

Health Communication & Health Marketing: Intersections and Margins

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Health Communication & Health Marketing

- For most people, science-based information is translated through exposure to the mass media
- Levels of awareness associated with this process vary from unaware to highly aware
 - Entertainment-Education
 - Product Placement
 - Direct-to-Consumer Advertising
 - Health Policy

The 2000 HealthStyles Survey (Porter Novelli)

- 88% of Americans watched prime time TV shows at least a few times a month
- About half watched two+ times a week
 - More than half of these regular viewers report they trust health information in the shows to be accurate
 - About one-fourth (26%) say prime time entertainment TV shows are among their top three sources for health information
 - Nearly half (47%) report learning from prime time television shows, about the same rate as those who report learning from daytime TV shows (48%)

An Example of CDC's Strategic Role

- ***Hollywood, Health & Society*** (HH&S)
 - A project of the USC Annenberg Norman Lear Center.
 - Funded by the Centers for Disease Control and Prevention, the National Cancer Institute and partner agencies
- HH&S is a free resource for entertainment writers working on medical and health storylines
 - www.usc.edu/hhs

Edu-tainment and Health Science

- Positive effects
 - Increases in healthy behaviors
 - Introduces a scientific vocabulary to lay audiences
 - Arouses public passions about scientific issues
 - Contributes to funding for some research programs
- Barriers
 - Incompatible approaches for health communication researchers vs TV professionals

Health Communicators as “Turtles”: “Trustworthy but Slow...” (Bouman, 2002)



Television Professionals as “Peacocks”: “Arrogant & Ego-driven” (Bouman, 2002)



Health Marketers:

Filling the Gap between Health Communicators & Entertainment Professionals

- Movies as 'Science'
 - “What is the FIRST media message or image that comes to your mind with the phrase, ‘genes and health’” ($n = 467$)
- The most frequent response to the thought-listing task: *the name of a movie*
 - 107 (22.81%) responses in this category:
 - 14 participants provided a general response [e.g., “science fiction” movies, a “cloning” movie]
 - 33 specific movie titles were named, including *Gattaca* ($n = 17$; 15.89%) and *Jurassic Park* ($n = 17$; 15.89%)

<http://en.wikipedia.org/wiki/Gattaca>

- In a "not too distant" future, where genetic engineering of humans is common and DNA plays the primary role in determining social class, Vincent (Hawke) is conceived and born without the aid of this technology. Suffering from the nearly eradicated physical dysfunctions of nearsightedness and a congenital heart defect, as well as being given a life expectancy of 30.2 years, Vincent faces extreme genetic discrimination and prejudice. The only way he can achieve his life-long dream of becoming an astronaut is to impersonate someone else.

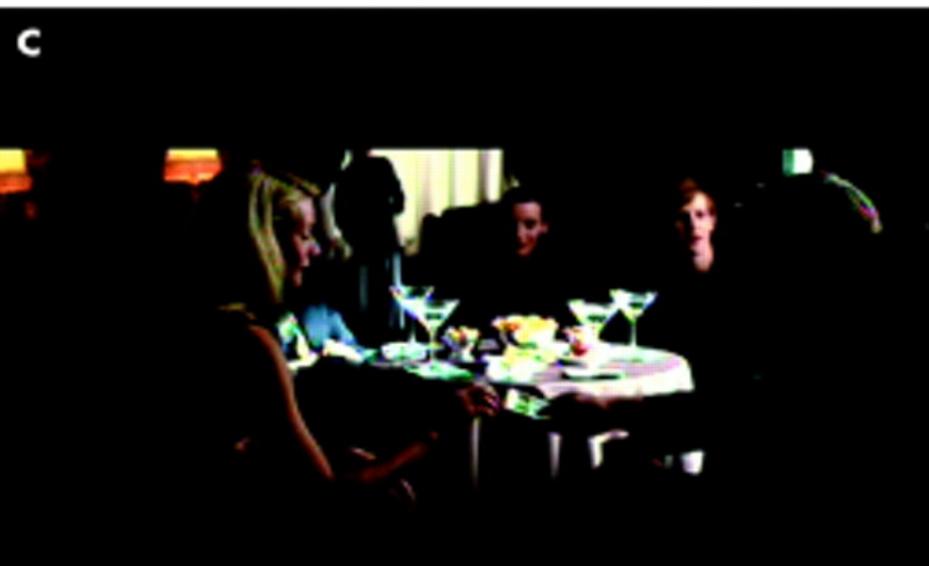
Health Marketers: Genomics & Edu-tainment

- Promote a balance:
 - Imagine cures for disease and manipulations of genetic codes
 - Foster accurate expectations that align with resource allocation
- May result in the use of product placement—in innovative ways

Product Placement

- **Product placement:** ads that use actual commercial products and services in media without disclosure, and under the premise that it is a natural part of the work
 - Products or locations that are obtained from manufacturers or owners to reduce the cost of production
 - Products deliberately placed into productions in exchange for fees
- Product placement appears in plays, film, television series, video games, music videos, and books, as well as other products

(A) Eddie Murphy featuring Lucky Strike in Beverly Hills Cop (1984), (B) Betty Boop featuring Camels in Who Framed Roger Rabbit? (1988), (C) Gwyneth Paltrow and Ethan Hawke featuring Kools in Great Expectations (1998), (D) Jim Carrey featuring Marlboros in Me, Myself, and Irene (2000).



Superman II -- 1980



National Treasure -- 2004



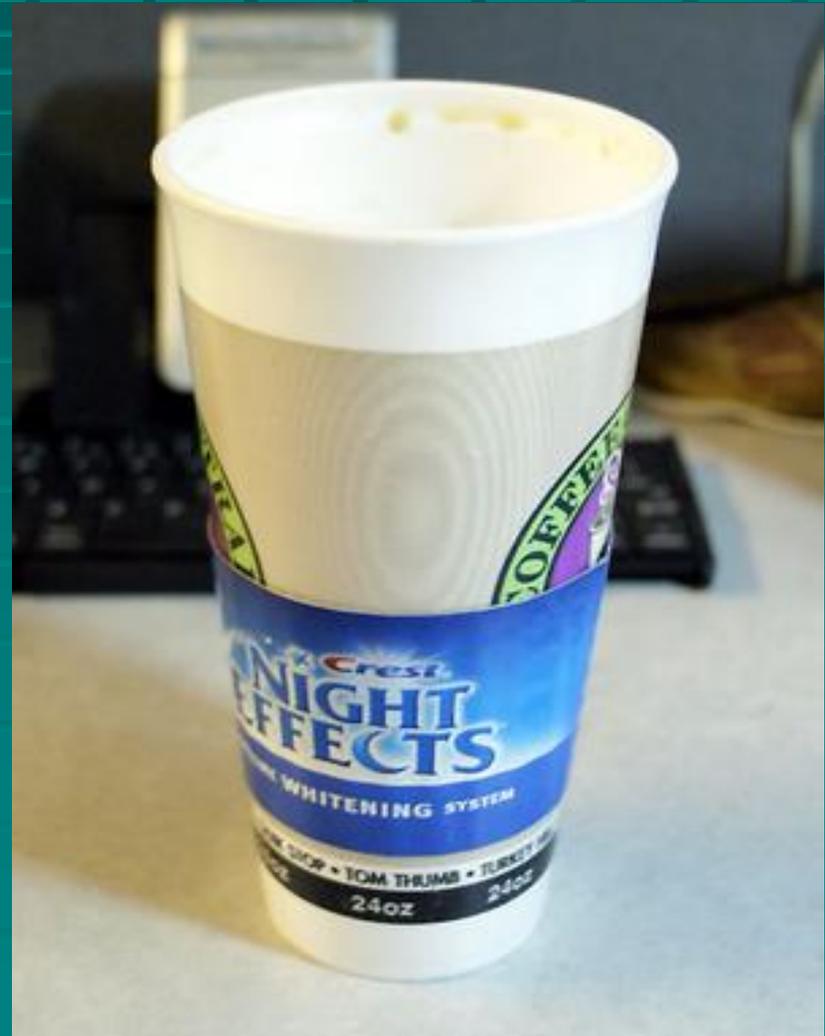
National Treasure



Beyond the Commercial: Messages in Programs & on Products

- Product placement & health science

- Nutrition
- Alcohol
- Tobacco
- Exercise
- Health screenings
- Health tests



Emergent Technologies in Product Placement: Dynamic Product Placement

- Virtual or dynamic product placement allows targeting customers with different products [e.g., Spiderman II and Dr. Pepper; magazines for regional product placement....]
 - Can be dynamically switched based on: Demographics, Psychographics, or Behavioral information about the consumer



ENTER THE
GO ON LOCATION
SWEEPSTAKES!



SPIDER-MAN 2
30 JUNE 2004

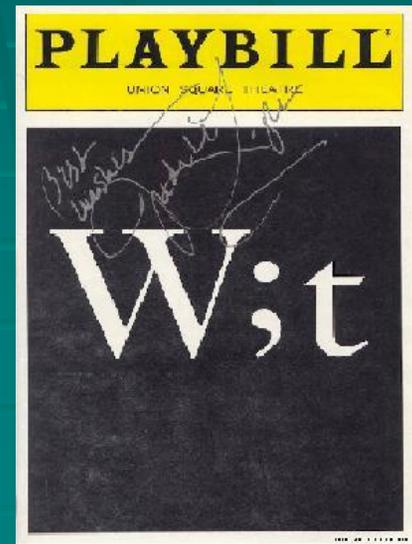
A promotional banner for a sweepstakes. On the left is a Spider-Man character in a crouching pose. The text in the center reads 'ENTER THE GO ON LOCATION SWEEPSTAKES!'. On the right is the Dr. Pepper logo. At the bottom, it says 'SPIDER-MAN 2' and '30 JUNE 2004'.

Health Marketers: Collaborations to Place Healthy Products & Counter Unhealthy Ones



Direct-to-Consumer Advertising

- DTC ads:
 - Help-seeking ads: educate & encourage consumer to consult with physician
 - Reminder ads: product name & limited information about use
 - Product specific ads: Promote product and provide information about safety and efficacy
- DTC ads often take advantage of creative product placement
 - For example, a biotechnology company advertised its commercial test for the BRCA1 and BRCA2 genetic mutation in playbills for a theatre presentation about a woman's painful death from ovarian cancer (Hull & Prasad, 2001).



DTC Ads for Prescriptions

- eMedSaver is a trusted and reliable online shopping service, providing access to brand name and generic prescription drugs at a tremendous savings to thousands of customers worldwide. Our online shopping service offers access to prescription drugs made by world renowned International pharmaceutical manufactures.

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- Who shops online, why, when, and with what outcomes?

DNA Direct

- Tests We Offer
- DNA Direct provides convenient and accurate genetic tests and expert interpretation of your test results.
-
- **Get Help**
-
- See a Personalized Report
-
- [Testing Includes Expert Support](#)
-

Health Marketers, Health Communicators and Direct-to-Consumer Advertising: New Opportunities for Media Literacy Research & Training

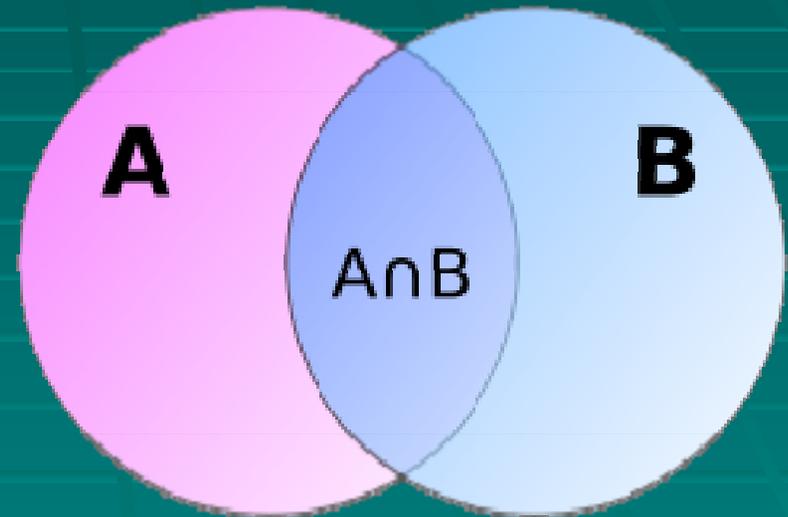
- Traditional commercial appeals, such as cost comparisons, accessibility, and convenience, comprise core issues
- Privacy and discrimination also enter into promotional activities
 - Collaborations between health marketers and health communicators should examine consumer motivations

Health Marketers & Health Policy

- FDA
 - Food manufacturers
 - Vitamin & mineral supplement manufacturers
 - Product labels
- *Beyond drugs and foods: Sanitation
- The case of folic acid and grain fortification
 - 50% of all neural tube defects, and 50%-70% of spina bifida could be prevented with maternal preconception consumption of adequate levels of folic acid/food folate (CDC, 1992; MMWR, 2001)
 - 2010 objectives include having 80% of women start a pregnancy with optimal levels of folic acid (U.S. DHHS, 2000; CDC, 2006)
- **FDA** mandated fortification of grain products with folic acid in 1998 -- *Contributed to 20%-30% decline in NTD rates* (Honein et al., 2001; Williams et al., 2002)

Health Marketing & Health Communication: Intersections

- > Consistency
- < Clutter
- Innovations in theory, research, & practice:
 - Edu-tainment
 - Product placement
 - DTC advertising
 - Health Policy



Health Marketing & Health Communication: Margins

- **Margins provide a buffer zone: Some health communicators may always bristle at the ‘label’ marketing**
 - “What’s in a name?”
- **Margins motivate reflection:** *we ask questions, make notes, pose alternatives in margins*
 - **Why did research and product development for the HPV vaccine begin with females?**
 - **Will promoting HPV vaccines contextually linked to sexual activities affect condom use?**
 - **Will vaccinated females regard themselves as protected from a range of STIs and STDs?**
 - **Will males regard vaccinated females as having blanket protection?**

Health Marketing & The Future: Government, Corporations, Prescribers, & Consumers

- Health care costs
 - Insurance
 - Program expenditures
- Consumer safety
- Influence on testing referral
- Appropriate versus inappropriate product placement and use: self-testing, resale,...