

How to communicate health in the online era

Dr Tracy McCaffrey

@DrTMcCaffrey



NHMRC Targeted Research Call into Obesity Prevention in Young Adults

Communicating Health: optimising engagement and retention using social media 2016 – 2021

CI Team

A/Prof Cate Lombard
Prof Helen Truby (UQ)
Prof Mike Reid (RMIT)
Prof Linda Brennan (RMIT)
Dr Megan Lim (Burnet)
A/Prof Claire Palermo
Dr Tracy McCaffrey

Research Team

Annika Molenaar	David Micallef
Eva Jenkins	Dr Karen Klassen
Shinyi Chin	Amy Barklamb
Troy Walker	Dang Nguyen
Anouk Sherman Sharon	Jamie Choong
Thorpe	Emma Herron
Caitlin Douglass	Emily Borleis

Partner Organisations



AI Team

- Dr Moira Dean
- Janette Kendall
- David Menzies

Defining terms

- **Social marketing** seeks to develop and integrate marketing concepts with other approaches to influence behaviours that benefit individuals and communities for the greater social good
- **Segmentation** is the process of dividing a market of potential customers into groups, based on different characteristics. The segments created are composed of consumers who will respond similarly to marketing strategies and who share traits such as similar interests, needs, or locations. The idea behind segmentation is to create and resource different marketing strategies for different groups of consumers
- **Social media platforms** - websites and applications that enable users to create and share content or to participate in social networking
- **Engagement** - refers to social media activities that including browsing, liking, commenting and sharing content. Also referred to as passive and active social media use

Communication Channels

Research

Audience

Social Media

Media interviews

Blogs, web features, data visualisations

Op-eds and commentaries

Exchange with advocates and practitioners

Roundtables and policy convenings

Policy briefs and fact sheets

Government hearings / testimony

Peer-reviewed journal articles / books

Technical reports with methodological details



Communicating Health Toolkit - Overview



Planning communications



Understanding the target audience



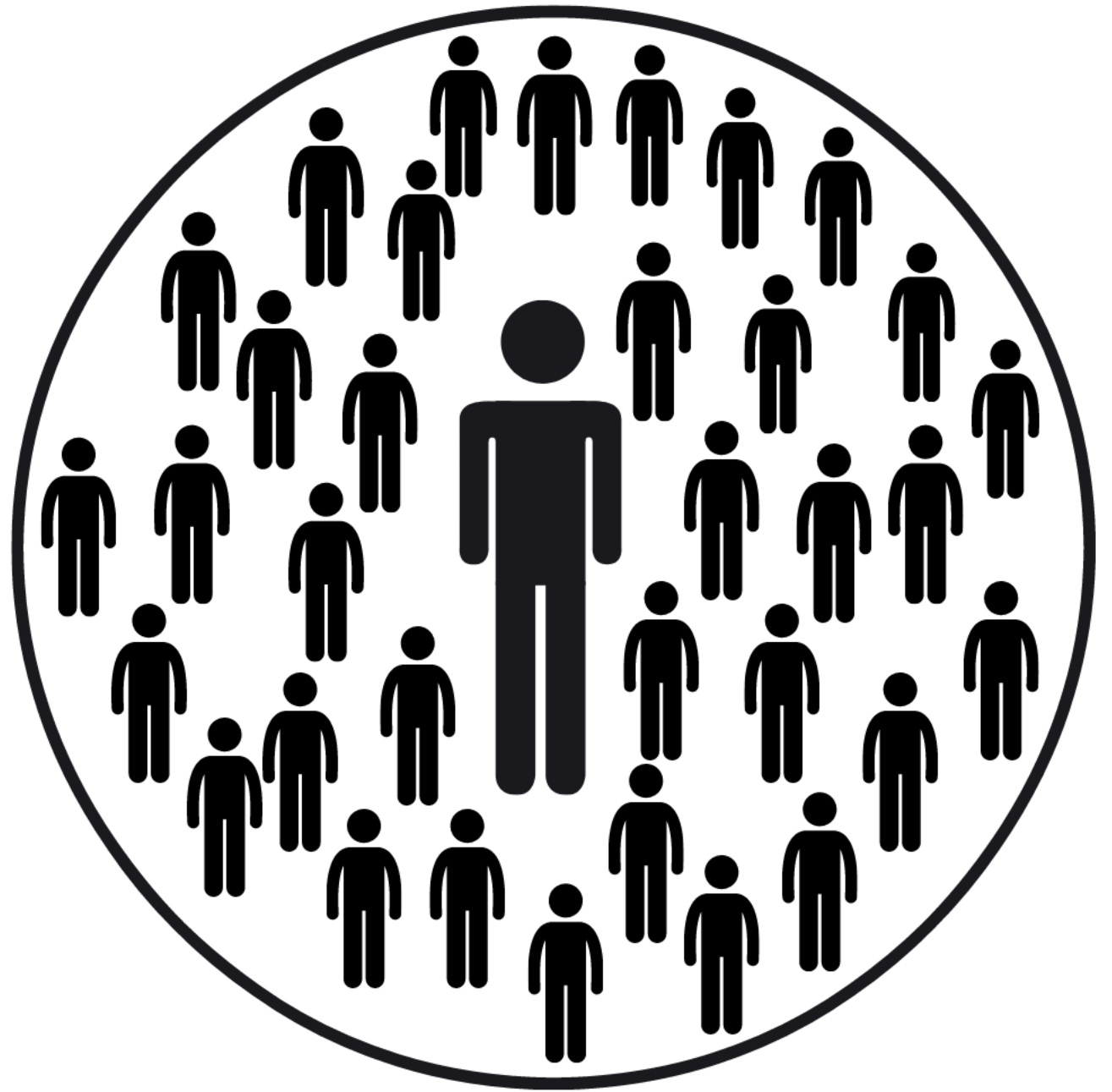
Communicating via social media

<https://www.monash.edu/medicine/communicating-health>

Communicating Health Toolkit



Planning communications



Planning Steps



Set Goals



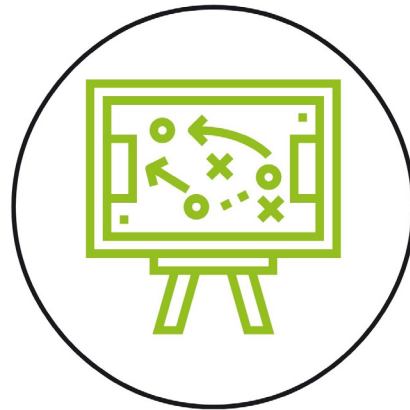
Assess



Audience



Refine Objectives



Strategy



Evaluate

Young adults: Language of health & nutrition



Perceptions of health and wellbeing through the lens of emerging adults



Transformation of identity in Emerging Adulthood



Competing demands and priorities limiting health-enhancing behaviours



Promotion of health-enhancing behaviours needs to be different and tailored

What is healthy? Where does social media impact on behaviours for young Indigenous Australians?

- Aboriginal and Torres Strait Islander young adults aged 17-24 year old
- Online conversations on Facebook over three weeks and in-person interviews
- Explored what it means to be healthy and the influence of social media



Family and community connection in constructing health beliefs



Health-seeking behaviours, mental health status and the importance of physical activity



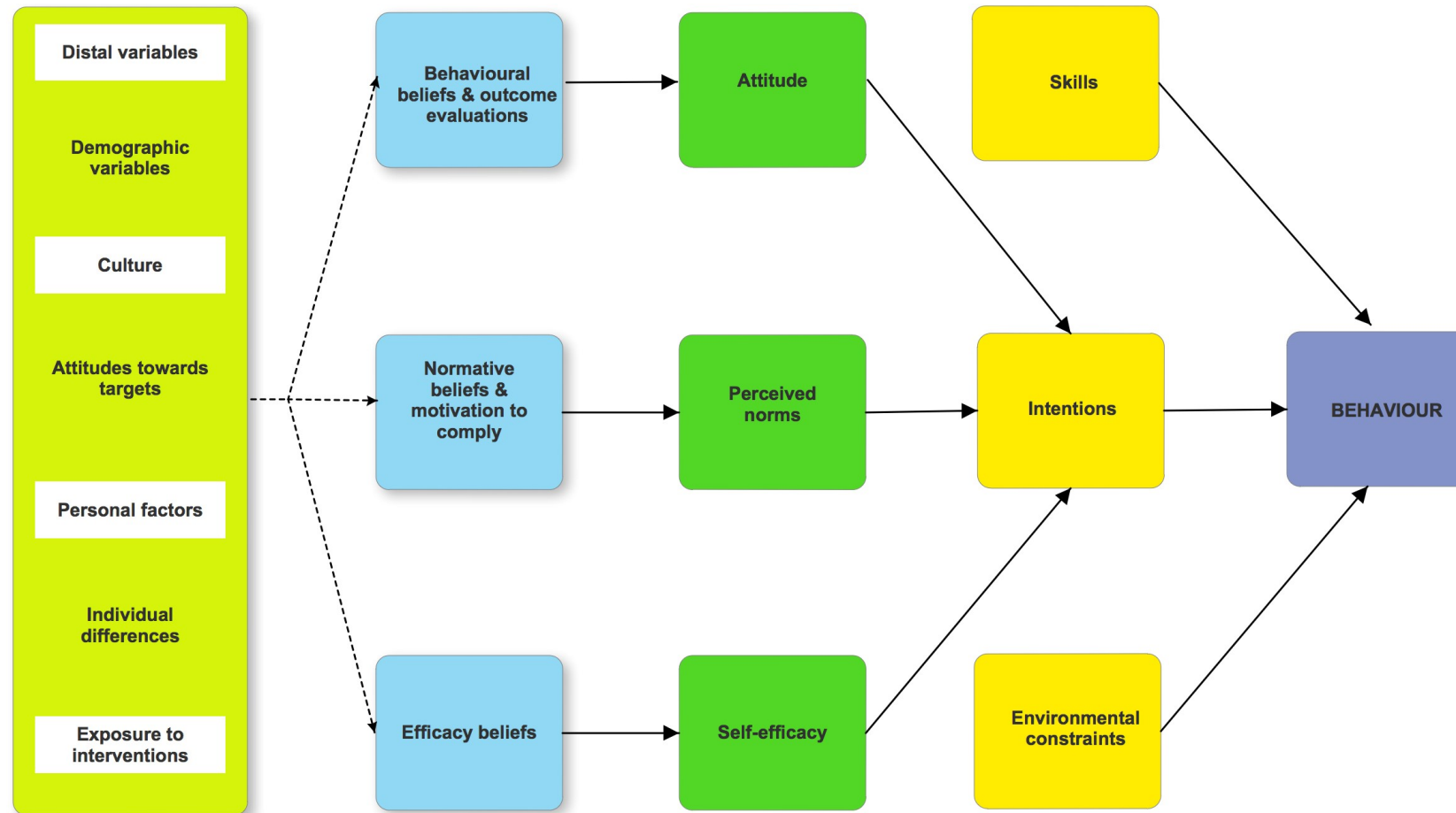
Peers and other influencers on social media

[Troy's Blog @MonashNutrition](#)

Getting to know you.....



Health Behaviour Theories – Integrated Model of Behaviour Change



Communicating Health Toolkit



Understanding the target audience



1

The good place to start when choosing your audience is based on your expertise.

E.g. If you specialise in a particular condition your target is likely to be people with that condition or those most at risk of developing it.



2

Within that broad group, who do you most want to target?

E.g. People with a particular aspect or stage of that condition?

People who exhibit a certain behaviour you want to change?

People in a particular age bracket?, etc.

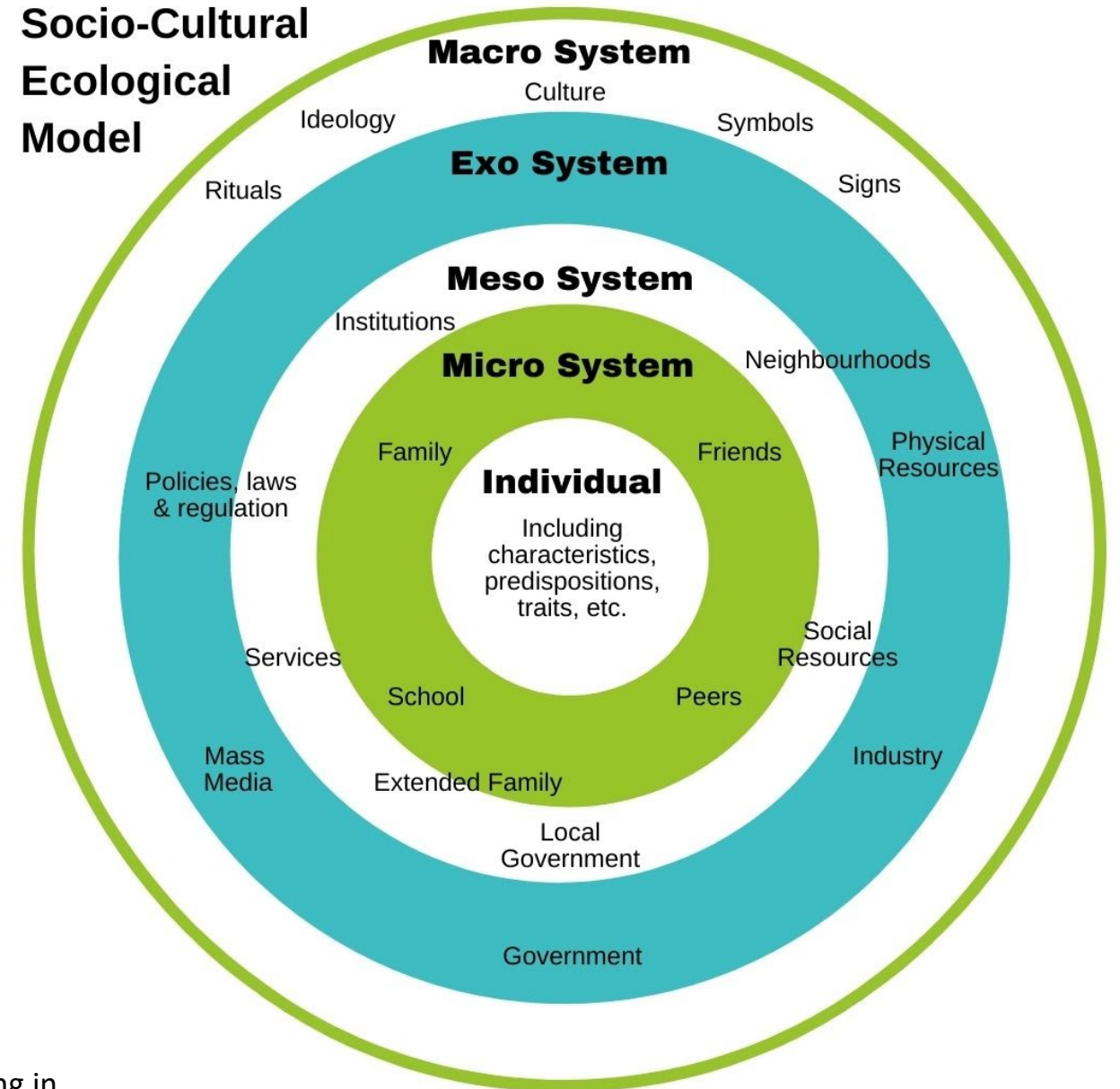


3

Learn and analyse the personal systems in which your target audience function to understand their influences, as outlined on the [Understanding Your Audience](#) page.



Systems and influences on people's health



Adapted from Parker, L., & Brennan, L. (2020). Social Marketing and Advertising in the Age of Social Media.



1

The good place to start when choosing your audience is based on your expertise.

E.g. If you specialise in a particular condition your target is likely to be people with that condition or those most at risk of developing it.



2

Within that broad group, who do you most want to target?

E.g. People with a particular aspect or stage of that condition?

People who exhibit a certain behaviour you want to change?

People in a particular age bracket?, etc.



3

Learn and analyse the personal systems in which your target audience function to understand their influences, as outlined on the [Understanding Your Audience](#) page.



4

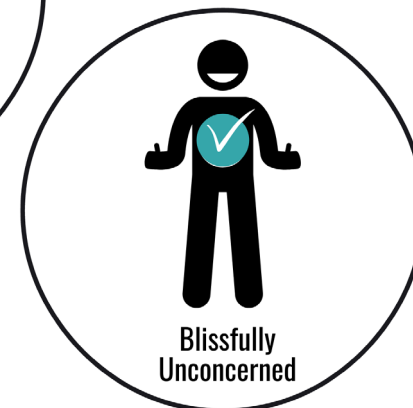
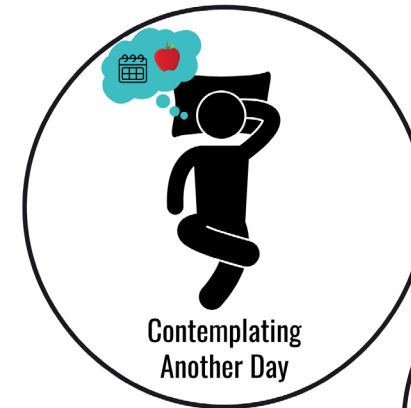
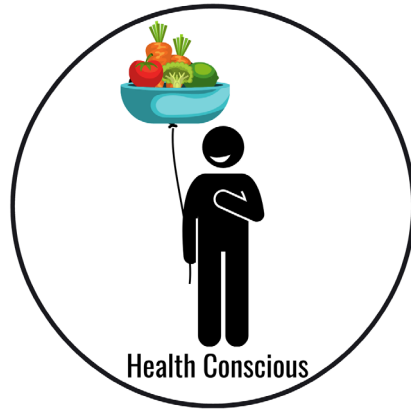
Use segmenting to help you gain a deeper understanding of your audience and their health behaviours.

Are food and healthy eating a question of morality?



Young adults beliefs & attitudes towards food & health often related to concepts of good/bad/guilt but we need to shift our approach using social marketing to engage young adults, particularly people in the pew

Segmentation beyond body weight

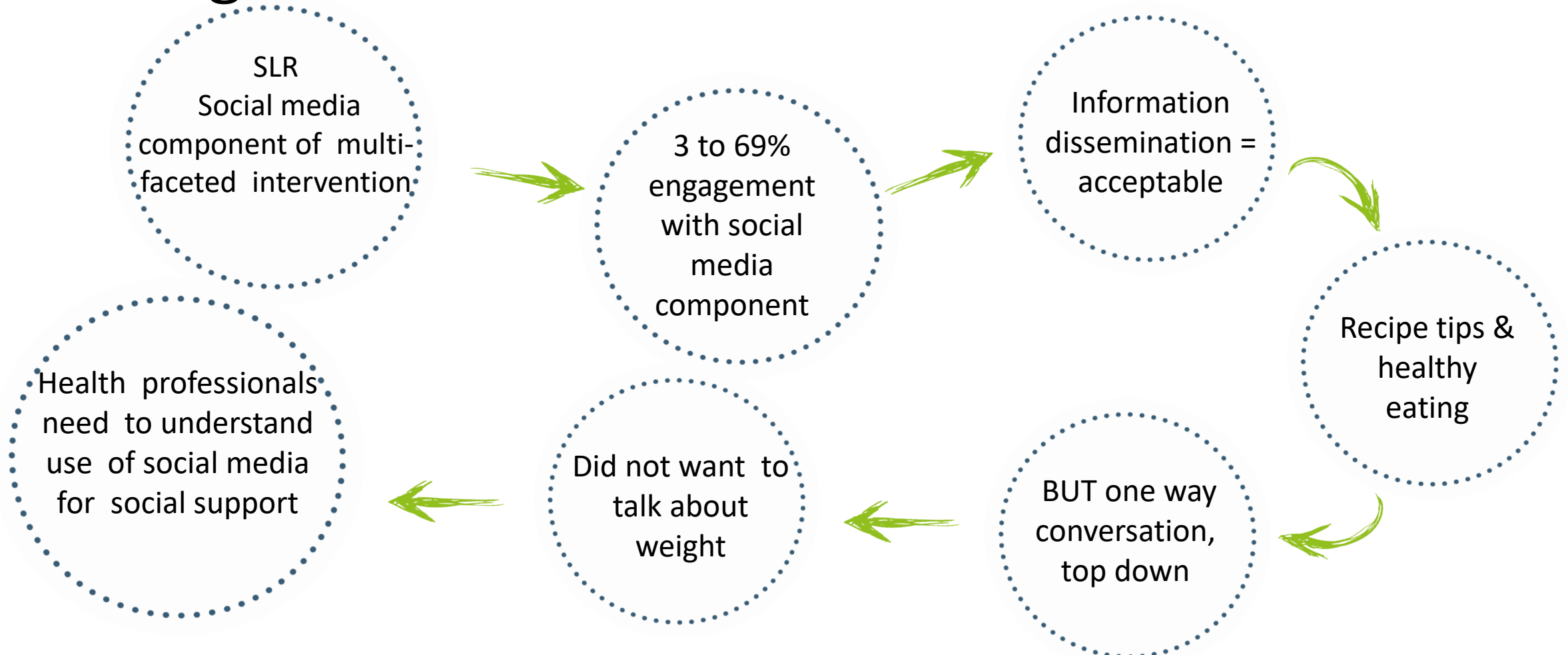


Communicating Health Toolkit





Communicating via social
media

How are nutrition interventions currently using social media?



Credibility and authenticity of social media content

Recommendations for Nutrition Professionals Using Social Media

-  Frame your social media messages with a **heroic message appeal**, focusing on **bravery, nobility, and success**, to increase the authenticity
-  Share **real-life stories** that are relatable to your followers to increase your perceived **authenticity and trustworthiness** and generate a greater persuasive capacity

Key Tips

Choose social media platform already used by audience

Quality social media content takes time & skills BUT can be done

Body dissatisfaction is triggered by social media

Strategies promoting successful engagement vary

Understand attitudes and behaviours

Use a positive tone of voice, share heroic struggles

Show your credentials and be authentic

Having engaged followers matters more than total numbers

Communicating Health Toolkit - Overview



Planning communications



Understanding the target audience



Communicating via social media

<https://www.monash.edu/medicine/communicating-health>

We need to learn the language of the group we're targeting to understand what's important to them and find messages that can motivate and inspire.

Join our Community of Practice!

Nutrition Education – Monash Nutrition

- Monash Nutrition Short courses for health professionals
<https://www.monash.edu/medicine/scs/nutrition/short-courses>
- Food as Medicine <https://www.futurelearn.com/courses/food-as-medicine>
- Communicating Health Project <https://www.monash.edu/medicine/communicating-health>
- Monash Nutrition Blog <https://monashnutrition.blogspot.com/>
- Monash Food as Medicine YouTube channel
<https://www.youtube.com/channel/UC4HcFKhM-pkdoFRMrfKNZiw>
- Monash is a member of the ANZ NNEdPro Global Network
<https://www.nnedpro.org.uk/aus-nz>

@MONASHNUTRITION