



Challenges and opportunities in translating health communication evidence into disease prevention practice

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The European Centre for Disease Prevention and Control is an independent EU agency established in 2005 and seated in Sweden aimed at strengthening Europe's defences against infectious diseases.

Detect
Assess
Respond
Prepare
Communicate



Our vision:

Behaviour change* is seen as valued contributor to disease prevention



Challenges

- Complex EU setting
- Diverse communities
- Interaction between politics and research
- Traditional mindset
- ..and somewhat limited mandate of ECDC

*changing, sustaining, developing, modifying

How can ECDC address the challenges?

Roadmap

Evidence-based
information on
behaviour change
and health
communication

Providing tools
and applications
for behaviour
change activities

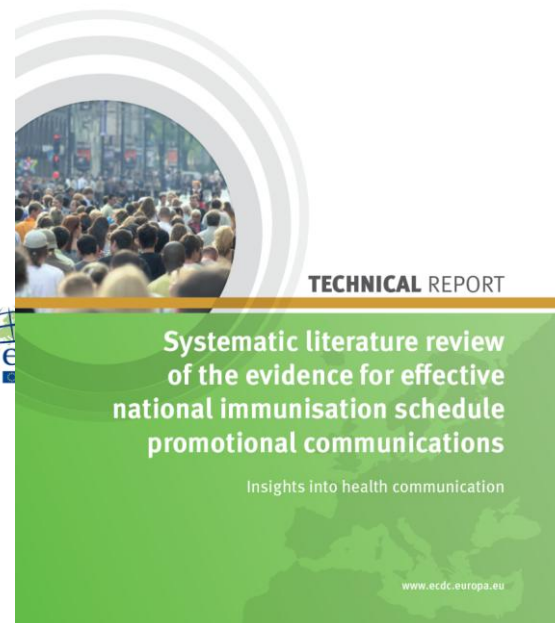
Promoting health
communication
skills and building
capacity

**Building a bridge
between
behavioural
science and
disease prevention**

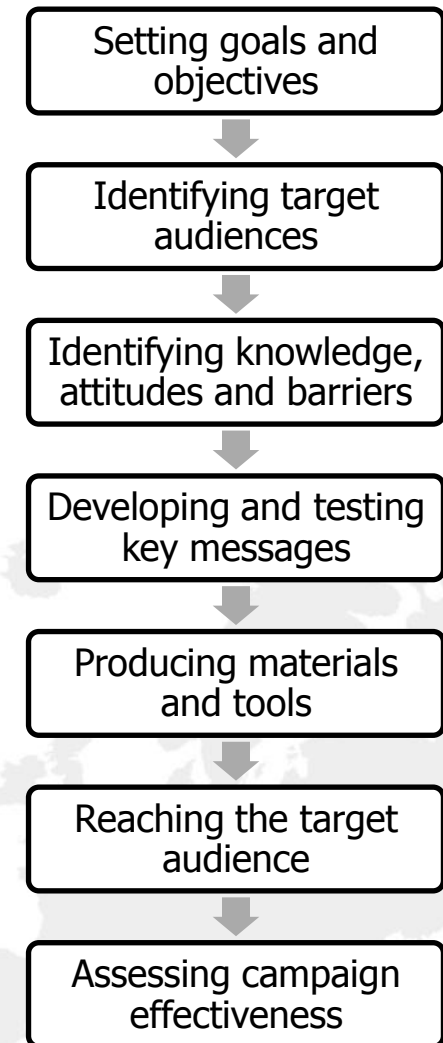
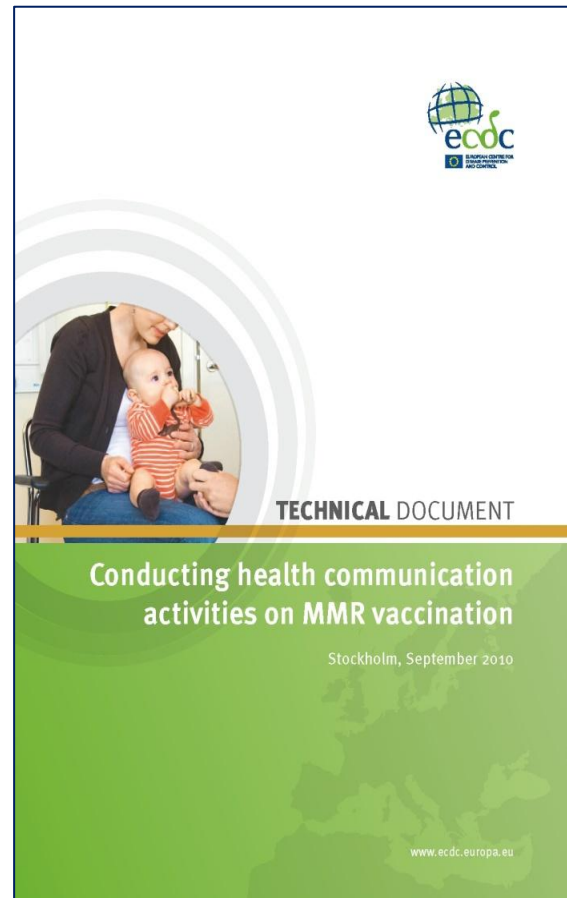
Understanding health behaviours and the context in which they occur



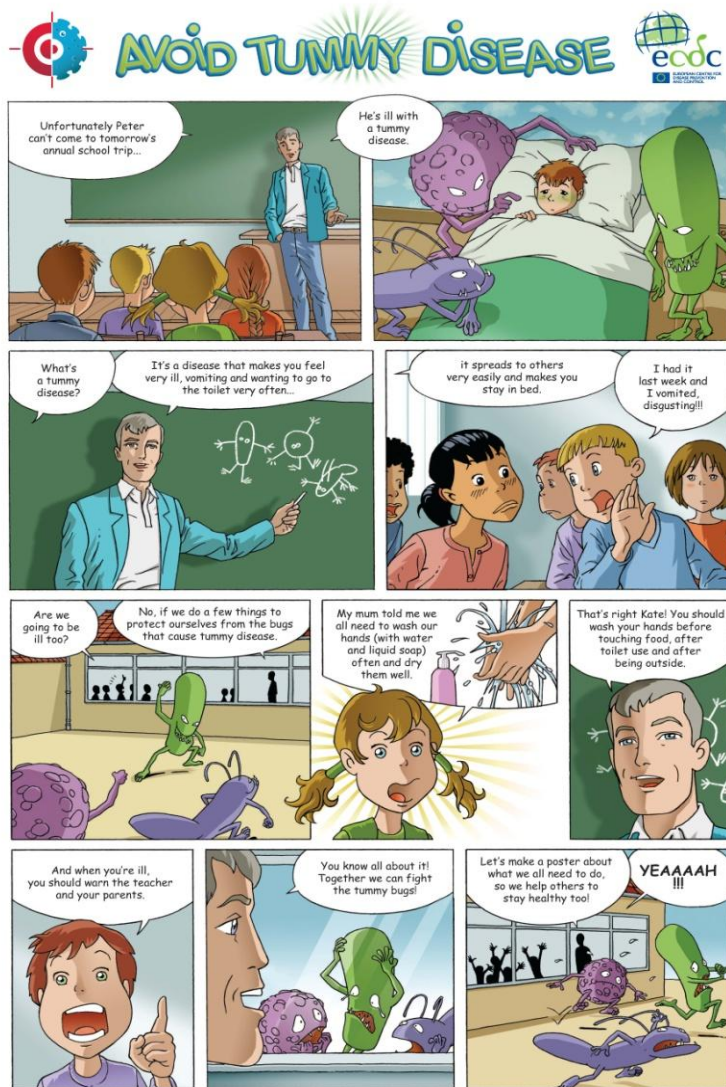
Providing evidence and sharing best practice on behaviour change and health communication



...developing guidance and scientific advise



...introducing the most suitable tools



Let's talk about protection

Practical guidance
for health care providers
to enhance childhood
vaccination uptake

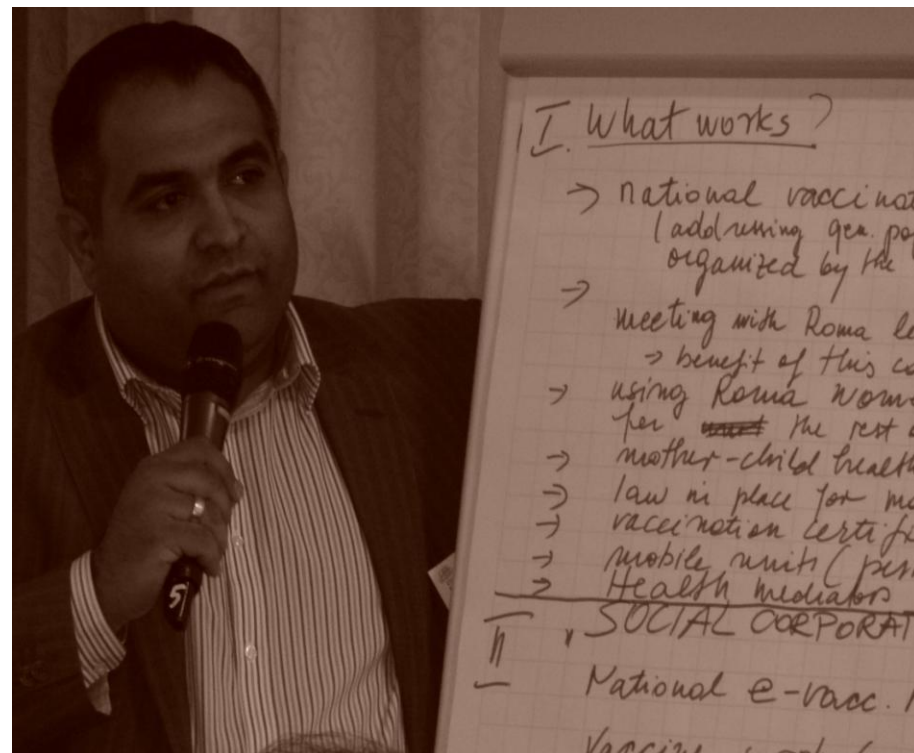
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One of the ECDC priorities: focusing on poorly reached



Engage people and co-create interventions

- Translating the value of a behaviour into the audience language
- Values vary across people, understanding the segments of the audience
- Understanding benefits that matter to the target audience





Clínica
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Institute for Social Marketing



Translating Health Communications

Programme for dissemination of evidence based health communication activities and innovations on communicable diseases for country support in the EU and EEA/EFTA 2009-12.

Project aim

...to build capacity and support the optimal use and development of health communication activities in EU and EEA/EFTA States in the promotion of health, focusing on the control and prevention of communicable diseases.

Objectives

1. To scope health communication activities focusing on communicable diseases
2. To provide summary information and examples of health communication activities
3. To bring together national European stakeholders interested in health communication research focusing on communicable diseases
4. To contribute to the development of dissemination tools for health communications activities.

Project activities

1. Primary Information Gathering
2. Synthesis of Knowledge
3. Consolidation and Triangulation of data
 - SWOC analysis
4. Health communication examples resource
5. Consultation with stakeholders
6. Development of overall framework to underpin evidence based health communication strategy

Synthesis of current evidence through a series of reviews:

Literature Review Series (x4)

1. Health information seeking behaviour on the web
2. Trust & reputation management in communicable disease public health
3. Health communication and campaign evaluation
4. Effective risk communication for communicable diseases.

Systematic Reviews (x2)

1. Effective health communication towards immunization uptake
2. Health communication for behavior change; towards prevention and control of communicable diseases.

Rapid Reviews of Evidence (x3)

1. Health literacy
2. Health advocacy
3. Social Marketing

Primary information gathering

Quantitative cross sectional e-survey

- **Sample:** ECDC Communication Competent Bodies (CB) Directors. Additional contacts provided via snowball sampling
 - Completed questionnaires: 65
- **Data collection:** SurveyMonkey

Telephone interviews

- **Sample:** Key informants
 - Total participants: 44
- **Data collection:** semi-structured telephone interviews

Expert consultation

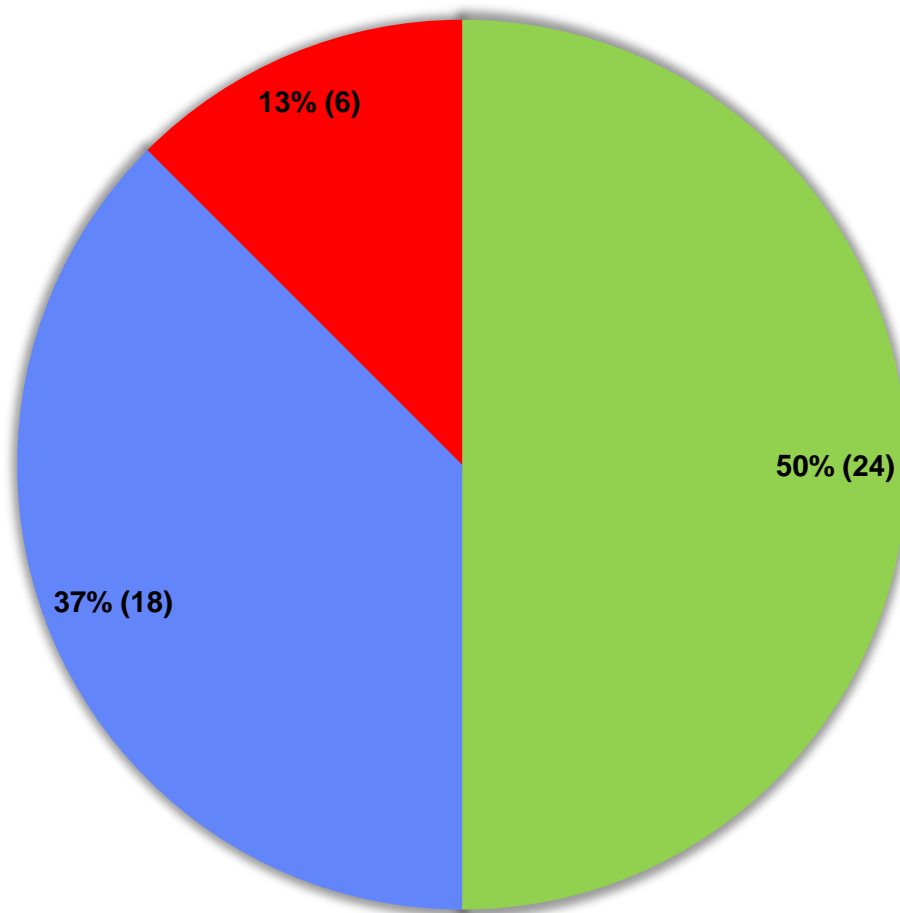
- **Sample:** key stakeholders attending ECDC competent bodies meeting in Budapest
 - Total participants 25, representing 15 countries
- **Data collection:** Group interview

Results

Aggregated EU E-survey, Telephone Interviews & Expert Consultation



Q. Are communication activities for communicable diseases included in national health plans, programmes and policies?

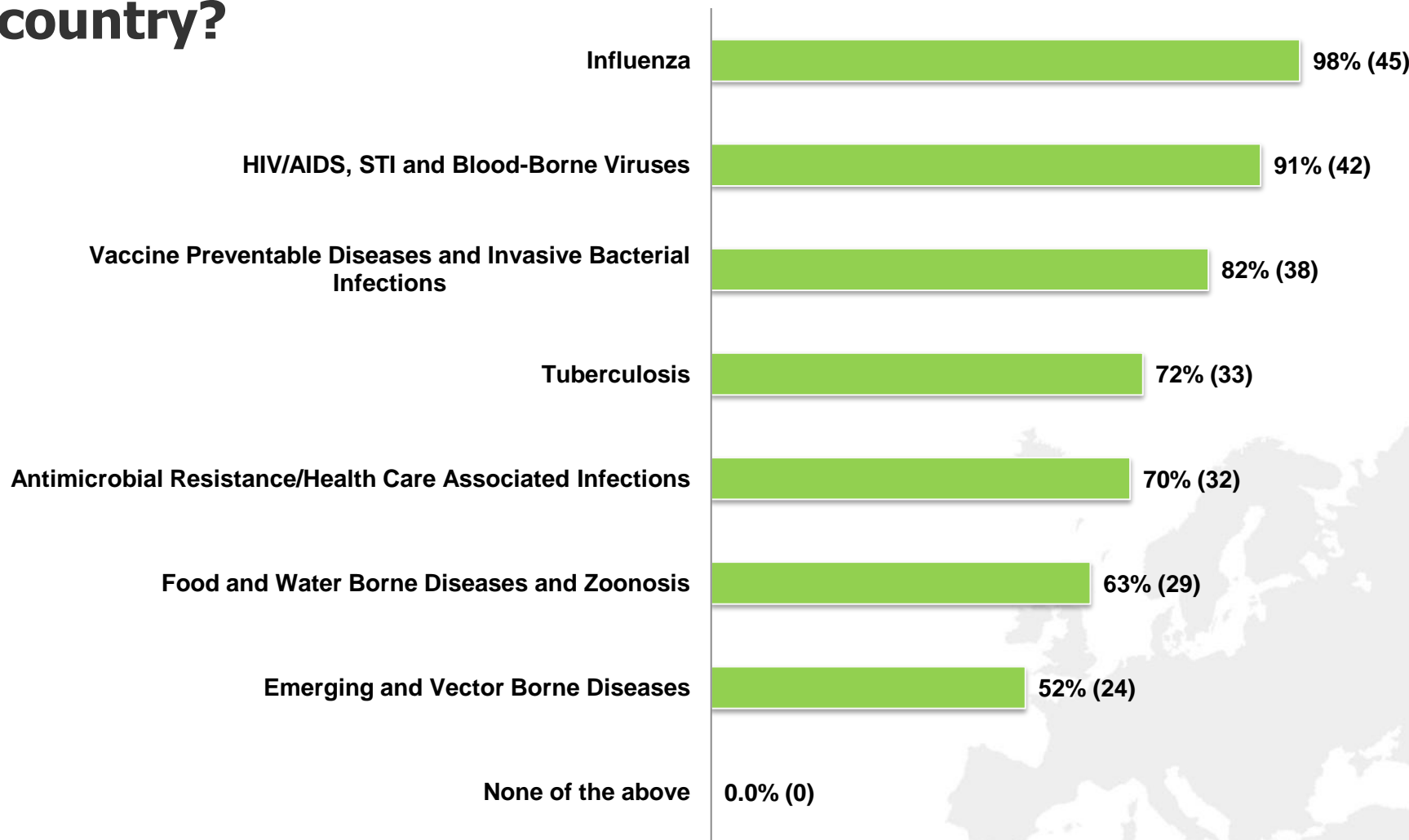


■ Yes

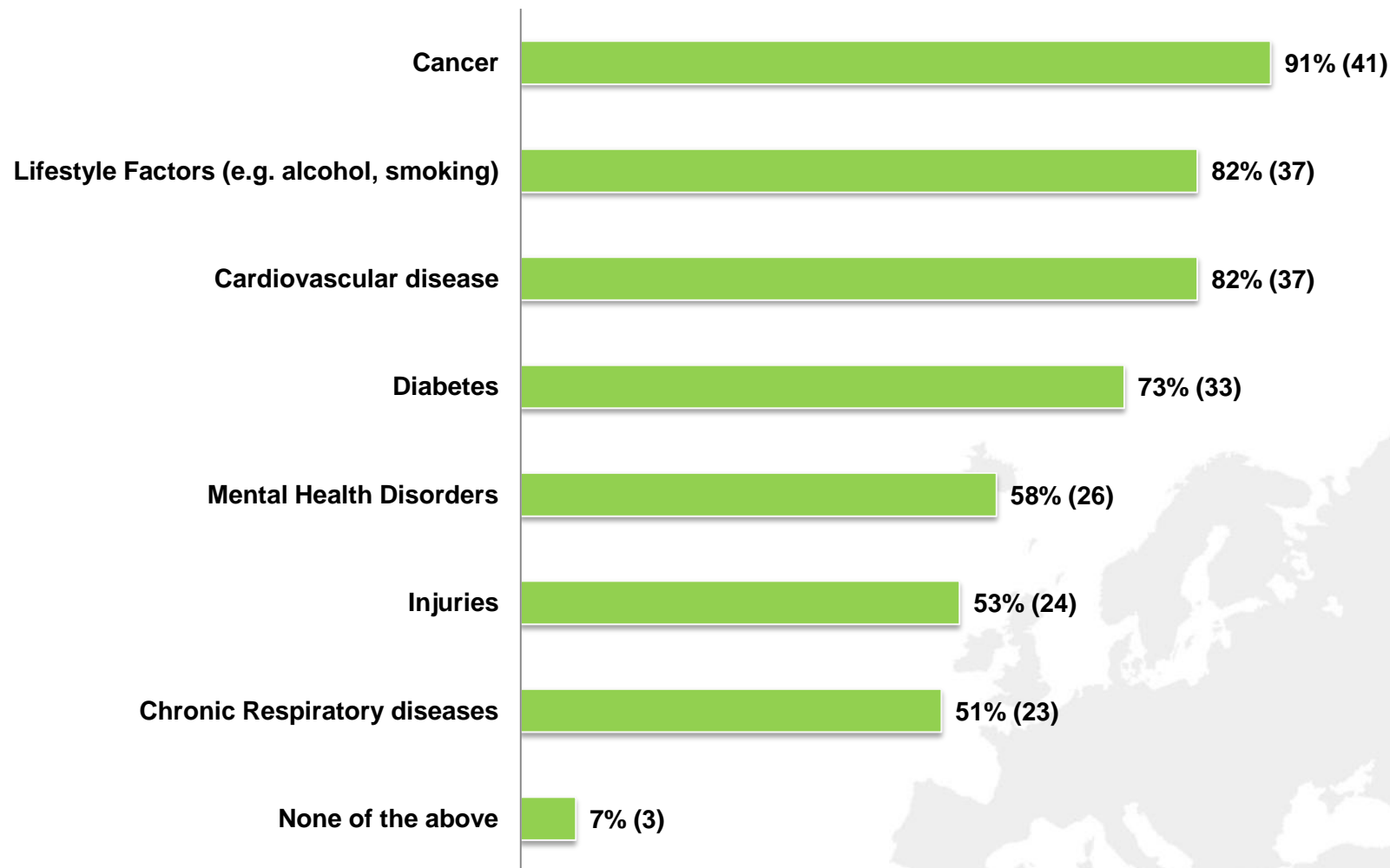
■ For some
communication
activities/diseases

■ No

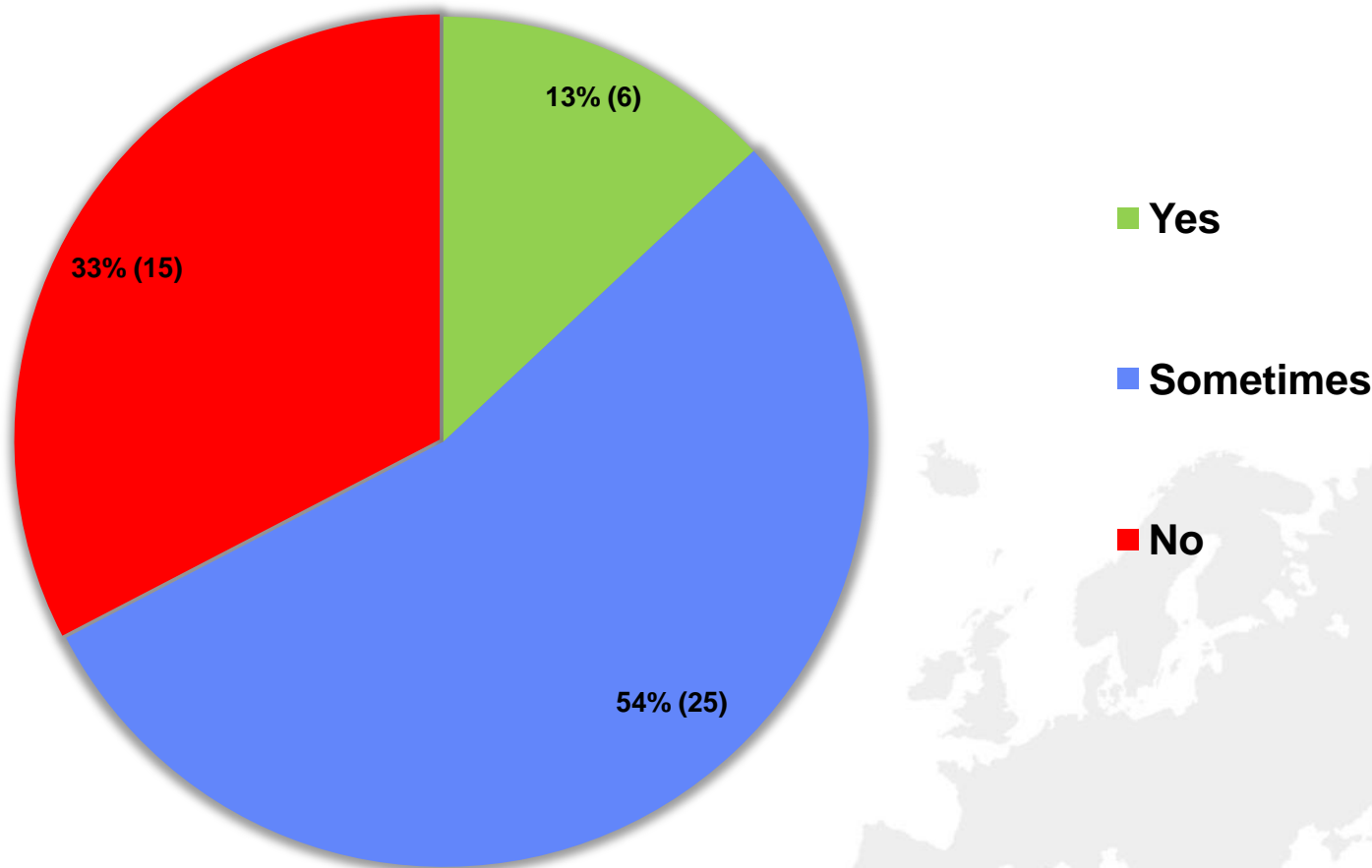
Q. Is health communication used in the following specific communicable disease groups in your country?



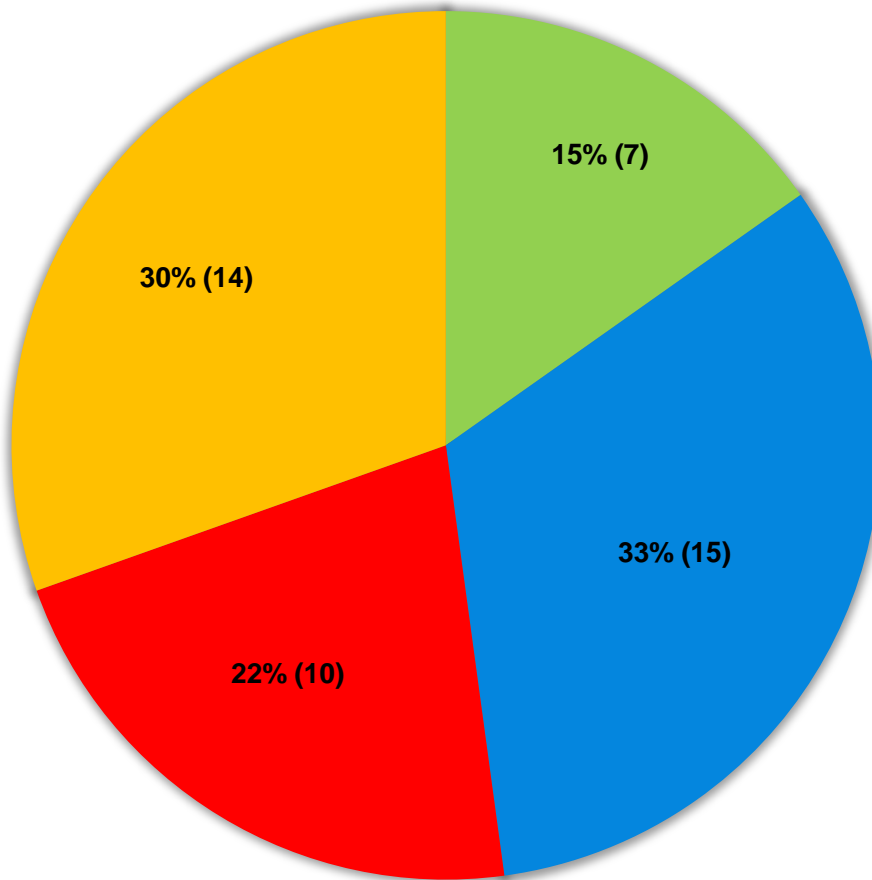
Q. Is health communication used in the following **NON-communicable disease** groups in your country?



Q. Are health communication activities evaluated in your country?



Q. Education and training programmes to develop leadership, planning, management and/or evaluation in health communication?



- Yes, there are specific courses dedicated to health communication
- There are course(s) in which health communication is a module, a subject or a part
- There is no specific training in health communication
- Don't know

Gaps and Implications

- Health communication more evident in non-communicable diseases
- Experience, information and best practice is not shared across the two disease areas.
- Limited evidence base
- Lack of expertise and resources
- Lack of long-term health communication and health promotion strategies focused on behavioural change*
- Knowledge and resource gap around evaluation
- The current use of social media and mobile phones as channels of communication are limited

*changing, sustaining, developing, modifying behaviours

Key Action Areas in EU

- Develop research capacity in health communication:
 - health literacy
 - health advocacy
 - social marketing
 - new technologies for disseminating messages
 - systematic use of evidence and evaluation to inform practice
- Strengthen collaboration among those working in health communication and communicable disease in the region
- Increase awareness and provision of health communication training and education
- Develop an online interactive resources/platform for sharing health communication information and resources
- Provide guidance for best practice to build the evidence base for health communication activities.

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Thank you for your attention!

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