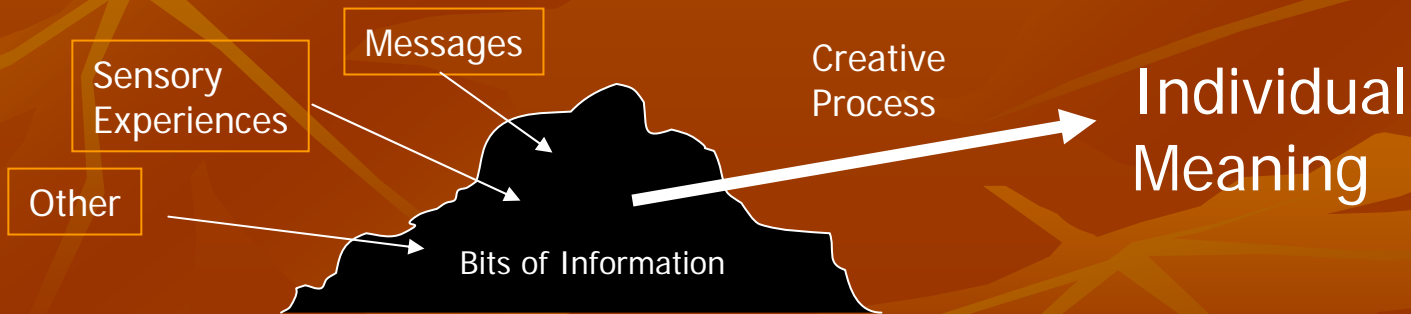


New Paradigms in Public Health Messaging

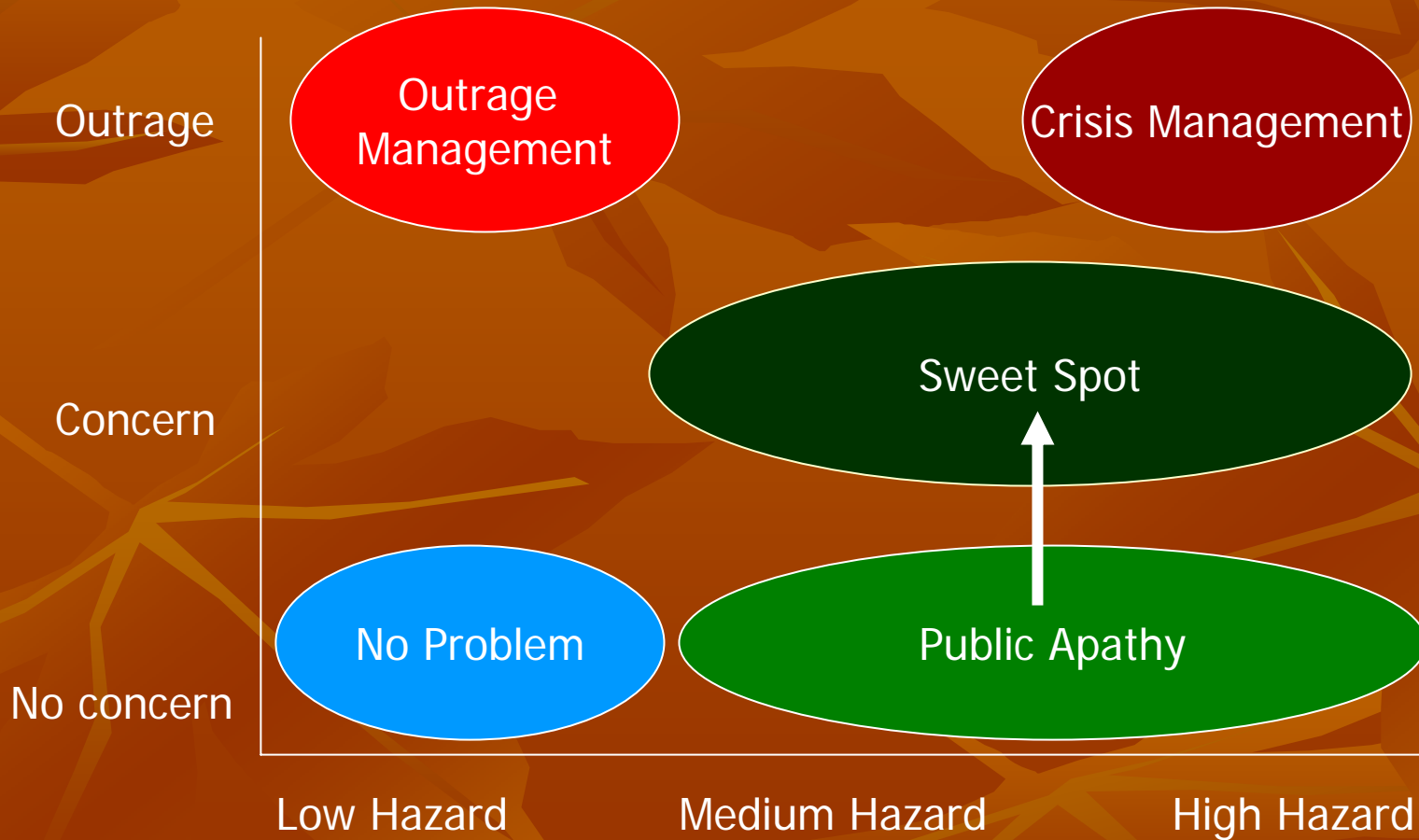
**Terry L Dwelle MD MPHTM
State Health Officer**

Message - Meaning

- Purpose – effectively transfer messages that result in meaning to change risky behaviors
- Meaning = the input of our senses overlaid with increasing levels of abstraction

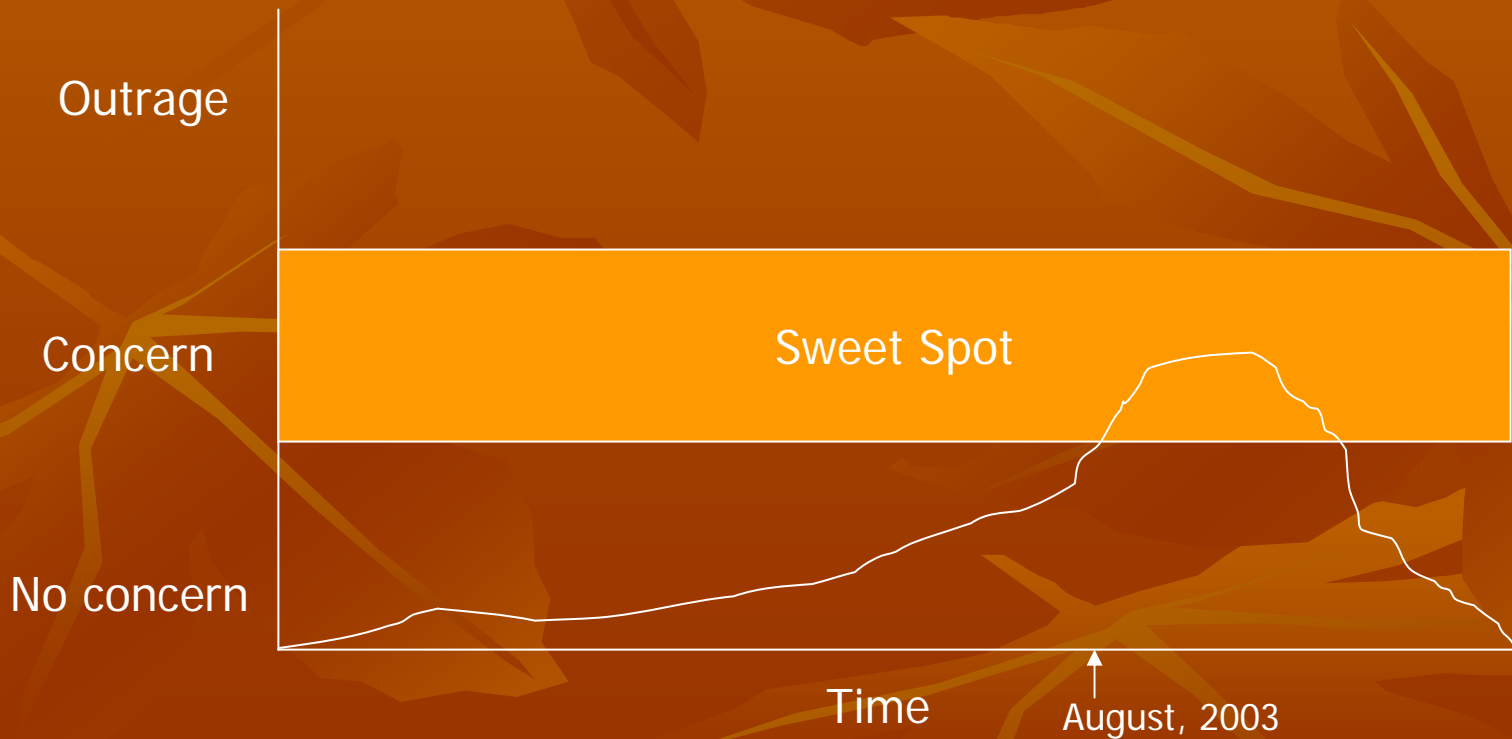


Outrage Management



Contextualization

- “Making concepts or ideals relevant in a given situation” Kato



Changing High Risk HIV Behaviors in Africa

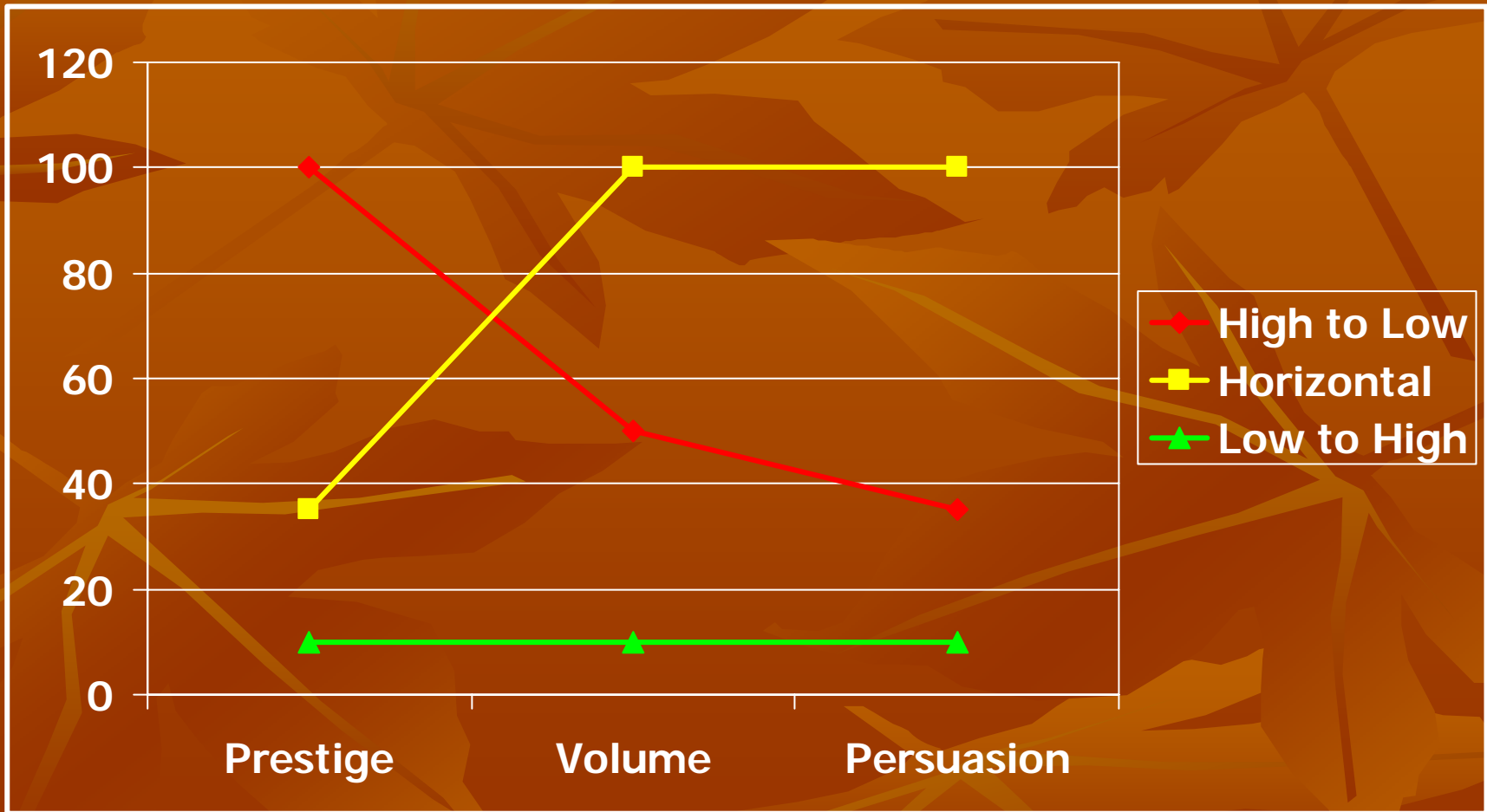
- MMWR – June, 2001 – Editorial
- Uganda, Zimbabwe, Senegal
- Attributes
 - High level leadership support
 - Had a good plan
 - Adequate resources committed
 - Community involvement

Definition of Community

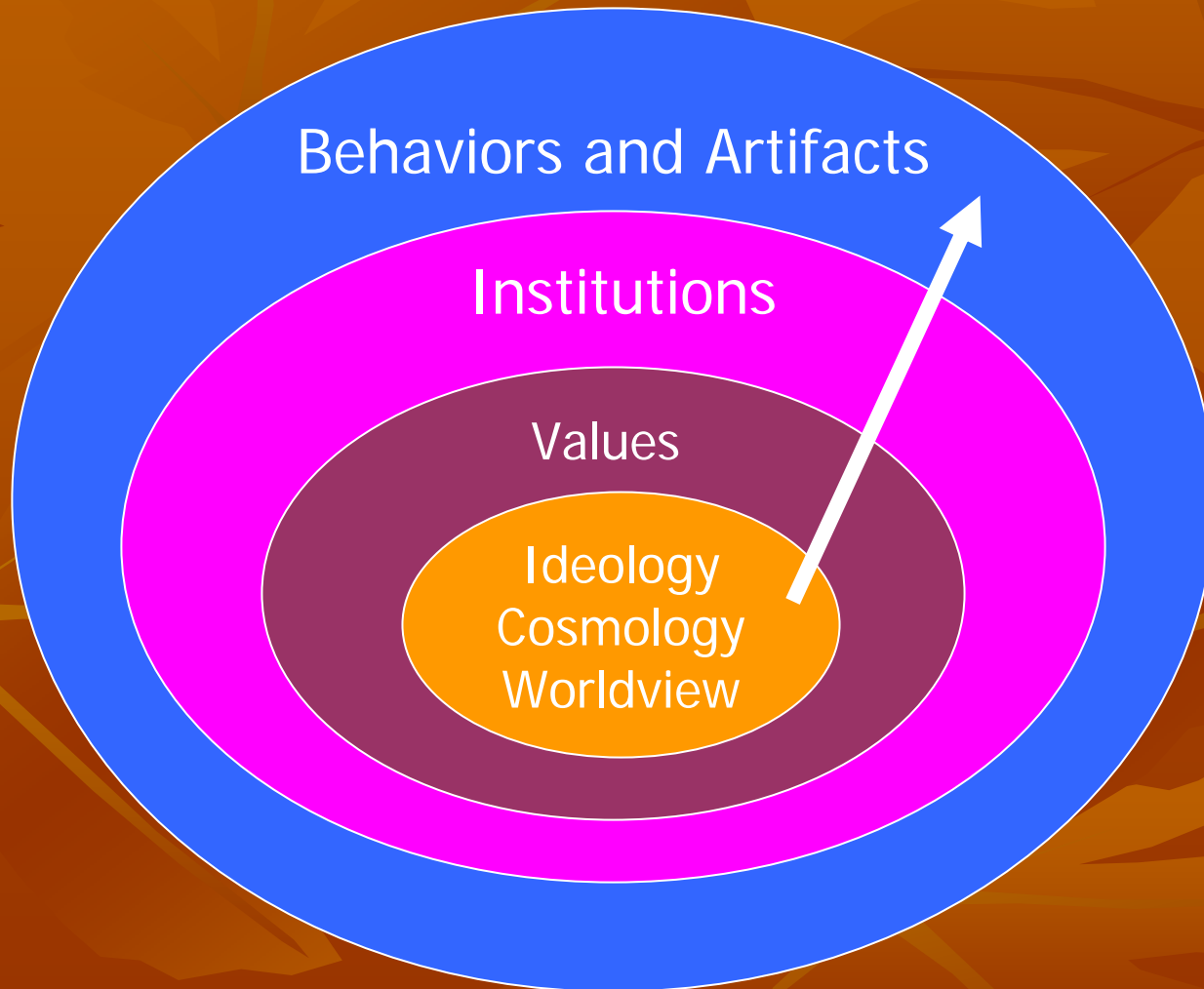
1. Members know each other by name.
2. Sense of unity, trust, care, and responsibility for each other.



Horizontal and Vertical Communications across Classes



Layers of Culture



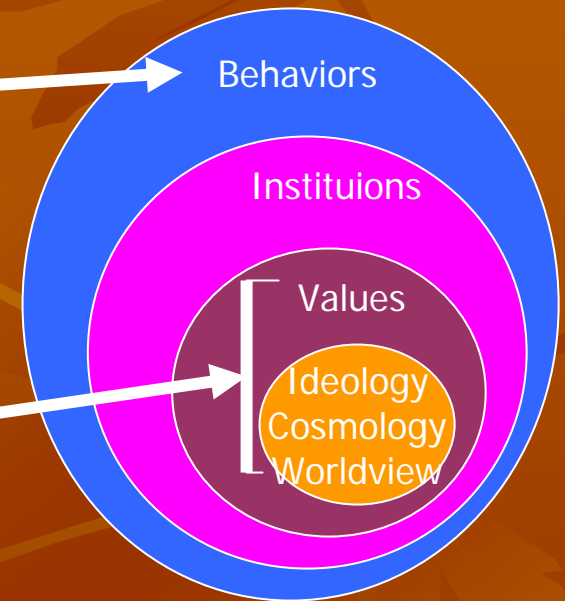
Traditional Public Health and Social Marketing?

Social Marketing

"We don't care what a person thinks or feels.
We just want a change in the target behavior."

Cultural Communications

"Changes in the beliefs, feelings and thinking of
individuals are essential in permanent changes of
high risk behaviors"



Primary Message Systems

- PMS's are communicated or learned in 3 ways
 - Formal level – mistake and correction
 - Informal level – imitation of models
 - Technical level – from a teacher
- If we want to introduce changes particularly in basic beliefs or behavioral patterns of a culture we must introduce or at least mightily reinforce at the informal out-of-awareness level

Communicating in Primary Message Systems

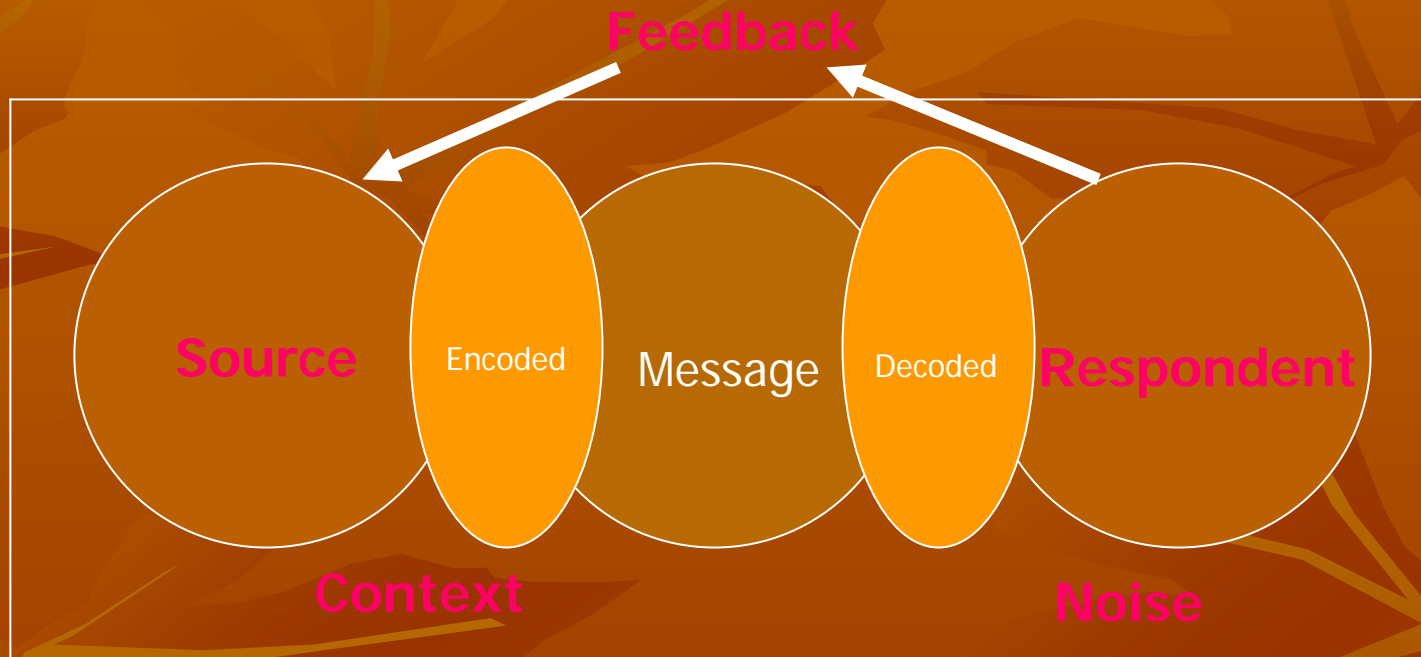
- Much cultural behavioral change occurs at the informal level and is reinforced at the technical level
- The technical level can either support or react to informal changes in culture

Family influence on Tobacco Use

- 34.5% of high school students and 15.1% of middle school students use tobacco
- 70% of middle school and 57% of high school students who currently smoke live in a home where someone smokes cigarettes



Dimensions of Cultural Communications



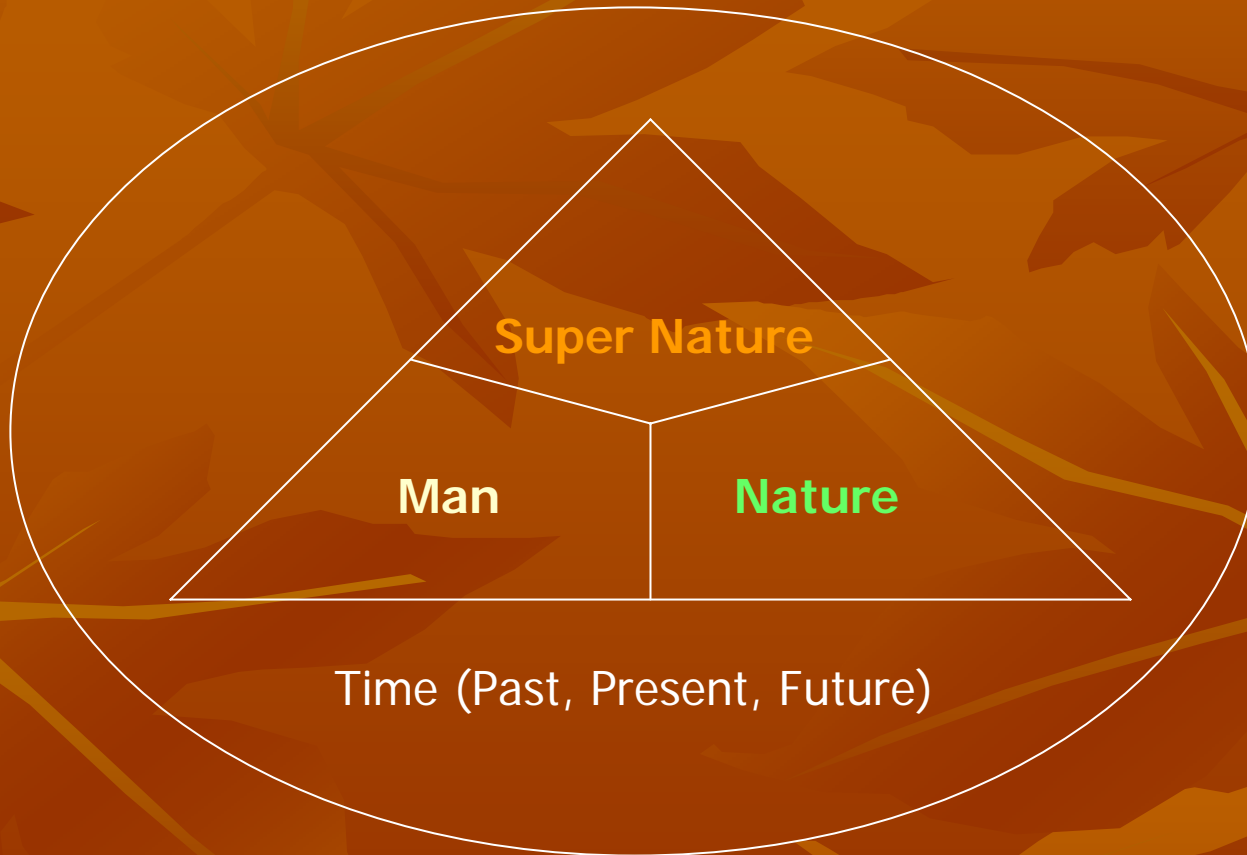
Culture X ← Cultural Distance → Culture Y

1. Worldviews
2. Cognitive Process
3. Linguistic Forms
4. Behavioral Patterns
5. Social Structures
6. Media Influence
7. Motivational Resources

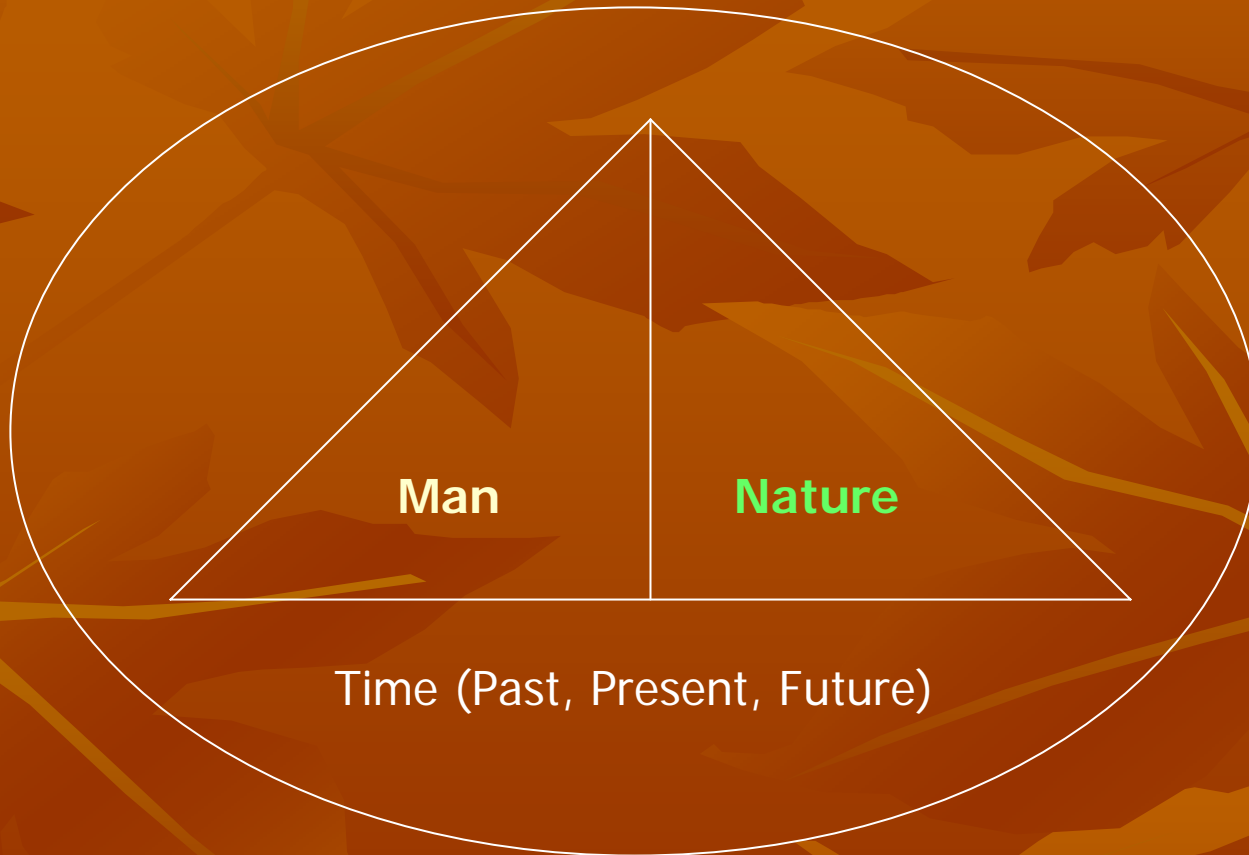
Worldview

- The way people see or perceive the world, the way they “know” it to be
- The colored glasses through which people see themselves and the universe around them
- The way people characteristically look outward upon the universe or especially to the way a man, in a particular society, sees himself in relation to all else
- The way people look at reality

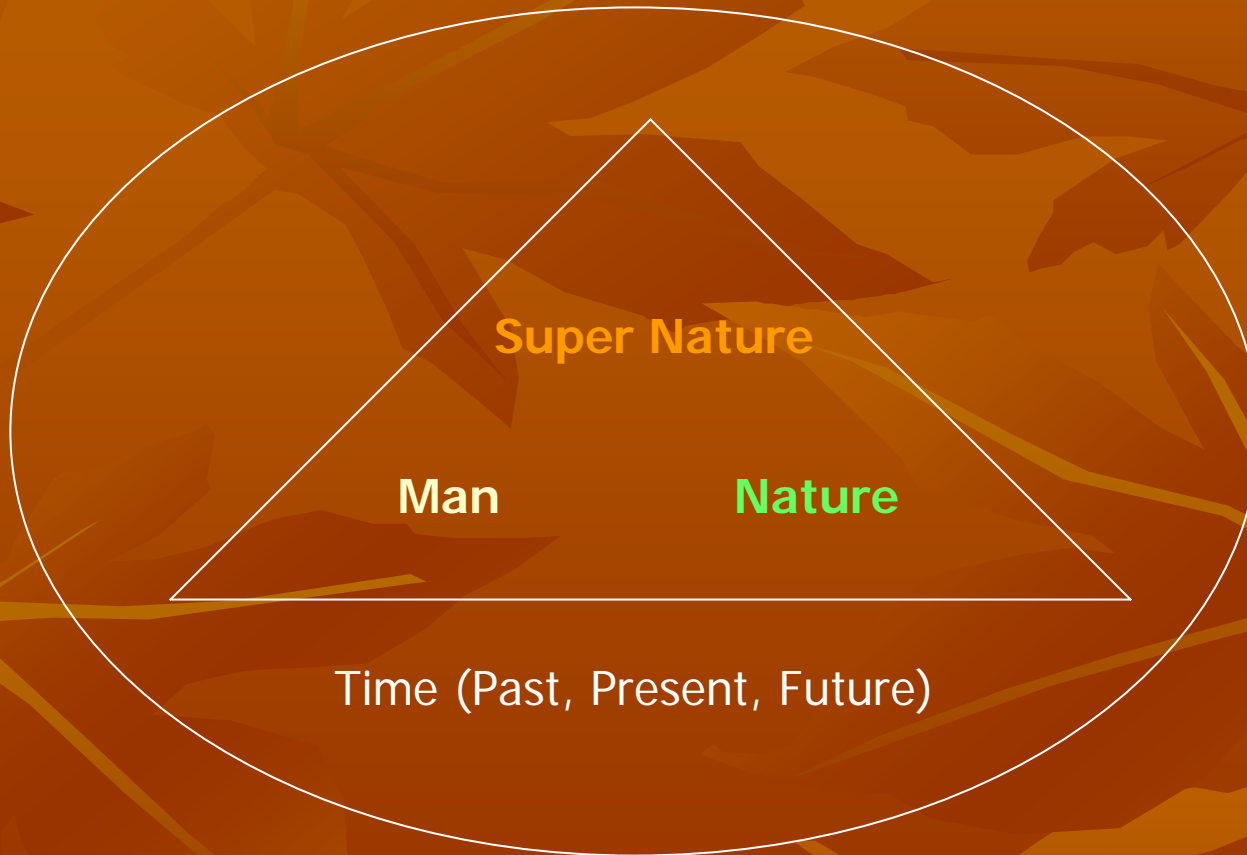
Worldview



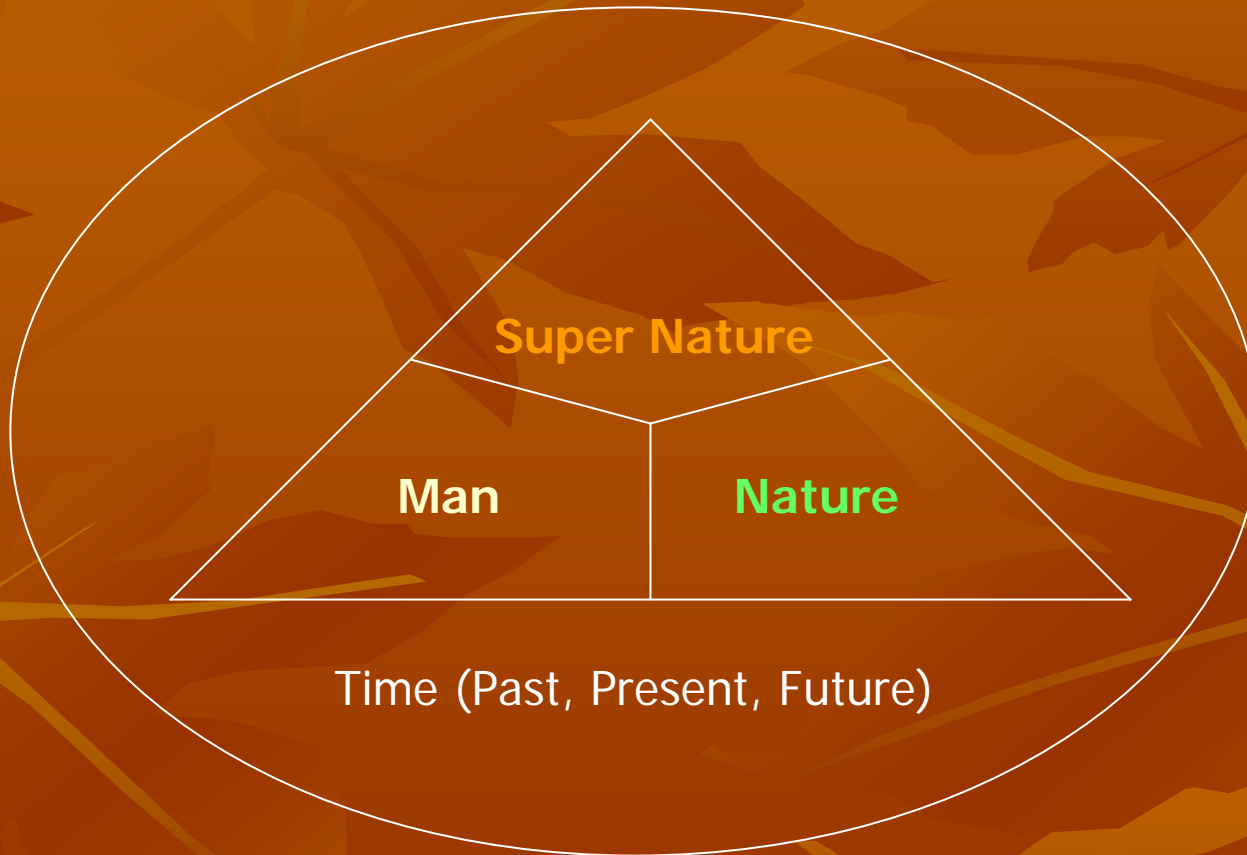
Naturalist Worldview



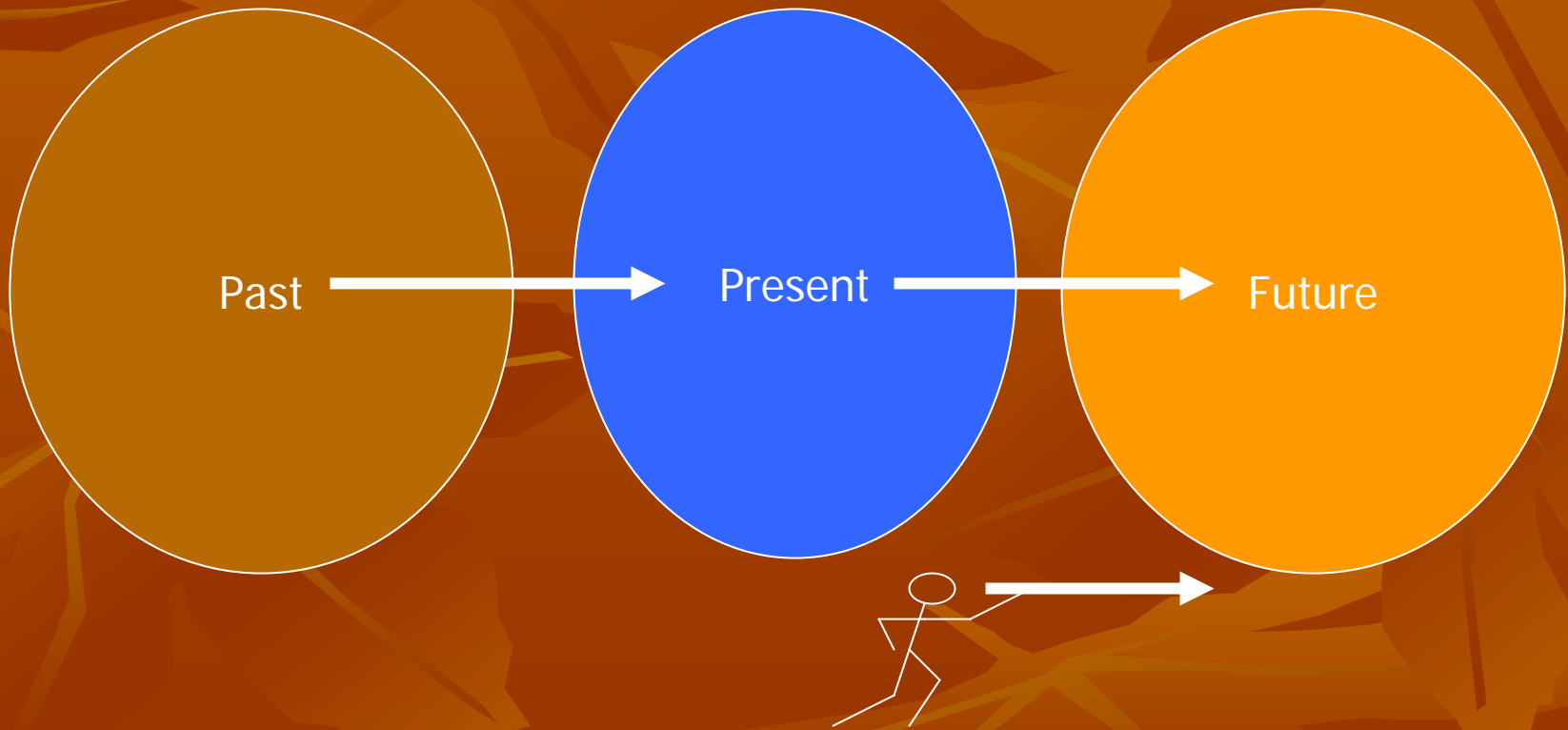
Tribal Worldview



Monotheistic Worldview

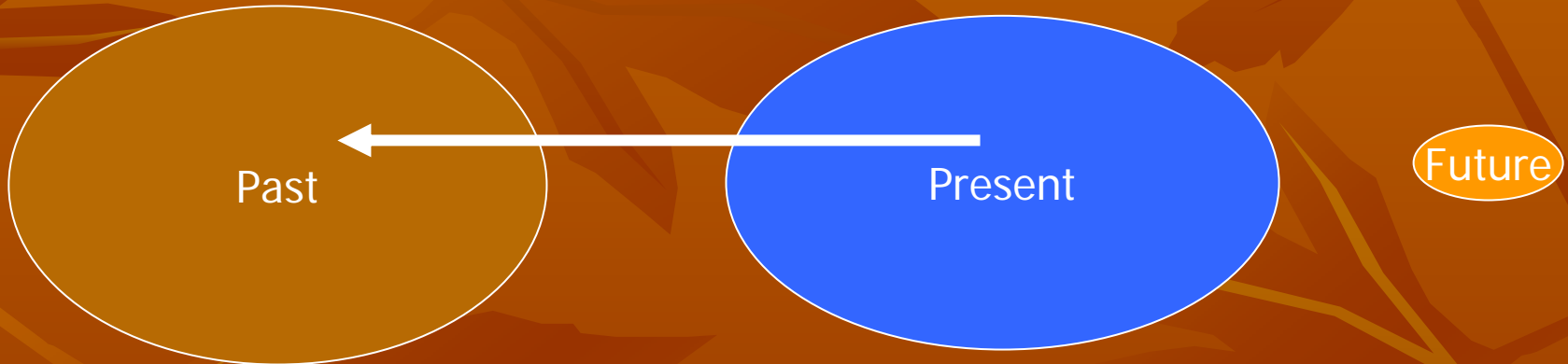


Naturalist Worldview - Time

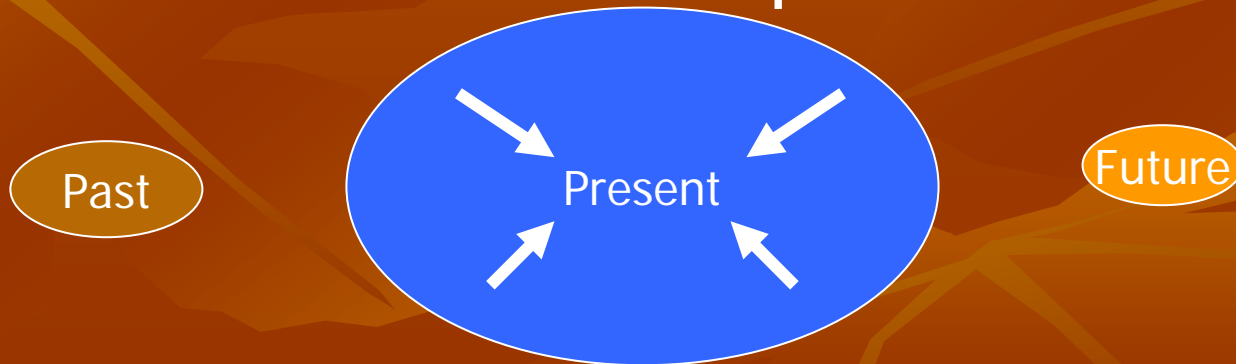


Time

African / Tribal view



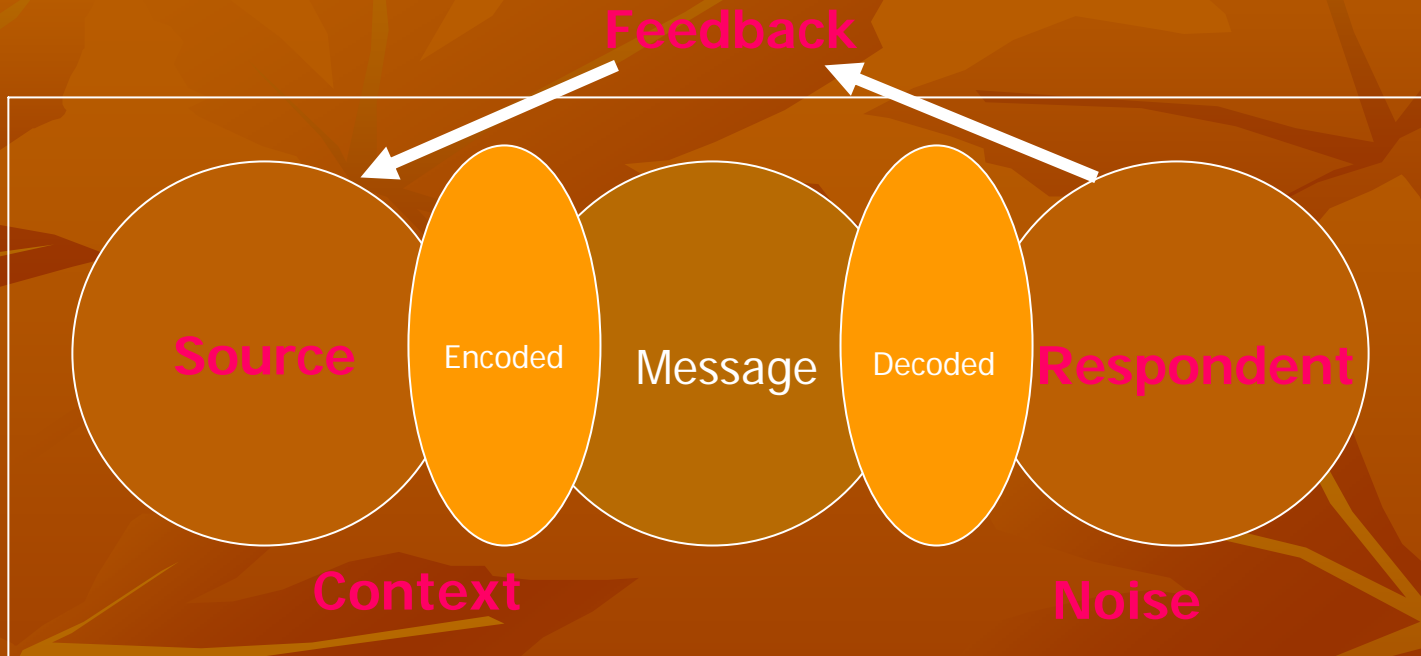
US Youth, Latin and Filipino views



Communicating across Worldviews

1. Invite the respondent to temporarily adopt the worldview of the source
2. Invite respondents to meet the source halfway
3. Source temporarily adopting the worldview of respondents

Dimensions of Cross Cultural Communications



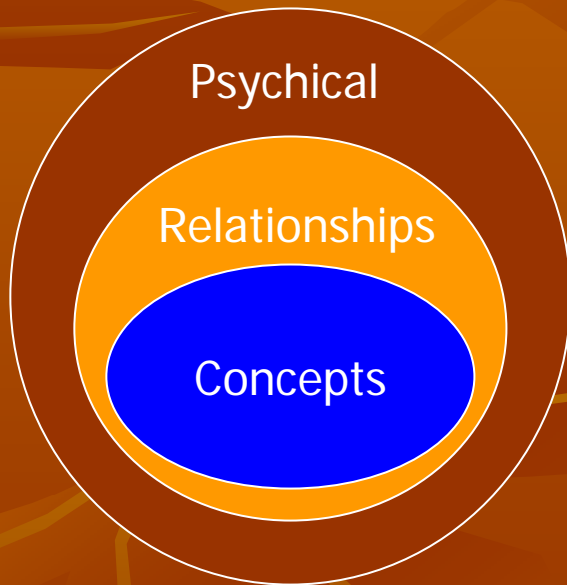
Culture X ← Cultural Distance → Culture Y

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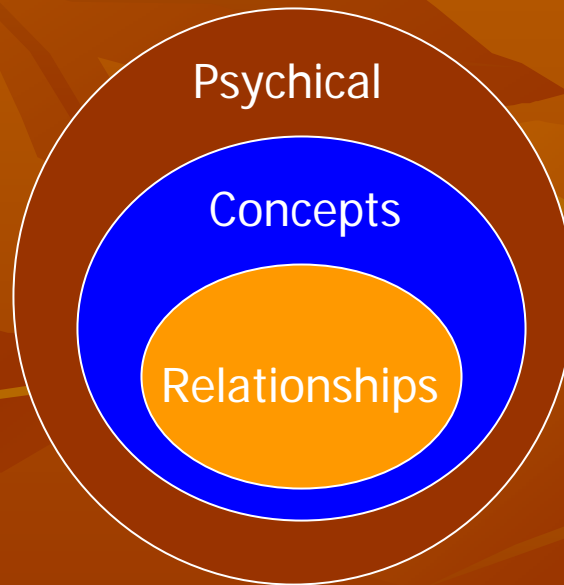
Trisystemic Approach

1. Conceptual – theoretic
2. Psychical – intuition, inner experience
3. Concrete Relational – relationships and emotions

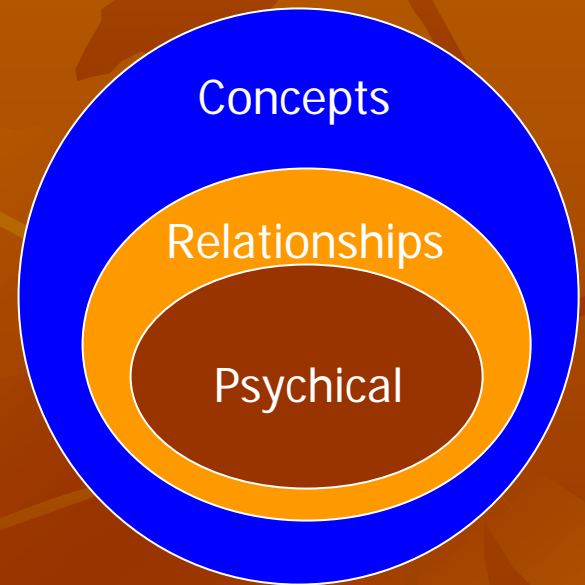
Trisystemic Cognition



West
Public Health



China
Tribal
Politicians
Youth



India
Faith Based

Relational Thinking

- Reality is seen pictorially in terms of active emotional relationships present in a concrete situation
- Verbal communication – uses symbols, stories, events, objects vs general propositions and principles
- Relies heavily on non-verbal communication – gesture, music, ritual, drama, image projection

Summary

- Be respondent oriented
- Be message opportunists
- Community ownership and engagement
- Incorporate horizontal communication strategies
- Understand and adapt messages to target culture attributes
- Realize the importance of informal messaging in changing / establishing behaviors
- Appropriately utilize the communication tools; social marketing and cultural communications