



# SPEAKING OF HEALTH

ASSESSING HEALTH COMMUNICATION  
STRATEGIES FOR DIVERSE POPULATIONS

INSTITUTE OF MEDICINE  
OF THE NATIONAL ACADEMIES

# Speaking Of Health Assessing Health Communication Strategies For Diverse Populations

**Stephen Paul Holzemer, Marilyn B.  
Klainberg**



## **Speaking Of Health Assessing Health Communication Strategies For Diverse Populations:**

Speaking of Health Institute of Medicine, Board on Neuroscience and Behavioral Health, Committee on Communication for Behavior Change in the 21st Century: Improving the Health of Diverse Populations, 2002-12-11 We are what we eat That old expression seems particularly poignant every time we have our blood drawn for a routine physical to check our cholesterol levels And it's not just what we eat that affects our health Whole ranges of behaviors ultimately make a difference in how we feel and how we maintain our health Lifestyle choices have enormous impact on our health and well being But how do we communicate the language of good health so that it is uniformly received and accepted by people from different cultures and backgrounds Take for example the case of a 66 year old Latina She has been told by her doctor that she should have a mammogram But her sense of fatalism tells her that it is better not to know if anything is wrong To know that something is wrong will cause her distress and this may well lead to even more health problems Before she leaves her doctor's office she has decided not to have a mammogram that is until her doctor points out that having a mammogram is a way to take care of herself so that she can continue to take care of her family In this way the decision to have a mammogram feels like a positive step Public health communicators and health professionals face dilemmas like this every day *Speaking of Health* looks at the challenges of delivering important messages to different audiences Using case studies in the areas of diabetes mammography and mass communication campaigns it examines the ways in which messages must be adapted to the unique informational needs of their audiences if they are to have any real impact *Speaking of Health* looks at basic theories of communication and behavior change and focuses on where they apply and where they don't By suggesting creative strategies and guidelines for speaking to diverse audiences now and in the future the Institute of Medicine seeks to take health communication into the 21st century In an age where we are inundated by multiple messages every day this book will be a critical tool for all who are interested in communicating with diverse communities about health issues *Speaking of Health* Committee on Communication for Behavior Change in the 21st Century: Improving the Health of Diverse Populations, Board on Neuroscience and Behavioral Health, Institute of Medicine, 2002-11-25 We are what we eat That old expression seems particularly poignant every time we have our blood drawn for a routine physical to check our cholesterol levels And it's not just what we eat that affects our health Whole ranges of behaviors ultimately make a difference in how we feel and how we maintain our health Lifestyle choices have enormous impact on our health and well being But how do we communicate the language of good health so that it is uniformly received and accepted by people from different cultures and backgrounds Take for example the case of a 66 year old Latina She has been told by her doctor that she should have a mammogram But her sense of fatalism tells her that it is better not to know if anything is wrong To know that something is wrong will cause her distress and this may well lead to even more health problems Before she leaves her doctor's office she has decided not to have a mammogram that is until her doctor points out that having a mammogram is a way to take care of herself so that she

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**Speaking of Health** Committee on Communication for Behavior Change in the 21st Century, National Academies. Institute of Medicine. Board on Neuroscience and Behavioral Health, 2002

**Reducing Race Differences in Direct-to-Consumer Pharmaceutical Advertising** Stephany De Scisciolo, Teresa L. Scheid, 2018-08-31 Reducing health disparities by increasing access to health information is a national health policy priority Evidence exists that direct to consumer pharmaceutical advertising DTCA is effective in educating consumers about health issues However racial disparities exist in such advertising In 2009 the Food and Drug Administration FDA issued a report that included recommendations for enhancing the ability of DTCA to reach disadvantaged populations including racial and ethnic minorities Reducing Race Differences in Direct to Consumer Pharmaceutical Advertising compares the pharmaceutical advertisements placed in five popular women's magazines published prior to and following the 2009 FDA report to assess the impact of these recommendations on the content and appearance of advertisements placed in magazines of differing racial orientation From a health policy perspective the results are disappointing The FDA recommendations had no impact on the frequency or content of the DTCA appearing in White oriented versus Black oriented magazines In fact far fewer drugs used to treat life threatening conditions were advertised in Black oriented magazines after the 2009 FDA recommendations The book concludes that enhancing the educational and motivational value of DTCA will require more than a set of recommendations The results shed light on the pharmaceutical industry's compliance with both hard and soft regulation Neither federal recommendations nor industry guidelines resulted in the changes to DTCA envisioned by the FDA Regulatory action is necessary to ensure that pharmaceutical companies develop advertising campaigns that not only promote their products but also positively impact the health outcomes of those who read their ads

**Forging a Poison Prevention and Control System** Institute of Medicine, Board on Health Promotion and Disease Prevention, Committee on Poison Prevention and Control, 2004-09-16 Poisoning is a far more serious health problem in the U S than has generally been recognized It is estimated that more than 4 million poisoning episodes occur annually with approximately 300 000 cases leading to hospitalization The field of poison prevention provides some of

the most celebrated examples of successful public health interventions yet surprisingly the current poison control system is little more than a loose network of poison control centers poorly integrated into the larger spheres of public health To increase their effectiveness efforts to reduce poisoning need to be linked to a national agenda for public health promotion and injury prevention Forging a Poison Prevention and Control System recommends a future poison control system with a strong public health infrastructure a national system of regional poison control centers federal funding to support core poison control activities and a national poison information system to track major poisoning epidemics and possible acts of bioterrorism This framework provides a complete system that could offer the best poison prevention and patient care services to meet the needs of the nation in the 21st century

*Fundamentals of Public Communication Campaigns* Jonathan Matusitz, 2022-09-13 The most comprehensive and up to date textbook on public communication campaigns currently available *Fundamentals of Public Communication Campaigns* provides students and practitioners with the theoretical and practical knowledge needed to create and implement effective messaging campaigns for an array of real world scenarios Assuming no prior expertise in the subject this easily accessible textbook clearly describes more than 700 essential concepts of public communication campaigns Numerous case studies illustrate real world media campaigns such as those promoting COVID 19 vaccinations and social distancing campaigns raising awareness of LGBTQ issues entertainment and Hollywood celebrity campaigns and social activist initiatives including the MeToo movement and Black Lives Matter BLM Opening with a thorough introduction to the fundamentals of public communication campaigns the text examines a wide array of different health communication campaigns social justice and social change campaigns and counter radicalization campaigns Readers learn about the theoretical foundations of public communication campaigns the roles of persuasion and provocation how people's attitudes can be changed through fear appeals the use of ethnographic research in designing campaigns the ethical principles of public communication campaigns the potential negative effects of public messaging and much more Describes each of the 10 steps of public communication campaigns from defining the topic and setting objectives to developing optimal message content and updating the campaign with timely and relevant information Covers public communication campaigns from the United States as well as 25 other countries including Australia Brazil Canada China Egypt India Israel Singapore South Korea and the United Kingdom Offers a template for creating or adapting messages for advertising public relations health safety entertainment social justice animal rights and many other scenarios Incorporates key theories such as the Diffusion of Innovations DoI theory social judgment theory SJT the Health Belief Model HBM social cognitive theory SCT and self determination theory SDT Includes in depth case studies of communication campaigns of Islamophobia antisemitism white supremacy and violent extremism *Fundamentals of Public Communication Campaigns* is the perfect textbook for undergraduate students across the social sciences and the humanities and a valuable resource for general readers with interest in the subject

*Making Data Talk* David E. Nelson (M.D.), Bradford W. Hesse, Robert T. Croyle, 2009 The demand

for health information continues to increase but the ability of health professionals to provide it clearly remains variable The aim of this book is 1 to summarize and synthesize research on the selection and presentation of data pertinent to public health and 2 to provide practical suggestions based on this research summary and synthesis on how scientists and other public health practitioners can better communicate data to the public policy makers and the press in typical real world situations Because communication is complex and no one approach works for all audiences the authors emphasize how to communicate data better and in some instances contrast this with how to communicate data worse rather than attempting a cookbook approach The book contains a wealth of case studies and other examples to illustrate major points and actual situations whenever possible Key principles and recommendations are summarized at the end of each chapter This book will stimulate interest among public health practitioners scholars and students to more seriously consider ways they can understand and improve communication about data and other types of scientific information with the public policy makers and the press Improved data communication will increase the chances that evidence based scientific findings can play a greater role in improving the public s health

**Cervical Cancer Control in Latin America and the Caribbean** Angelica Nogueira-Rodrigues, Lucely Cetina-Pérez, Mauricio Maza, 2024-09-27 Worldwide more than half a million women are diagnosed with cervical cancer annually and more than 300 000 die from the disease At least 85% of the deaths occur in low middle income countries LMICs and almost 10% of them in Latin America LATAM and the Caribbean where mortality rates are almost five times higher than in high income areas Infection with high risk subtypes of the Human Papillomavirus HPV is a necessary but not sufficient cause of cervical cancer The natural history of the disease involves persistent high risk HPV infections followed by the development of precancerous cervical lesions and progression to invasive cervical cancer in a process that usually occurs throughout many years The long natural history of the disease provides a window of opportunity for secondary prevention with screening tests which identify women infected with HPV or with cytologic abnormalities indicative of precancerous lesions These lesions can be successfully treated when diagnosed early Besides the existence of a primary infectious etiologic agent allows for primary prevention with prophylactic HPV vaccines capable of reducing the incidence of causative infections Thus cervical cancer is considered a preventable and treatable disease but despite that it continues to be the third cause of cancer in women in the region *Communication Yearbook 33* Christina S. Beck, 2009

**Community Health Nursing** Stephen Paul Holzemer, Marilyn B. Klainberg, 2014 Written in an accessible user friendly and practical style this text provides a focused and highly engaging introduction to community health nursing It focuses on health care for people in their homes and where they live with an overriding emphasis on care of the client in the community and the business and politics of community health nursing This book is accompanied by a robust Companion Website full of online activities to enhance the student learning experiences **Entertainment-Education and Social Change** Arvind Singhal, Michael J. Cody, Everett M. Rogers, Miguel Sabido, 2003-12-08 Entertainment Education and Social Change

introduces readers to entertainment education E E literature from multiple perspectives This distinctive collection covers the history of entertainment education its applications in the United States and throughout the world the multiple communication theories that bear on E E and a range of research methods for studying the effects of E E interventions The editors include commentary and insights from prominent E E theoreticians practitioners activists and researchers representing a wide range of nationalities and theoretical orientations Examples of effective E E designs and applications as well as an agenda for future E E initiatives and campaigns make this work a useful volume for scholars educators and practitioners in entertainment media studies behavior change communications public health psychology social work and other arenas concerned with strategies for social change It will be an invaluable resource book for members of governmental and non profit agencies public health and development professionals and social activists

**Communication Yearbooks Vols 6-33 Set** Various, 2021-12-02 The Communication Yearbook annuals originally published between 1977 and 2009 publish diverse state of the discipline literature reviews that advance knowledge and understanding of communication systems processes and impacts across the discipline Topics dealt with include Communication as Process Research Methodology in Communication Communication Effects Taxonomy of Communication and European Communication Theory Information Systems Division Mass Communication Research Mapping the Domain of Intercultural Communication Public Relations Feminist Scholarship Communication Law and Policy Visual Communication Communication and Cross Sex Friendships Across the Life Cycle Television Programming and Sex Stereotyping InterCultural Communication Training Leadership and Relationships Media Performance Assessment Cognitive Approaches to Communication Safety is Seguridad National Research Council, Division on Earth and Life Studies, Board on Earth Sciences and Resources, Committee on Earth Resources, Committee on Communicating Occupational Safety and Health Information to Spanish-speaking Workers, 2003-03-03 Approximately 32.8 million persons of Hispanic descent live in the United States half of whom were born outside the United States Therrien and Ramirez 2000 By the year 2050 it is expected that Hispanics will constitute more than 25 percent of the total U S population and approximately 15 percent of the U S labor force These estimates and the fact that 90 percent of Hispanic American men and 60 percent of Hispanic American women participate in the U S workforce strongly suggest a need for occupational safety and health information in Spanish The growing presence of Spanish speaking workers and employers in the United States and the unprecedented 12 percent increase in the overall rate of workplace fatalities among Hispanic workers in 2000 highlights the need to better communicate occupational safety and health information in Spanish to both employees and employers To address this need the National Institute for Occupational Safety and Health NIOSH is preparing a strategy for developing and disseminating Spanish language occupational safety and health educational and technical material To gather information necessary to create this strategic plan the National Research Council NRC was asked to host a workshop The committee commissioned five white papers see Appendices D H and

organized a workshop on May 29 30 in San Diego California Safety is Seguridad A Workshop Summary is a synopsis of the presentations and discussions at the workshop It does not contain any conclusions and recommendations The conclusions and recommendations in the white papers represent the views of the authors and not necessarily those of the committee or the NRC It is intended as input to the NIOSH strategic planning in this area Chapter 2 discusses the available information and identifies information gaps regarding risks and adverse events for Latino workers Chapter 3 examines the available health and safety training resource materials for Latino workers especially for those with little or no English capabilities in particular it discusses issues of the linguistic and cultural appropriateness of materials Chapter 4 considers issues surrounding the assessment of existing materials and the development of new materials Chapter 5 discusses the various means of conveying information to Spanish speaking workers again focusing on cultural appropriateness and ways of maximizing understanding Chapter 6 summarizes the discussion in the prior chapters and presents some overarching issues raised by the workshop attendees

**Mental and Neurological Public Health** Vikram Patel, Alistair Woodward, Valery Feigin, Stella R. Quah, Kristian Heggenhougen, 2010-06-07 Colin Mathers who leads the Global Burden of Disease group in WHO has confirmed that in the 2004 GBD 13.1% of global Daily Adjusted Life Years are attributable to mental or neurological disorders While the proportions vary very widely from about 10% in low income countries to over 25% in high income countries it is clear that there is a need for understanding how to address this issue This volume aims to provide a comprehensive overview of the public health principles of mental and neurological disorders This vast range of health conditions affects people across the life course from developmental disabilities in childhood to schizophrenia and substance abuse in adults and dementia in old age Despite this diversity they all share many features they are mostly mediated through brain dysfunction or abnormalities are often chronic in course typically benefit from multi component interventions and are amongst the most neglected conditions in global health The volume will bring together chapters from the Psychiatry Neurology Substance Abuse and Child Development sections of the Encyclopedia of Public Health The volume will be the first comprehensive text on a public health approach to this diverse group of health conditions and has no obvious competitor Highlights the common features of many mental and neurological disorders Provides insights into potential cross over methods of identification and treatment Includes chapters on the most frequently diagnosed mental and neurological challenges faced by public health systems

Encyclopedia of Healthcare Information Systems Wickramasinghe, Nilmini, Geisler, Eliezer, 2008-06-30 Healthcare a vital industry that touches most of us in our lives faces major challenges in demographics technology and finance Longer life expectancy and an aging population technological advancements that keep people younger and healthier and financial issues area constant strain on healthcare organizations resources and management Focusing on the organization's ability to improve access quality and value of care to the patient may present possible solutions to these challenges The Encyclopedia of Healthcare Information Systems provides an extensive and rich



compilation of international research discussing the use adoption design and diffusion of information communication technologies ICTs in healthcare including the role of ICTs in the future of healthcare delivery access quality and value of healthcare nature and evaluation of medical technologies ethics and social implications and medical information management Cultural Proficiency in Addressing Health Disparities Sade Kosoko-Lasaki,Cynthia Cook,Richard

O'Brien,2009-10-07 Cultural Competency Vulnerable Populations **The Wonder and the Mystery** Robin

Gotler,2022-02-16 Published in association with the Annals of Family Medicine The Wonder and the Mystery is an anthology of intimate personal stories and innovative ideas from the Annals Reflections section It includes a wide range of articles from influential pieces on urgent topical issues to exceptional stories of unique individuals These articles shed light on small moments and major life transitions In the process they help us find meaning in our own physical emotional and spiritual journeys The one of a kind stories and ideas in the book speak to all of us who are interested in health care and health caring and connection clinicians patients family members researchers policy makers and more The book reminds us that the things we cannot measure may be the very things that will sustain us *Health Literacy* Institute of Medicine,Board on

Neuroscience and Behavioral Health,Committee on Health Literacy,2004-07-29 To maintain their own health and the health of their families and communities consumers rely heavily on the health information that is available to them This information is at the core of the partnerships that patients and their families forge with today s complex modern health systems This information may be provided in a variety of forms ranging from a discussion between a patient and a health care provider to a health promotion advertisement a consent form or one of many other forms of health communication common in our society Yet millions of Americans cannot understand or act upon this information To address this problem the field of health literacy brings together research and practice from diverse fields including education health services and social and cultural sciences and the many organizations whose actions can improve or impede health literacy Health Literacy Prescription to End

Confusion examines the body of knowledge that applies to the field of health literacy and recommends actions to promote a health literate society By examining the extent of limited health literacy and the ways to improve it we can improve the health of individuals and populations *Obesity Prevention* Laurette Dube,2010-06-25 Over the years approaches to obesity prevention and treatment have gone from focusing on genetic and other biological factors to exploring a diversity of diets and individual behavior modification interventions anchored primarily in the power of the mind to the recent shift focusing on societal interventions to design temptation proof physical social and economic environments In spite of repeated calls to action including those of the World Health Organization WHO the pandemic continues to progress WHO recently projected that if the current lifestyle trend in young and adult populations around the world persist by 2012 in countries like the USA health care costs may amount to as much as 17.7% of the GDP Most importantly in large part due to the problems of obesity those children may be the first generation ever to have a shorter life expectancy than that of their parents Obesity Prevention

presents the most current research and proposals for addressing the pandemic. Past studies have focused primarily on either genetic or behavioral causes for obesity; however, today's research indicates that a strongly integrated program is the best prospect for success in overcoming obesity. Furthermore, focus on the role of society in establishing an affordable, accessible, and sustainable program for implementing these lifestyle changes is vital, particularly for those in economically challenged situations who are ultimately at the highest risk for obesity. Using studies from both neuroscience and behavioral science to present a comprehensive overview of the challenges and possible solutions, *The Brain to Society Approach to Obesity Prevention* focuses on what is needed in order to sustain a healthy, pleasurable, and affordable lifestyle. Explores the brain to society approach to obesity prevention, focusing on an integrative approach to addressing the obesity pandemic. Presents both the neuroscientific and the behavioral factors that impact eating habits. Identifies the challenges and suggests solutions for altering attitudes toward food on both an individual and a societal level. **Health Technology Literacy** Maryalice Jordan-Marsh, 2010-09-03. *Health Technology Literacy: A Transdisciplinary Framework for Consumer-Oriented Practice* examines the wide range of resources used by health consumers to inform, support, decision making, self-monitor, build supportive social networks online or via cell phone, and engage in treatment using interactive programs online or on CD or related media. Using evidence-based practice and relevant theories, this unique text analyzes the trend for health care systems to be reactive while consumers are proactive for health technology.

## Reviewing **Speaking Of Health Assessing Health Communication Strategies For Diverse Populations**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is actually astonishing. Within the pages of "**Speaking Of Health Assessing Health Communication Strategies For Diverse Populations**," an enthralling opus penned by a very acclaimed wordsmith, readers set about an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve into the book's central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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