

Center *for* Health Communication & Marketing at the University of Connecticut

Dr. Leslie Snyder

CDC Grant #P01 CD000237-01



Center *for* Health
Communication & Marketing

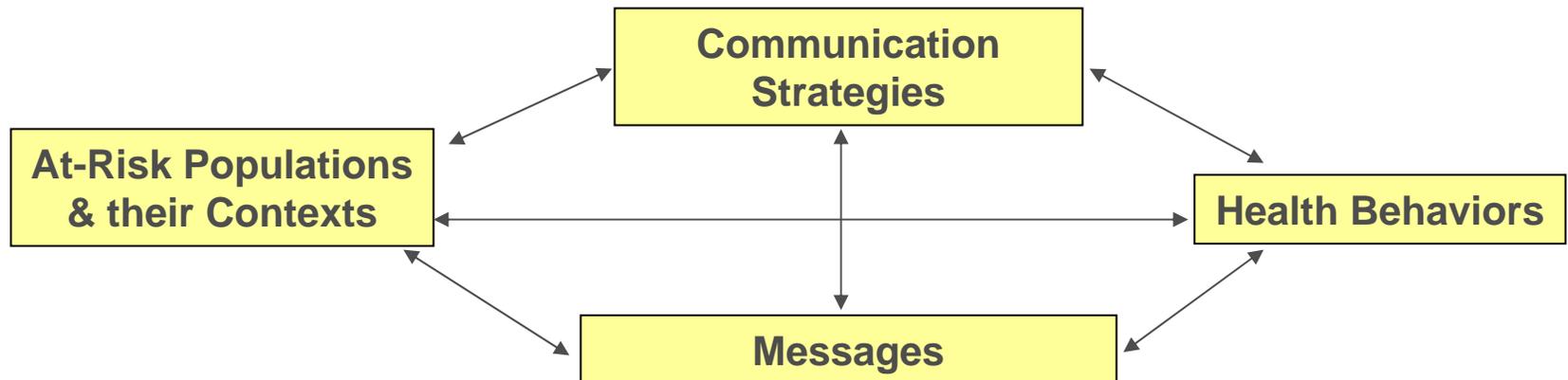
A CDC Center of Excellence



University of Connecticut

CHCM Mission

- To conduct cutting edge research to inform the design and diffusion of health communication and marketing interventions & practices.
- To understand which types of interventions work best for which populations & health behaviors.



Stages of the Evaluation Research Continuum

- Monitor
- Formative research
- Summative research
- Meta-analysis & research synthesis
- Dissemination research

The need for monitoring research

- Currently no overview of the extent of positive and negative health communication
 - Advertising
 - News & entertainment media
 - Health care providers
 - Community, local, state, & national public health organizations
 - Health-related businesses
- Would be valuable in setting research and intervention agendas

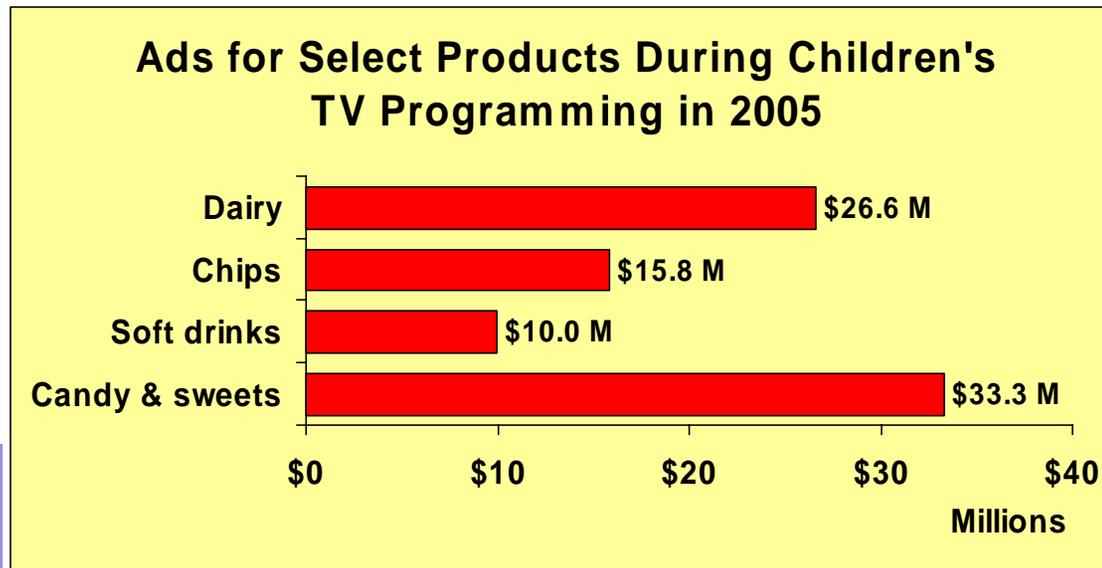
Monitor state health departments

Survey 50 state public health departments to assess the different types of health communication activities undertaken or sponsored

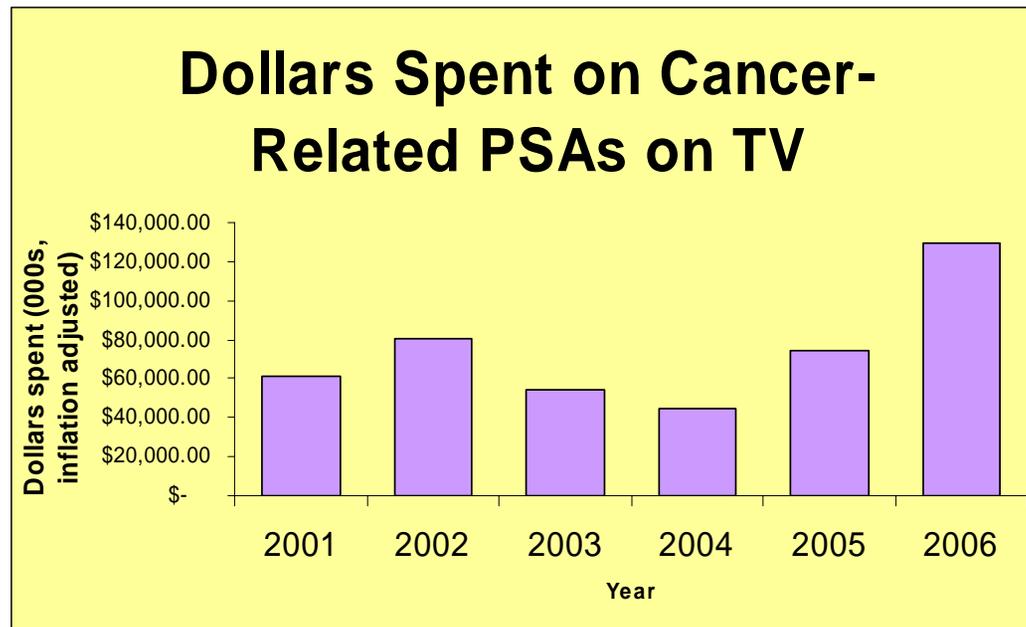


Monitor ads for health-related products using an industry database

More money was spent on ads for candy than for dairy, soda, or chips on children's TV programs



Cancer Public Service Announcements: Spending is Increasing



But money is wasted if the target population is not exposed:

- 28% of PSAs air overnight
- Only 13% of PSAs air during prime time.

Formative research

Creating a Safer Sex Video Game for Urban 18-25 Year Olds

Drs. L. Snyder, W. Barta, K. Cope-Farrar, & C. Lin



- Emerging adults have high rates of unprotected sex & HIV/STI infections, despite exposure to prevention messages since youth.
 - New approaches are needed.
- The target group plays video games.
 - Most young urban men play video games daily; about ½ African-American & white women play daily (Kaiser data).
 - **Formative research** suggested strong interest in learning more about sex & a safer sex game by the target group.
- Our PC-based game will allow players to do “missions” involving romantic or sexual encounters.
 - **Formative research** found that attitudes towards condom use, self-efficacy, & risky behaviors varied by the type of relationship & partner familiarity



Preventing Party Drug Use Among Urban Youth Age 14-20 Using Social Marketing



Dr. Jean Schensul, Dr. Sarah Diamond, Rey Bermudez, Colleen Coleman, Institute for Community Research; Dr. Leslie Snyder

- We train urban artists to create original material containing messages about the risks of drug & alcohol use.
 - **Formative research** established the key tag lines
- Peer groups are encouraged to attend live “Xperience” shows, listen to the original CDs, & support substance-free culture.
- Post-performance surveys showed high levels of trust & belief in messages & enjoyment of the shows.



Strategies for Formative Research on Sensitive Topics with Youth

- Focus group panels – hold discussions with the same group over time to gain trust
- Interview men individually about sex, using a woman

Institutional and practical constraints hindering research with young people

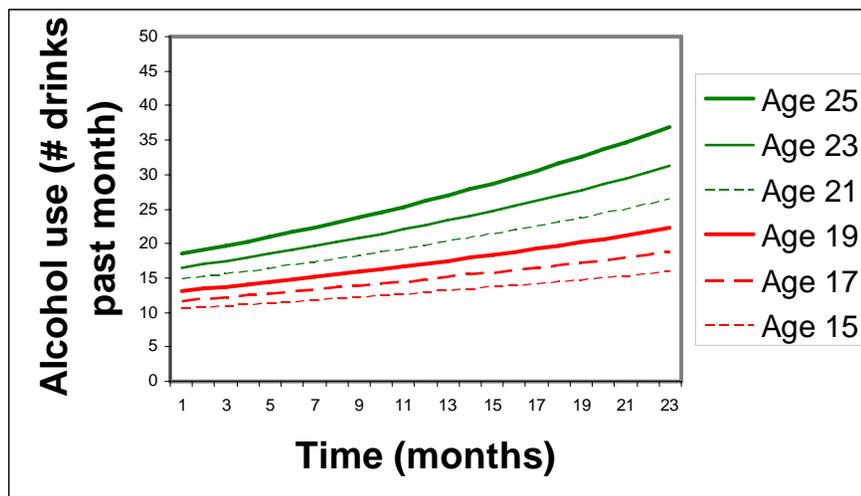
- IRB
 - Sexual content – porn
 - Parental permission waved for youth participation in anti-substance public events & pre-post evaluation
- Study locations - transportation & safety
 - Stay local & pick popular venues for events
- Participation & retention
 - Incentives
 - Movie tickets, branded promotional items
 - Increase payments over time

Summative Evaluation

- In addition to assessing the bottom-line of behavior change, should attempt to map the factors contributing to change
 - Test the elements of the logic or behavior change model
 - Test efficacy with different population groups
- The evaluation questions & anticipated analysis methods have implications for the evaluation design.

Advanced analysis methods I: Multi-level models

- Necessary for cluster samples or to test the impact of a higher level of organization on a lower level.
 - People within communities
 - Employees within businesses
 - Communities by intervention status
 - Students within schools
 - Patients within clinics
- When used with longitudinal data, can assess growth or decay processes over time (e.g. map smoking cessation patterns over time by intervention/ control communities)



Growth in drinking amounts over time, among young people who live in media markets with high amounts of alcohol advertising

Advanced analysis methods II: Event History Analysis

- Common data types:
 - Retrospective data that includes dates of events (e.g. “when did you start drinking?”)
 - Longitudinal data catching the start of a behavior (e.g. wave of data by which began drinking)
- Can answer whether a person is more likely to do a behavior under condition x.
 - Youth who report more exposure to alcohol ads are more likely to begin drinking (Snyder & O’Connell, 2007).

Other analysis techniques

- Network analysis
- Time series analysis
- Latent growth modeling & structural equation models
- Propensity scoring
- Testing mediation
- Missing data imputation

References

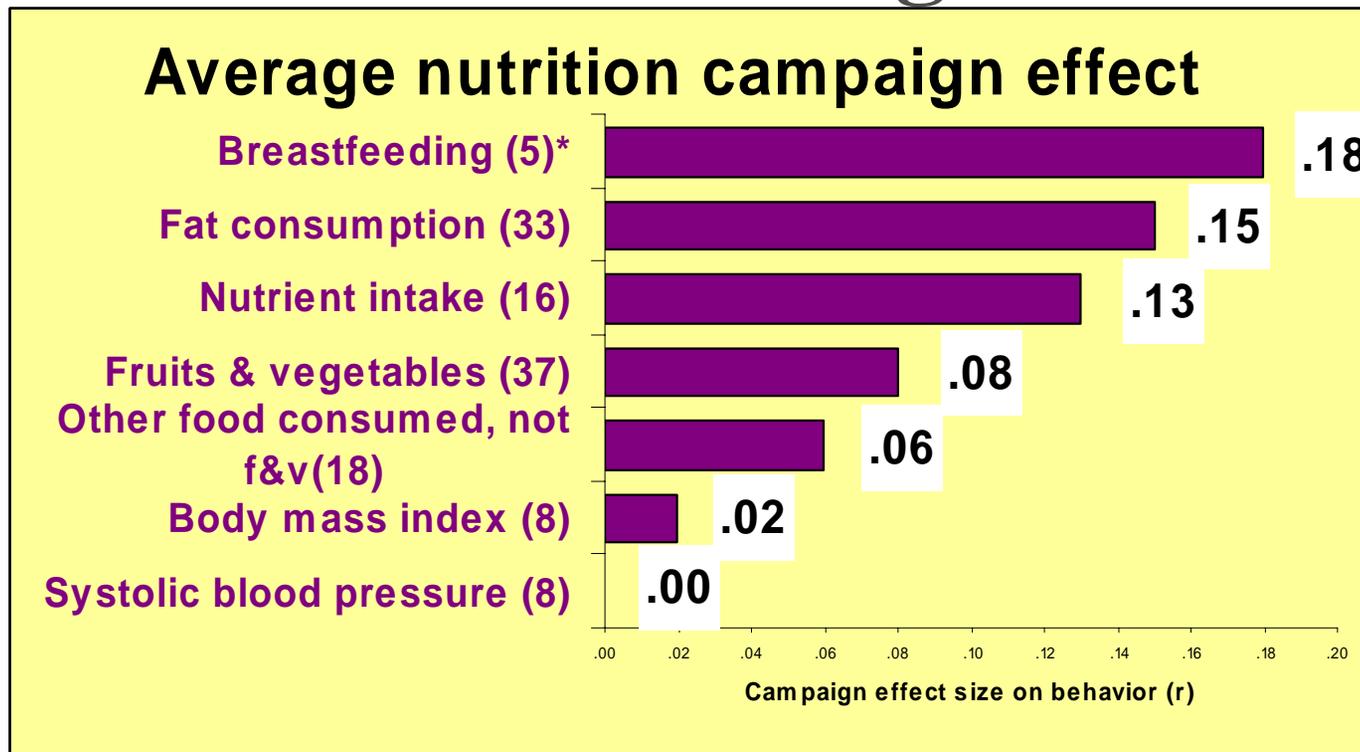
Slater, M. D., Hayes, A., & Snyder, L. B. (Eds.) (expected December 2007.) *The Sage Sourcebook of Advanced Statistical Methods for Communication Research*.

Hayes, A., Slater, M. D., & Snyder, L. B. (Eds.) (2006). *Human Communication Research, 32, Special Issue on Multi-Level Modeling in Communication*.

Meta-analyses of interventions

- Research syntheses & meta-analyses help set research agendas & uncover methodological issues
- Way to monitor the state-of-the-art
- Can be the basis for prioritizing interventions to disseminate (DEBI Project)
- Software: Comprehensive Meta-Analysis

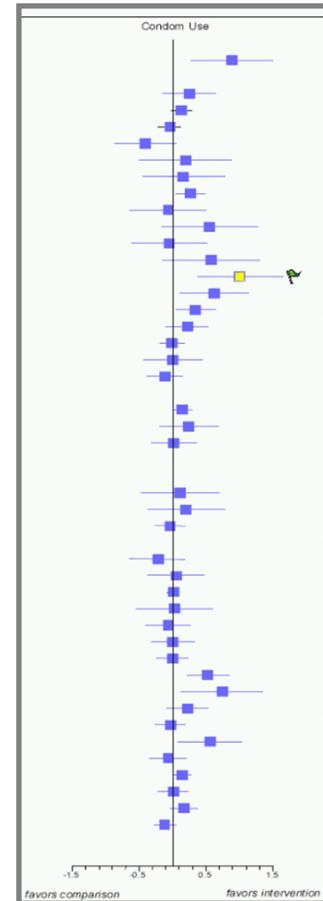
Meta-analysis of nutrition interventions using media



Interventions to reduce fat consumption & increase intake of specific nutrients are relatively more successful.

Dissemination tool: Create a searchable database of evidence-based interventions

- Broad range of health topics
 - e.g. nutrition, exercise, mammography screening, & HIV/AIDS.
- Provide information on the comparative efficacy of interventions based on meta-analyses.
- Tool for intervention designers, state, local & community health organizations, funding agencies, & researchers



Thank you!

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