



# EUROPEAN SOCIAL MARKETING CONFERENCE

*Health Communication: New strategies in  
Portuguese Health Promotion*

27 de novembro de 2012

# Towards a shared understanding of health communication



- An important first step towards developing strong communication strategies is the need for a shared understanding of **key terms** used in the context of health communication.

- “Health communication” is used as the **overarching term** for advocacy, social mobilisation and programme communication.

- The lines between advocacy, programme communication and social mobilisation, especially in national/sub-national contexts, are often **blurred**.

# New strategies in health promotion

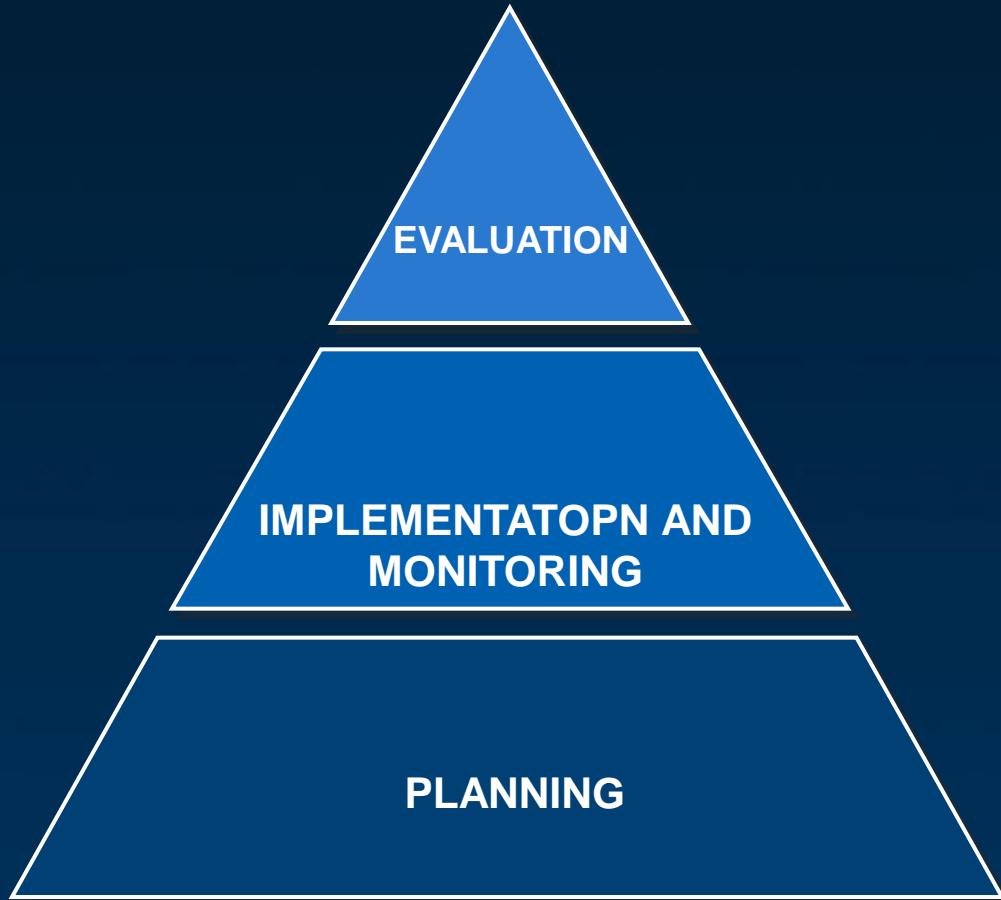


*French and Stevens, 2010*

# Challenges

- Increasing public engagement from portuguese citizens, moving beyond merely awareness-raising
- Involving national and international partners and linking with broader health and development campaigns and movements
- Supporting the involvement of activists in defining strategies
- Supporting civil society in monitoring government responses
- Mobilisation and advocacy for the strengthening of health systems

# COMBI - Communication for Behavioural Impact



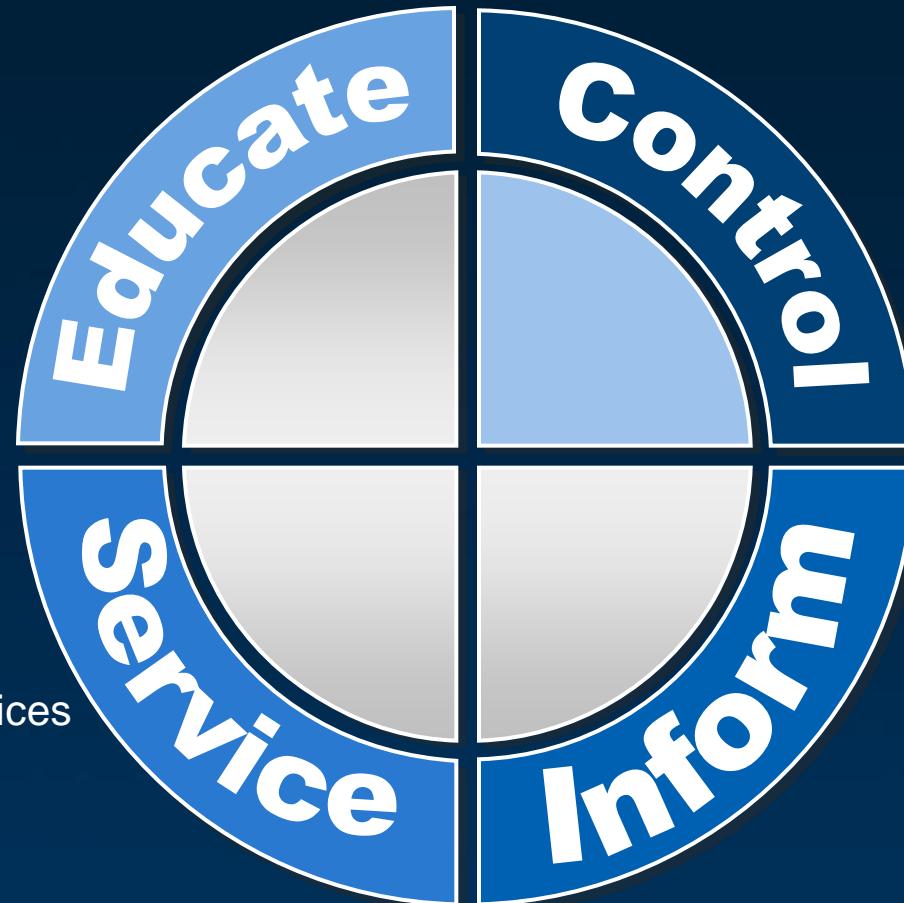
WHO, 2009

- Assemble a multidisciplinary planning team
- State preliminary behavioural objectives
- Plan and conduct formative research
- Segment target groups
- Develop your strategy
- Pre-test behaviours, messages and materials
- Establishing a monitoring system
- Set up a system to manage information
- Structure your programme
- Write a Strategic Implementation Plan
- Determine your budget
- Conduct a pilot test and revise your Strategic Implementation Plan

# 1988-2010



Campaigns that expose tobacco industry marketing and product manipulation tactics can change community attitudes and beliefs about the tobacco industry



To provide support services

Public education campaigns provide effective counter messages to the tobacco industry's ever-present marketing and promotional efforts.

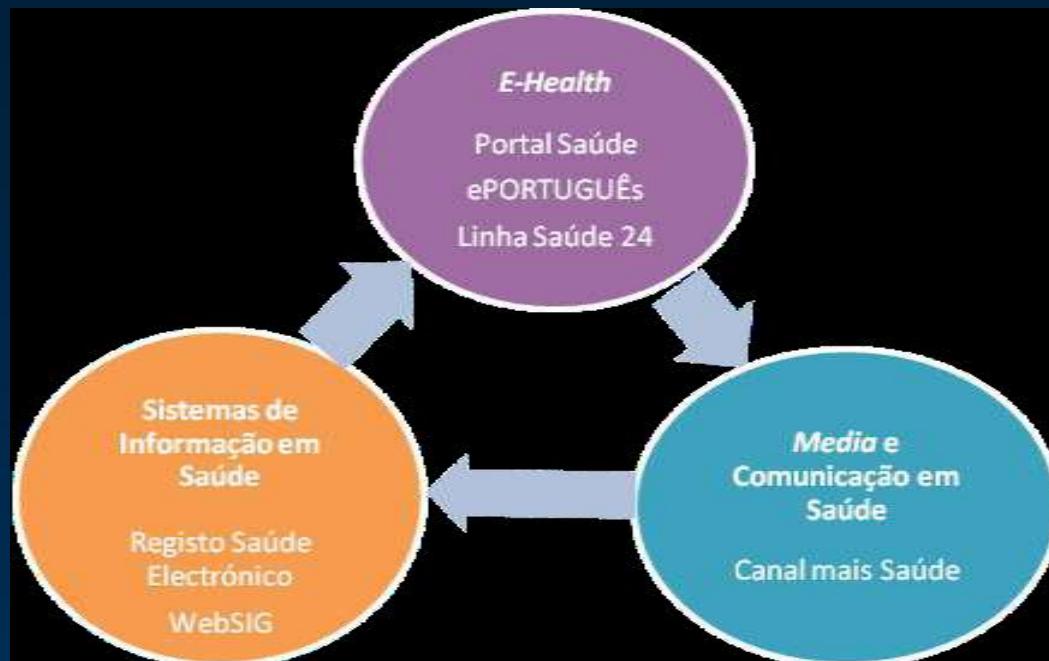
Education campaigns that promote “how to quit” messages

# Focus on evidence



- Limited use of policy support and planning in social marketing interventions
- Limited but promising evidence for the effectiveness of social marketing in the prevention and control of communicable diseases.
- No evidence of the application of social marketing for the prevention and control of communicable diseases amongst disadvantaged and hard to reach groups

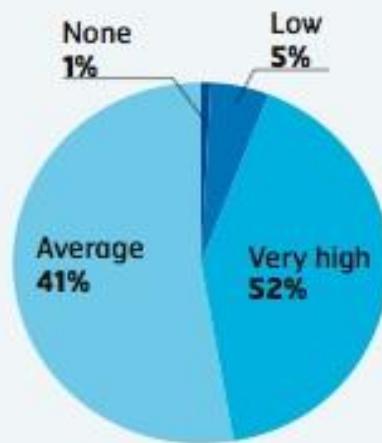
# National Health Plan 2012-2016



# Health Channel

The channel development was focused on new technologies - television emission done through a closed cycle, IP-TV technology (Internet protocol).

Audiovisual Content Interest



New themes for the Health Channel (%)

News	38,5
Information on common diseases	16,7
New discoveries	16,7
Pharmacy schedule	6,4
Information on Health units	3,8
General information	3,2
Other information on health	3,2
Other	11,5

The pilot started on 2009 in the south of the country.

The University of Algarve carried out a survey to patients attending Family Health Units of Al-Gharb, Faro, Balsa, Tavira and the Central Hospital in Faro between the 22nd and 27th of July of 2010.

# Virtual Health Library



## Rede ePORTUGUÊSe

- Angola
- Brasil
- Cabo Verde
- Guiné-Bissau
- Moçambique
- São Tomé e Príncipe
- Timor Leste

## Pesquisa na BVS

Entre com uma ou mais palavras

[Pesquisar](#)

[Pesquisa via descritores DeCS/MeSH](#)

## Literatura Científica

### Ciências da Saúde

PubMed, MEDLINE, MEDLINE Full Text, Bentham Open Access, BioMed Central, PubMed Central, Imbiomed, Redalyc, Free Medical Journals, Free Books 4 Doctors, PLoS

### Ciências em Geral

b-on, RCAAP, DOAJ, Highwire Press Free, Journals4Free, SciELO

### Organismos internacionais

WHOLIS, PAHO

### Organismos Nacionais

ARCA: Repositório do Instituto Gulbenkian de Ciência, Repositório do Centro Hospitalar de Lisboa Central, Repositório Científico do Centro Hospitalar do Porto, Repositório do Hospital Prof. Doutor Fernando Fonseca, RIHUC: Repositório Institucional dos HUC

## Temas em Desenvolvimento

- Enfermagem
- Educação Médica

## Redes Relacionadas

- BVS
- CVSP
- ePORTUGUÊSe
- EVIPNet
- GHL
- A2iELo

## Directórios, Portais e Serviços

### Indicadores e Dados Estatísticos

OMS, Eurostat, INE, PORDATA, Perfis de Saúde da Região Norte, Indicadores e Metas do PNS, WebSIG – Mapas Interactivos

### Legislação

LEGIS

## Aviso

A BVS Portugal encontra-se em desenvolvimento.

## Destaques

### Journals for Free

Journals4Free

## Notícias ECO ePORTUGUESE

**PORtugal:** Seminário "O Envelhecimento Ativo: Moldando o Futuro"

**PORtugal:** 11ª Reunião Avaliação Externa da Qualidade

**PORtugal:** Programa Nacional de Diagnóstico Precoce

**PORtugal:** Abertura de Concurso para atribuição de Bolsas Ricardo Jorge

**PORtugal:** Sociedade Portuguesa de Hematologia premia investigação do INSA

# Virtual Health Library

Not viewed traffic \*

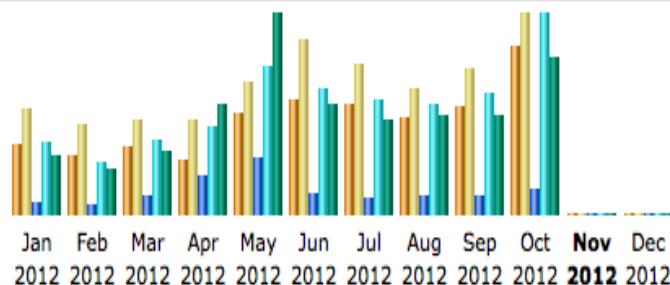
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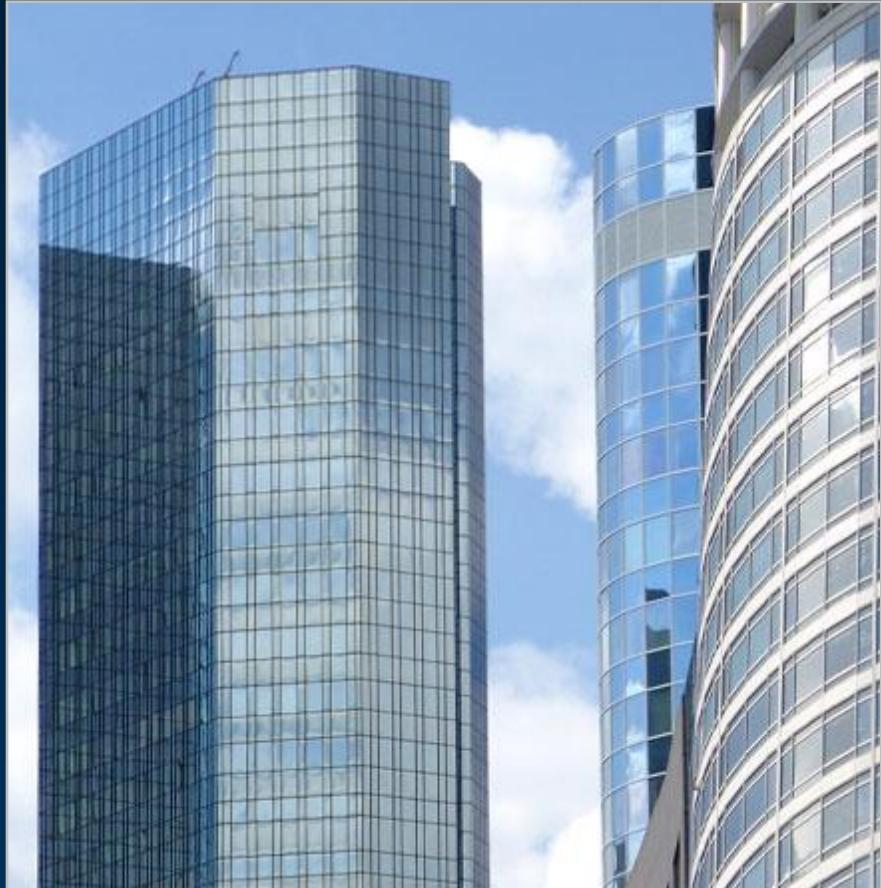
Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

## Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2012	314	470	1,200	7,087	58.99 MB
Feb 2012	257	400	1,022	5,076	44.33 MB
Mar 2012	299	417	1,750	7,117	62.77 MB
Apr 2012	245	417	3,754	8,438	109.03 MB
May 2012	447	583	5,484	14,390	197.73 MB
Jun 2012	507	768	1,970	12,282	109.04 MB
Jul 2012	491	659	1,597	11,183	94.07 MB
Aug 2012	429	556	1,759	10,617	97.72 MB
Sep 2012	476	646	1,730	11,734	96.97 MB
Oct 2012	744	884	2,397	19,402	154.35 MB
<b>Nov 2012</b>	0	0	0	0	0
Dec 2012	0	0	0	0	0
Total	4,209	5,800	22,663	107,326	1.00 GB

# Getting communication on the agenda



## *Priority areas for action*

- Establishing models to enabling meaningful stakeholder engagement
- Creative use of media
- Monitoring the effectiveness of communication
- Linking communication to epidemiology
- Increasing communications capacity
- Collating and simplifying communication tools



# Thank you

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