

HINTS

Looking Forward 25 September 2009

By

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Disclaimer: The ideas presented here are the author's only and do not represent the positions of Johnson & Johnson

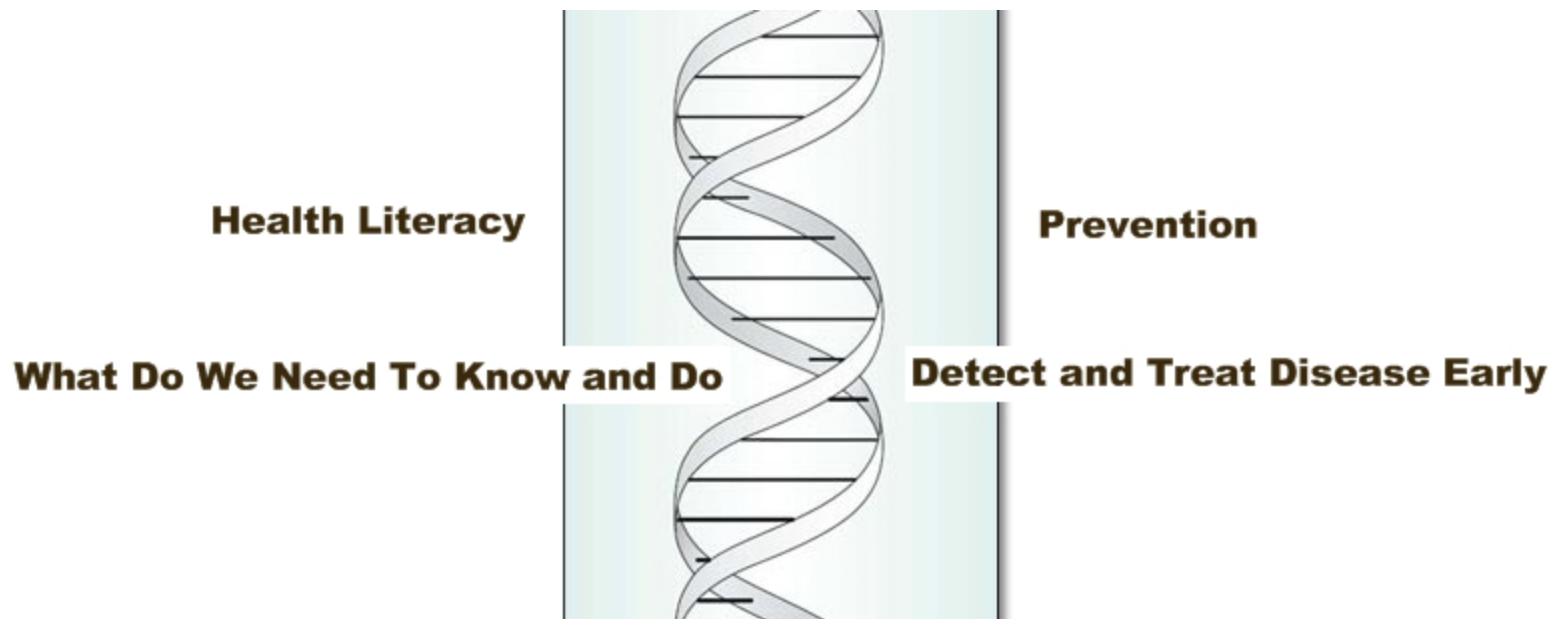
Conceptual Constructs

1920: Winslow's definition of public health

"Public health is the science and art of preventing disease, prolonging life and promoting physical health and efficacy ...which will ensure every individual in the community a standard of living adequate for the maintenance of health"

1988: IOM

The mission of public health "fulfilling society's interest in assuring conditions in which people can be healthy."



The Opportunity to Advance Health: Health Literacy for the Public Good



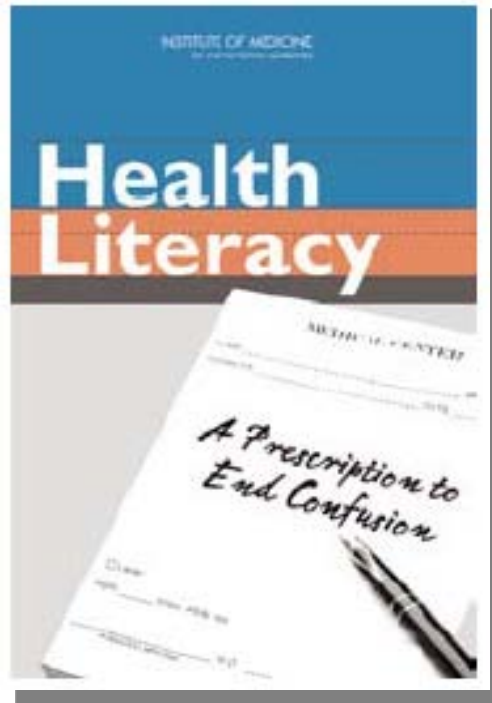
United Nations Ministerial Declaration:

“We stress that health literacy is an important factor in ensuring significant health outcomes and in this regard call for the development of appropriate action plans to promote health literacy.” (July 9, 2009)



Health Literacy

Health Literacy is “the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.”

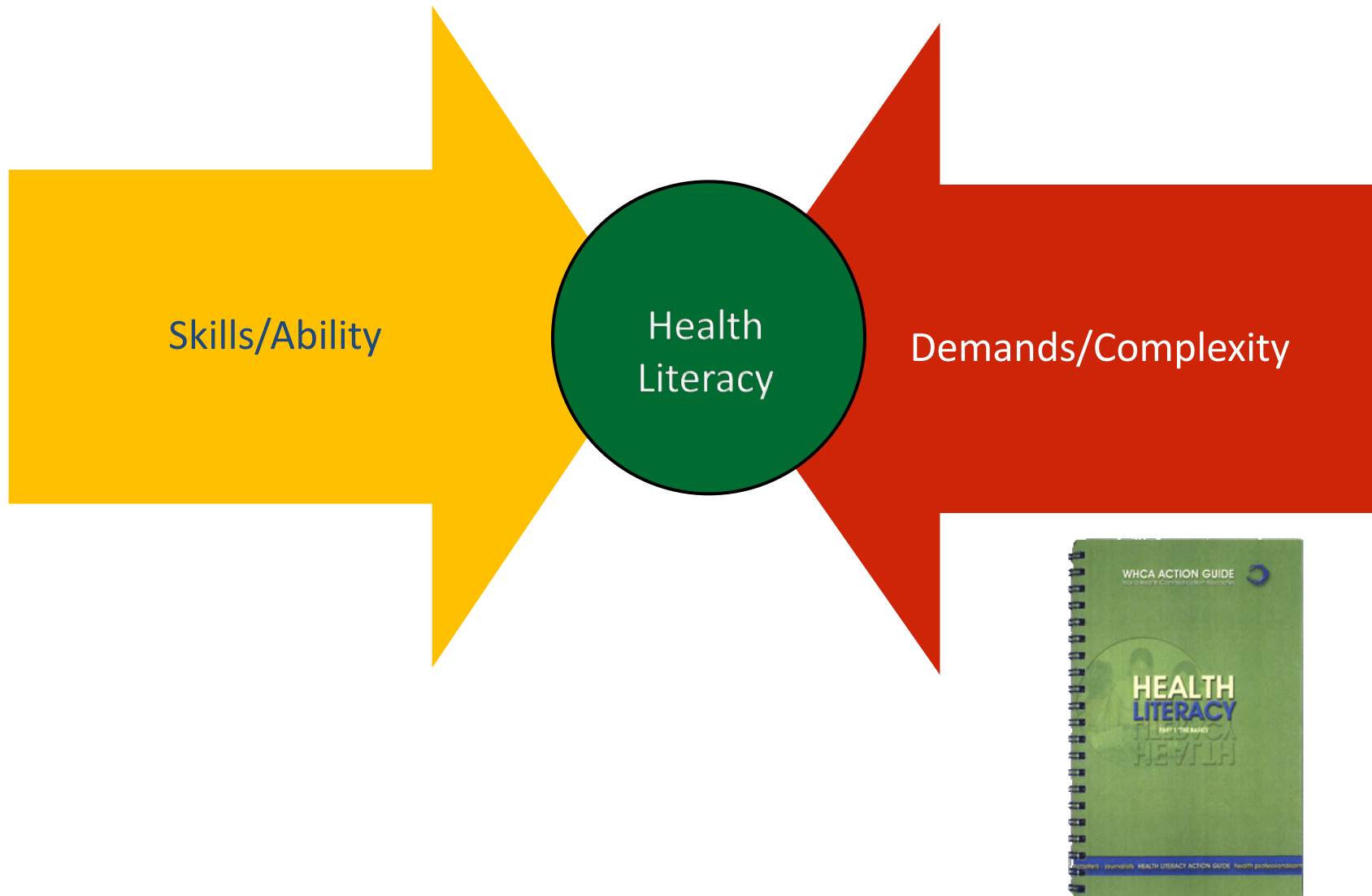


Sources: Ratzan and Parker, NLM Complete Bibliographies of Medicine, 2000; USDHHS, Healthy People 2010; Institute of Medicine, 2006

The potential of health literacy?



Conceptual Framework



Source: Parker, Ruth, in World Health Communication Associates, 2009. *Health Literacy, Part 1 "The Basics."*

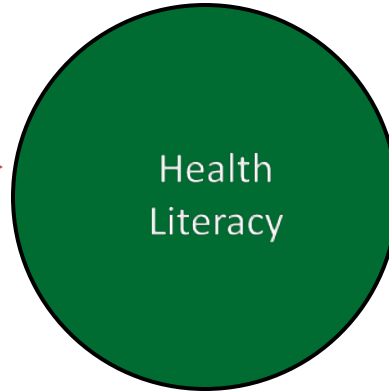
WHCA Action Guide. Presented at IOM, February 2009.

Efforts to impact health literacy requires engagement at multiple levels

Three Domains to Address

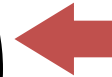
Health Care System

- Understanding health information
- Ease of Use/Navigation of the health system
- Training providers in communication



Educational system, home community and workplace

- Increase patient skills through all levels of the education system
- Train in communication/working with people with limited literacy
- Equip families and communities with self care strategies
- Health literate workforce



Media and new technology

- Reach people through communication technology
- Effective communication strategies frame issues
- Credible, understandable, actionable information

The Foundation: Policy and the Political Arena. For all three domains there must be shared and integrated responsibility and involvement, with the person at the center.

Source: Kickbusch I and Maag D. 2008. Health Literacy. In: Kris Heggenhougen and Stella Quah, editors. International Encyclopedia of Public Health, Vol 3.

Best practices in communication to with mothers and children

J&J/UCLA Head Start

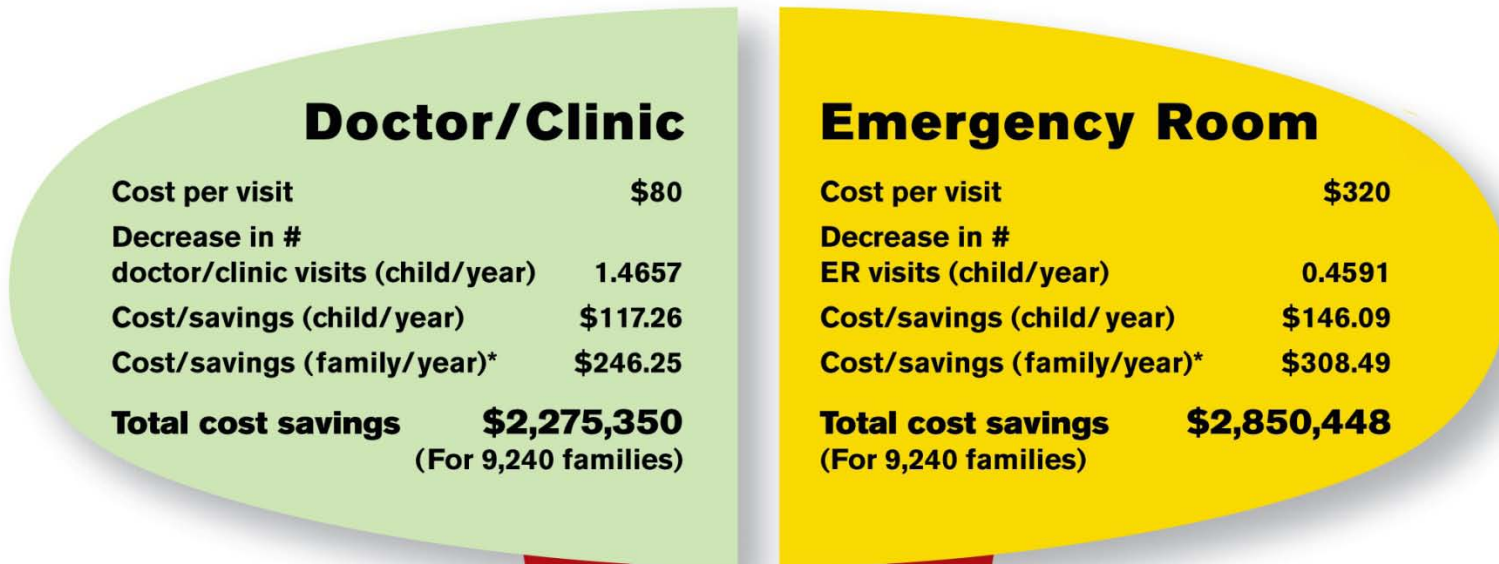
&

Babycenter



2001-2008 Impact of UCLA Health Literacy project

“What To Do When Your Child Gets Sick”



**Assuming 2.1 children per family*

Total annual savings (9,240 families) = \$5,125,798
Savings per family trained = \$554.74

20,000 families = \$11.1 million

Source: “What To Do When Your Child Gets Sick”, UCLA 2009.

Starting in 2005, BabyCenter has extended its offering to 18 markets, now reaching over 15mm new and expectant online moms each month



BabyCenter has established leadership positions in UK, Canada, Australia, India, Austria, and US Hispanic and a quickly growing media business.

BabyCenter's formula: right content, message and community *delivered at the right time to the right need*

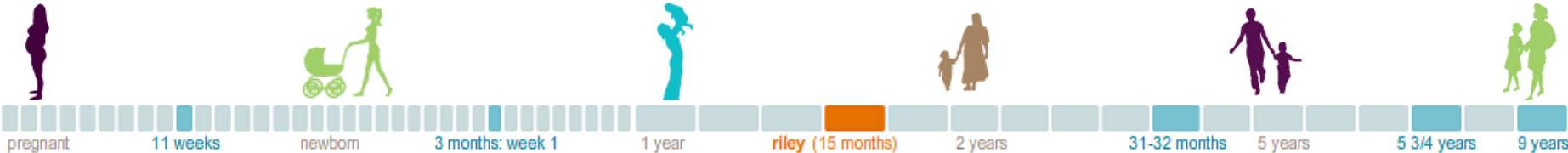
Enter your due date or child's birthday

mm dd yyyy

I'm trying to conceive

Sign Up Today

Registration + Child's Age



Stage Newsletters

Tools

Articles

Community

Blogs

Answers

= Complete Personalized BabyCenter Experience

BabyCenter uniquely engages consumers over the course of their pregnancy with health literacy ...

- **Evidence-based communication strategies**
 - Messages delivered that are **customized to the consumer's due date**.
 - Timely, **digestible, and actionable** information
- **Understandable and unique voice**
 - Tone of voice and messages blends **expert advice** with practical **mom to mom wisdom**
- **Emotional needs before physical**
 - Consumer's **emotional needs first** are answered such as questions like "Is It Safe?" or "Am I Normal?"
 - Taboo topics such as sex and infertility are addressed
 - **Core health behaviors** such as nutrition, hygiene, or health care are then incorporated

BabyCenter's experience is stage-based and locally relevant



Home Page



Sample e-mail
Since 2007

India -- - Mobile phones but no internet access

- Insights

- Mobile penetration has exploded in India way ahead of internet penetration
- Voice services overcome both literacy and language issues
- Aimed at consumers with mobile phones but are NOT online
- To get over the barriers of limited phone functionality, language issues, and low literacy, create powerful experiences using a combination of voice and SMS to deliver engaging, educational messages.



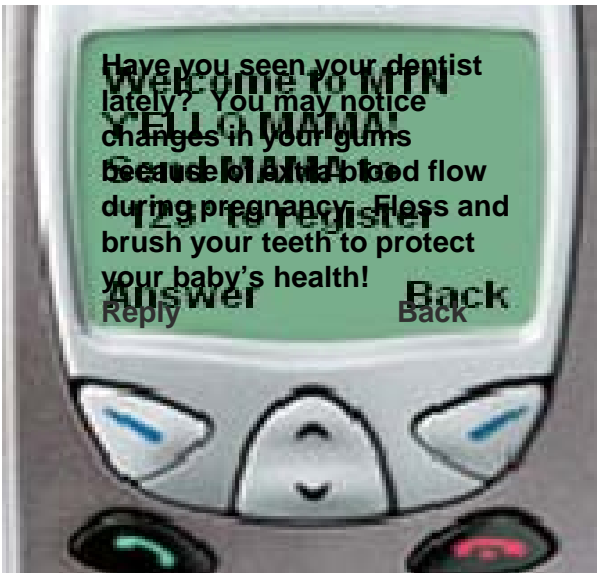
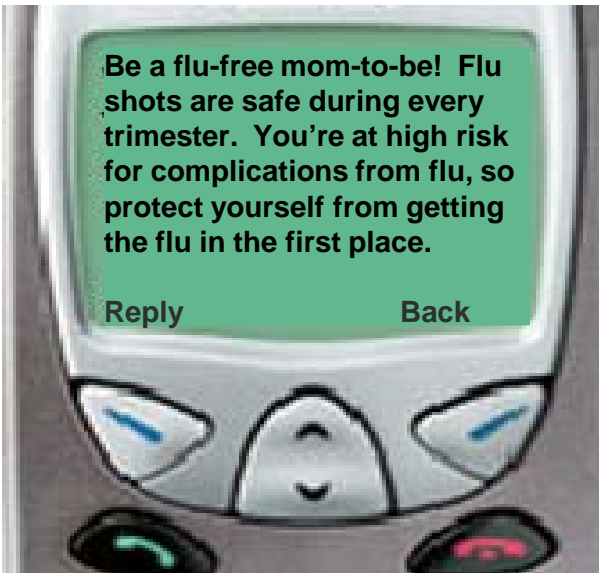
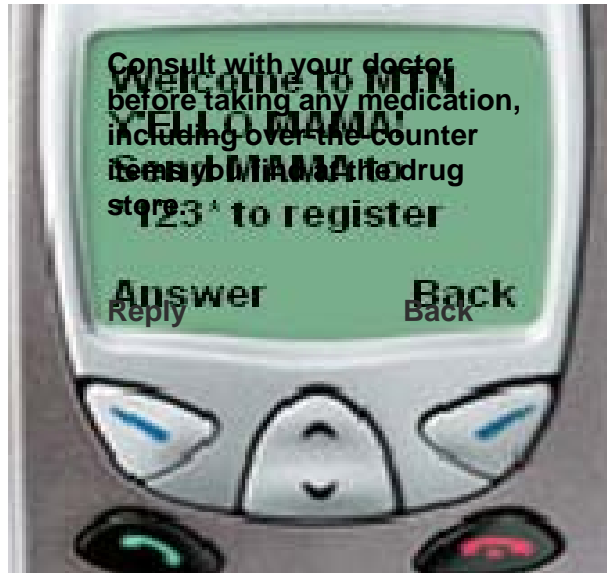
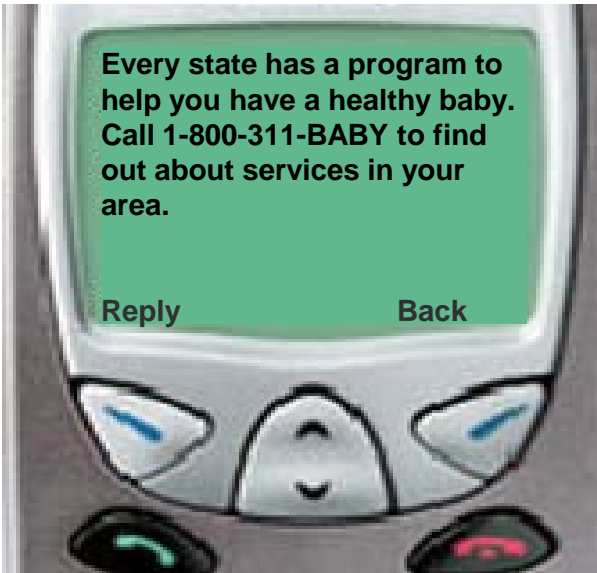
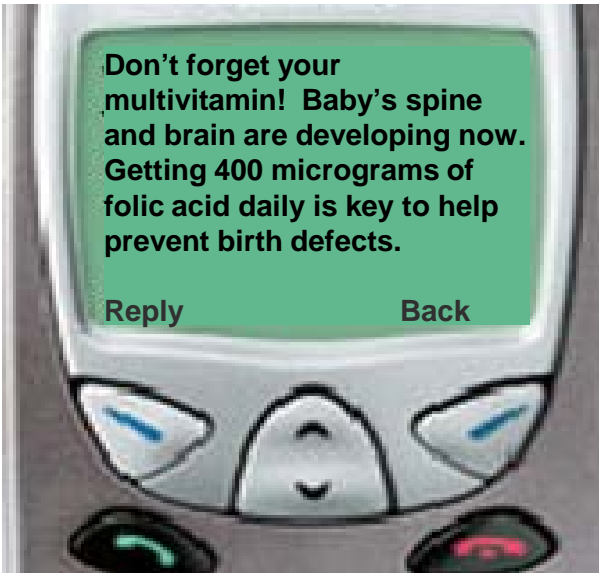
Beta program: +91 1204078600

India voice portal

- Covers pregnancy in English and Hindi. Will expand to more languages and 0-12 months
- Experience is mixture of stage-based voice and text message reminders
- Content is core health, one thing to do each week, actionable (nutrition, hygiene, health care best practices), with integrated advertising

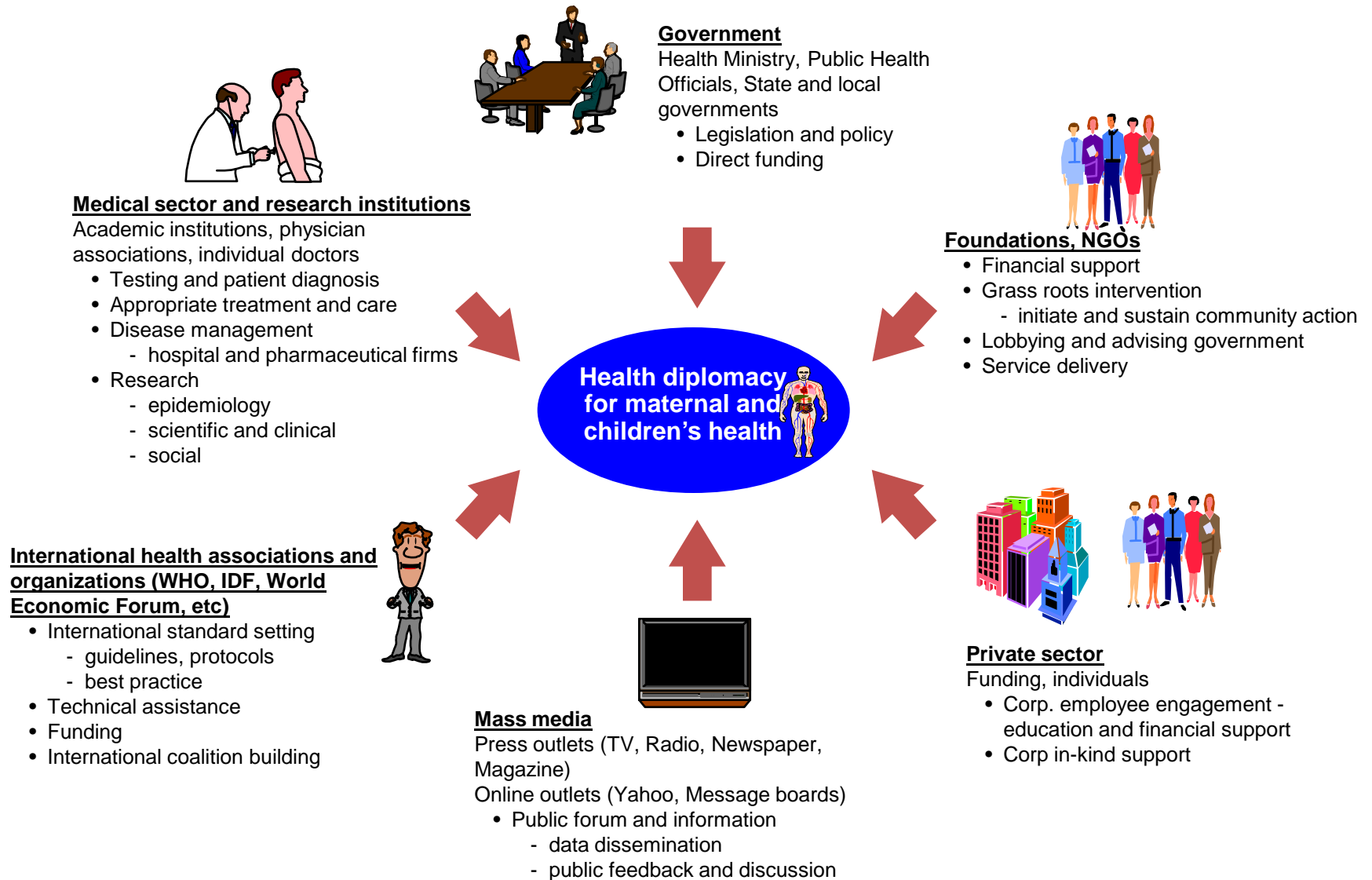
How it works



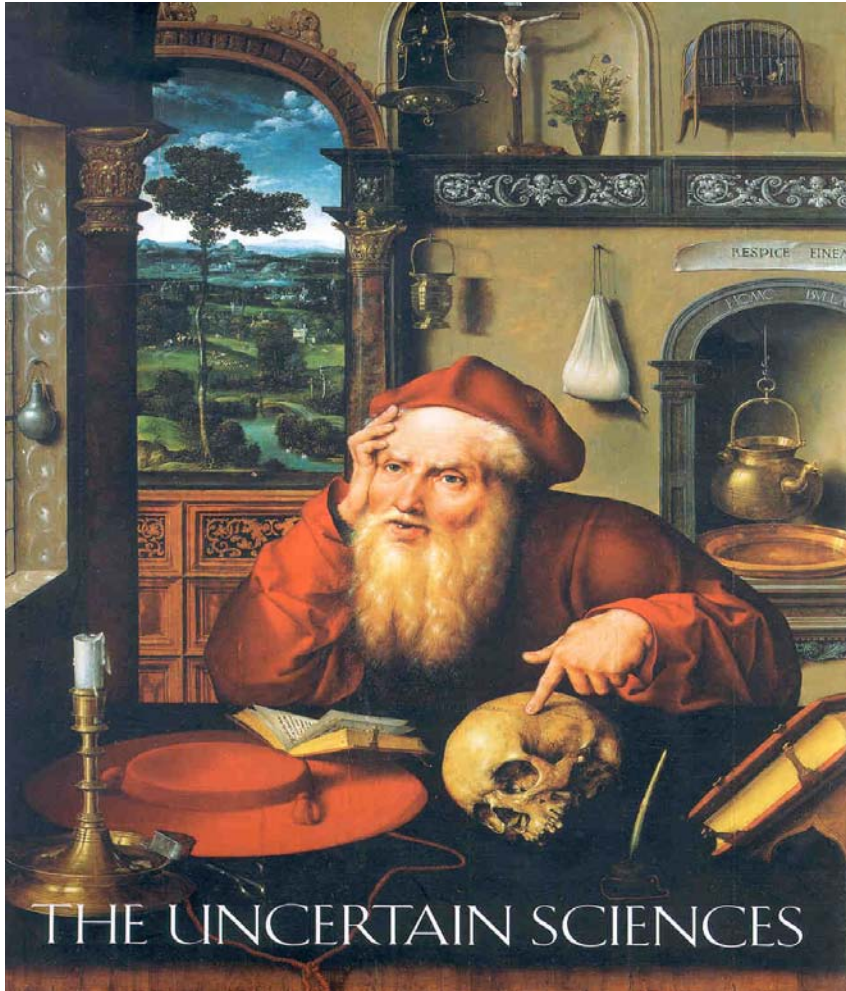


CONCLUSION..

Efforts to impact global health requires health diplomacy



Our suggested engagement with health diplomacy



For more information:

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THANK YOU!