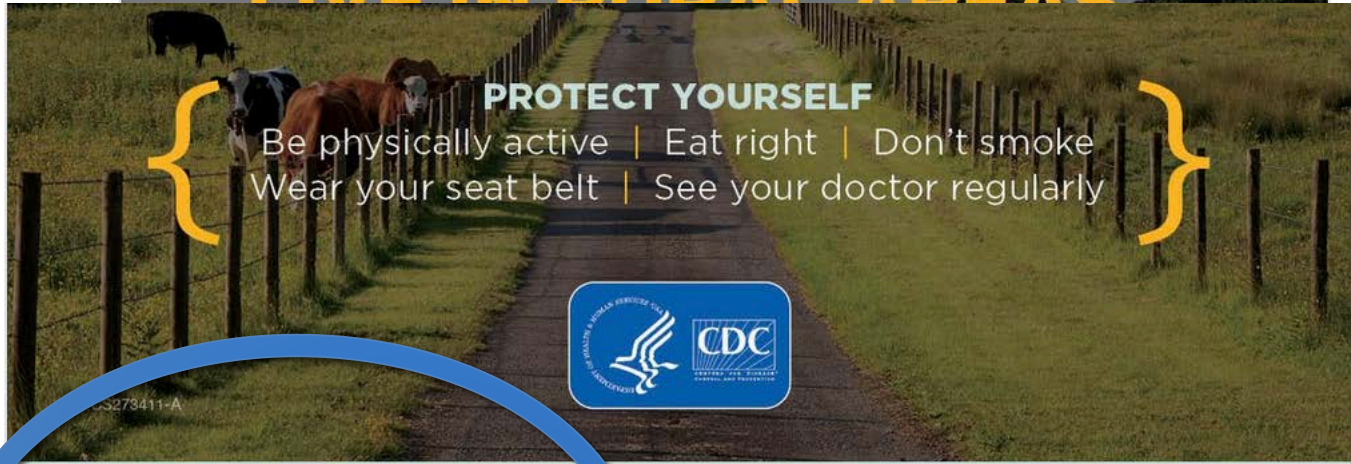




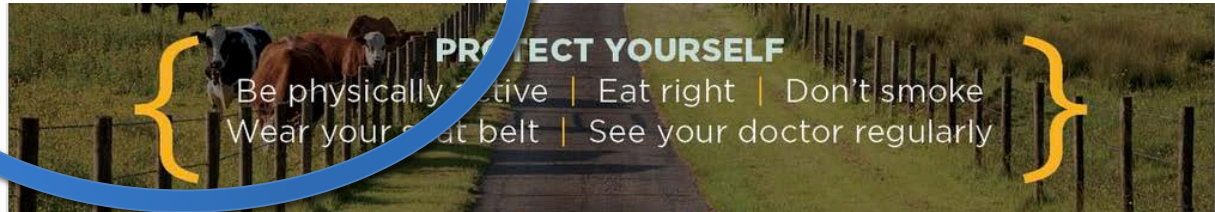
CDC @CDCgov · Jan 12

New CDC study: Rural Americans are at greater risk of death from 5 leading causes than their urban counterparts. bit.ly/2jc8RjH

15% OF ALL AMERICANS LIVE IN RURAL AREAS



1 123 47





Social media

Le piattaforme sociali («social media») sono una realtà trasversale che si è ormai imposto – nella società – come uno strumento che incoraggia il dialogo, la trasparenza e le relazioni interpersonali. Dal dicembre 2014, l'Amministrazione cantonale sui social media (facebook e twitter) con nuove iniziative e una nuova offerta si aggiunge agli attuali strumenti di dialogo tra istituzioni e cittadinanza e mira a comunicare in modo sempre più diretto e trasparente con le cittadine e i cittadini.

aims to communicate in a more direct, fast and transparent way with the citizens.

Social media

Dal primo dicembre 2014 alcuni servizi dell'Amministrazione cantonale sono coinvolti in un progetto sperimentale, approvato dal Consiglio di Stato, che prevede la gestione di profili ufficiali su due piattaforme sociali (facebook e twitter). Maggiori informazioni sono presenti in [questa pagina](#).



Biblioteca cantonale
Locarno
DECS



OltreconfiniTi
CAN



Servizio di promozione e
valutazione sanitaria
DSS



Corsi per adulti
DECS



Polizia cantonale
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Sistema bibliotecario
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Mobilità aziendale
DT



Servizio dell'informazione
e della comunicazione del
Consiglio di Stato
CAN



Ufficio di Statistica del
Canton Ticino
DFE





Servizio di promozione e valutazione sanitaria

@promozionedellasalute

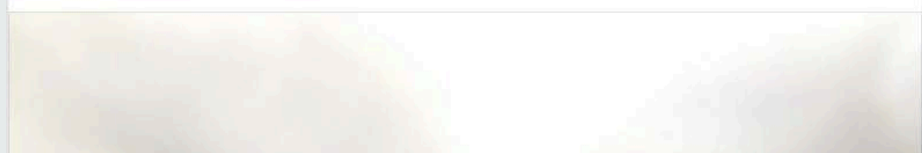


Like Follow Share More Learn More Message

Home

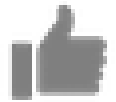
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Photos



Government Organization in Bellinzona, Switzerland

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671 people like this and 662 people follow this



671 people like this and 662 people follow this



StressBook @StressBookAG · Jan 11

Nationale **#Gesundheitsförderungskonferenz** 2017 - #Gesundheitsförderung
Schweiz gesundheitsfoerderung.ch/ueber-uns/vera...

🌐 Translate from German



Nationale Gesundheitsförderungs- Konferenz 2017





Gesundheitsförderung

@Gesund_Leben

📍 Bern

🔗 gesundheitsfoerderung.ch/wettbewerb

📅 Joined August 2009

📧 Tweet to Gesundheitsförder...

TWEETS
6

FOLLOWERS
124



+ Follow

Tweets Tweets & replies

-  **Gesundheitsförderung** @Gesund_Leben · 12 Aug 2009
Ich treibe Sport
🔄 🔄 ❤️ ⋮
-  **Gesundheitsförderung** @Gesund_Leben · 12 Aug 2009
ich jogge jeden tag 40min und fahre dazu velo
🌐 Translate from German
🔄 3 🔄 ❤️ ⋮
-  **Gesundheitsförderung** @Gesund_Leben · 4 Aug 2009
Ich laufe die Treppen zu Fuss hoch. Mach auch mehr Spass!
🌐 Translate from German
🔄 🔄 ❤️ ⋮

Who to follow · Refresh · View all

-  **CGTN** @CGTNOfficial
Followed by [Hootsuite](#)
👤 Follow 📌 Promoted
-  **Melissa K Blair** @MelissaKB...
Followed by [Win Morgan](#) and [others](#)
👤 Follow
-  **Matt Wood** @mattwood1958
Followed by [Jeff French](#) and [others](#)
👤 Follow

Find friends



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

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Federal Office of Public Health FOPH

News

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Prevention campaign LOVE LIFE

The new LOVE LIFE prevention campaign focuses on change in sexual partners, which can increase the risk of catching HIV or another sexually transmitted infection (STI).

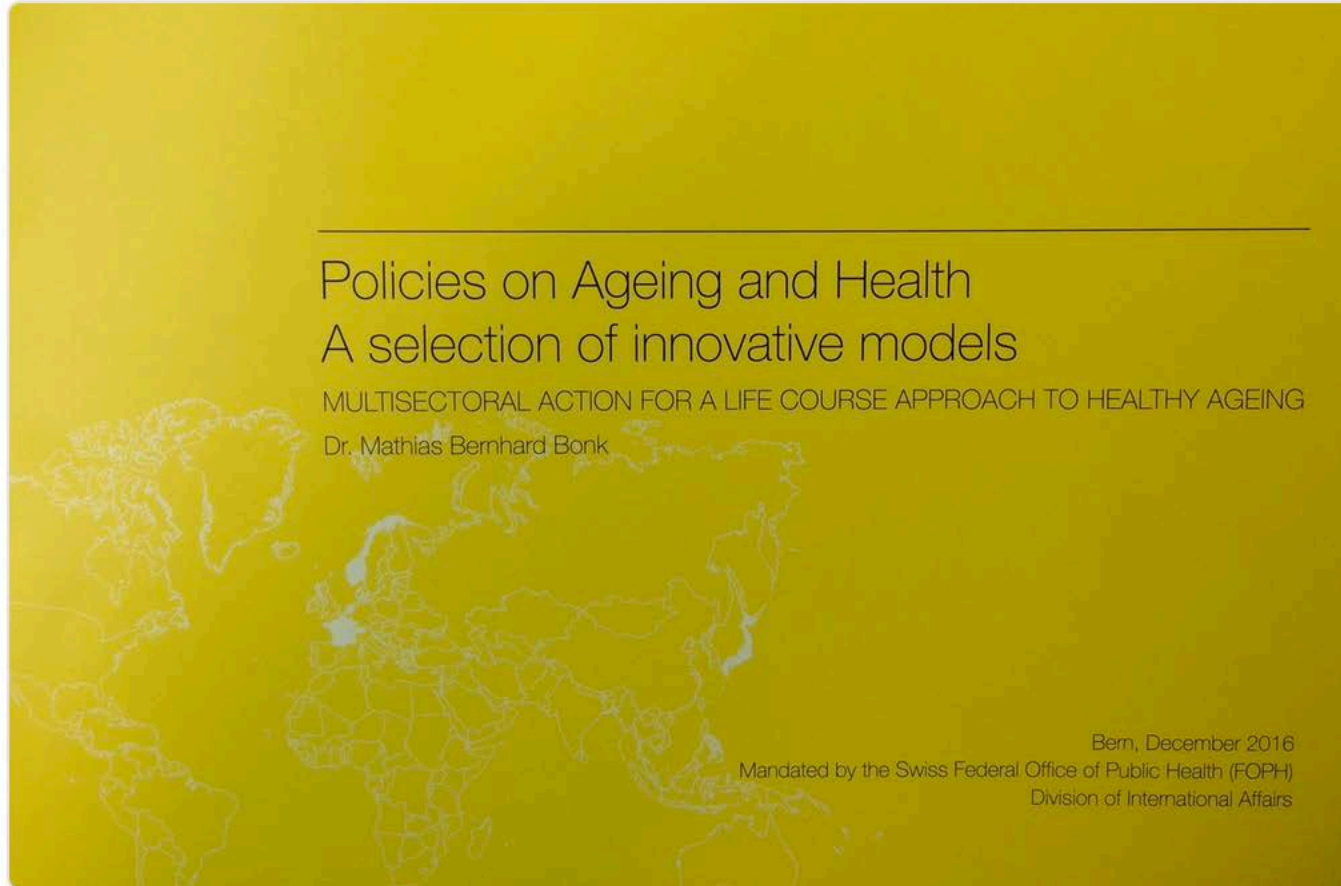
Strategy Addictions

LOVE LIFE



TDussey-Cavassini @TaniaDussey · 22 Dec 2016

Online! comparative study on ageing & health @nicolashenchoz @SAGW_CH
@DrSportSante @swissnexNetwork #swissnexday16 bit.ly/2hfNOwC





BAG – C

@BAG_OFSP

Bundesamt
fédéral de la
Ufficio feder
UFSP

Bern

bag.adm

Joined J

Twee

1 Follow



BAG – OFSP – UFSP @BAG_OFSP_UFSP · Jan 11

Le Conseil fédéral adopte la Stratégie nationale de vaccination
admin.ch/gov/fr/accueil...

Translate from French



1



BAG – OFSP – UFSP @BAG_OFSP_UFSP · Jan 11

Der Bundesrat verabschiedet die nationale Strategie zu Impfungen
admin.ch/gov/de/start/d...

Translate from German



2



1



BAG – OFSP – UFSP Retweeted



Swiss Global Health @BAG_INT · 22 Dec 2016

How to address [#PublicHealth](#) challenges of ageing population? 5 countries compared in Swiss mandated study bit.ly/2hfNOwC [#health](#)



5



1



Critical questions

- What is this message trying to accomplish?
- What should be said?
- To whom should it be said?
- How should it be stated?
- Who should be the source?

- Where should it be placed?
- How many times should it be posted?

- How could the message be mis-understood?
- How do we measure the effects of our message?

Critical questions

- Do you really want to communicate through social media?
 - Yes
 - No
 - Not sure

Critical questions

- What is this message trying to accomplish?
- What should be said?
- How should it be stated?
- How many times should it be posted?
- Who monitors?
- How active are we and who do we follow on social media?
- How do we measure the effects of our message and reach?

Thanks.

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