





# Community Health Messaging

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**October 4, 2022  
Montana CHW Summit**

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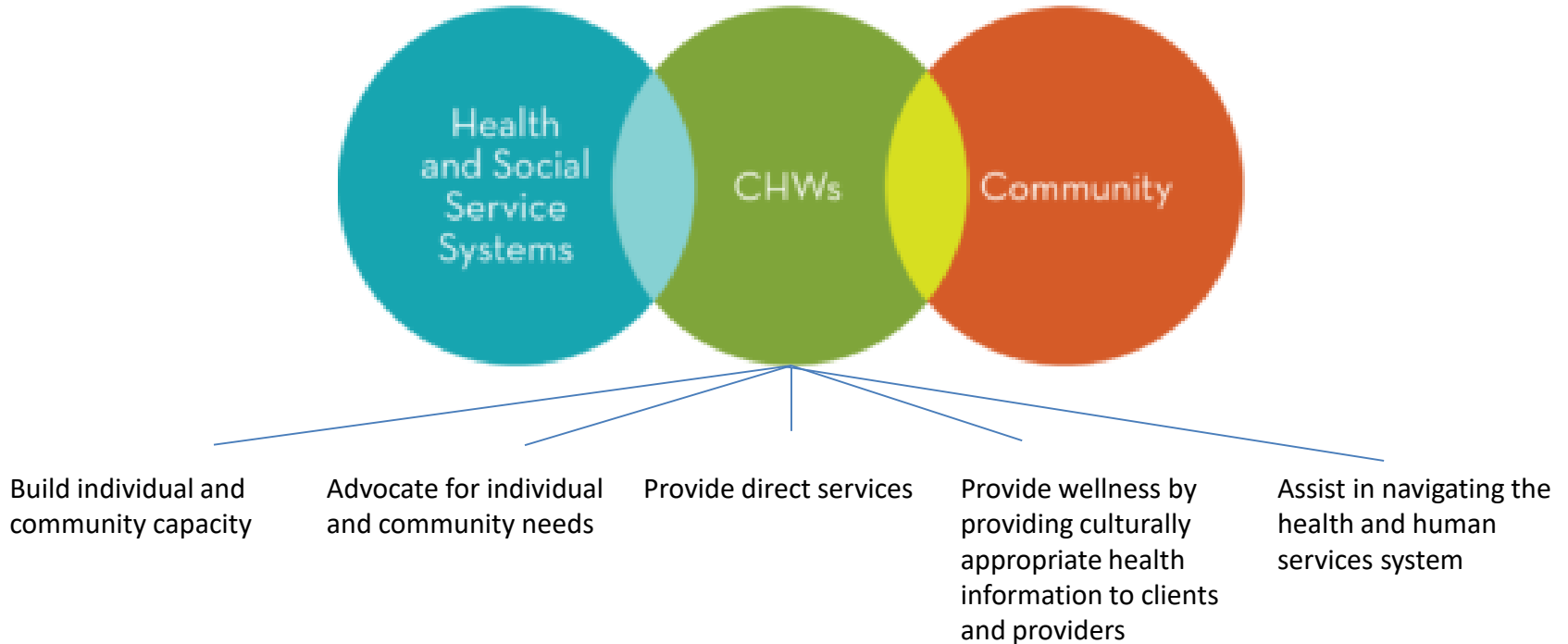


# Session Overview

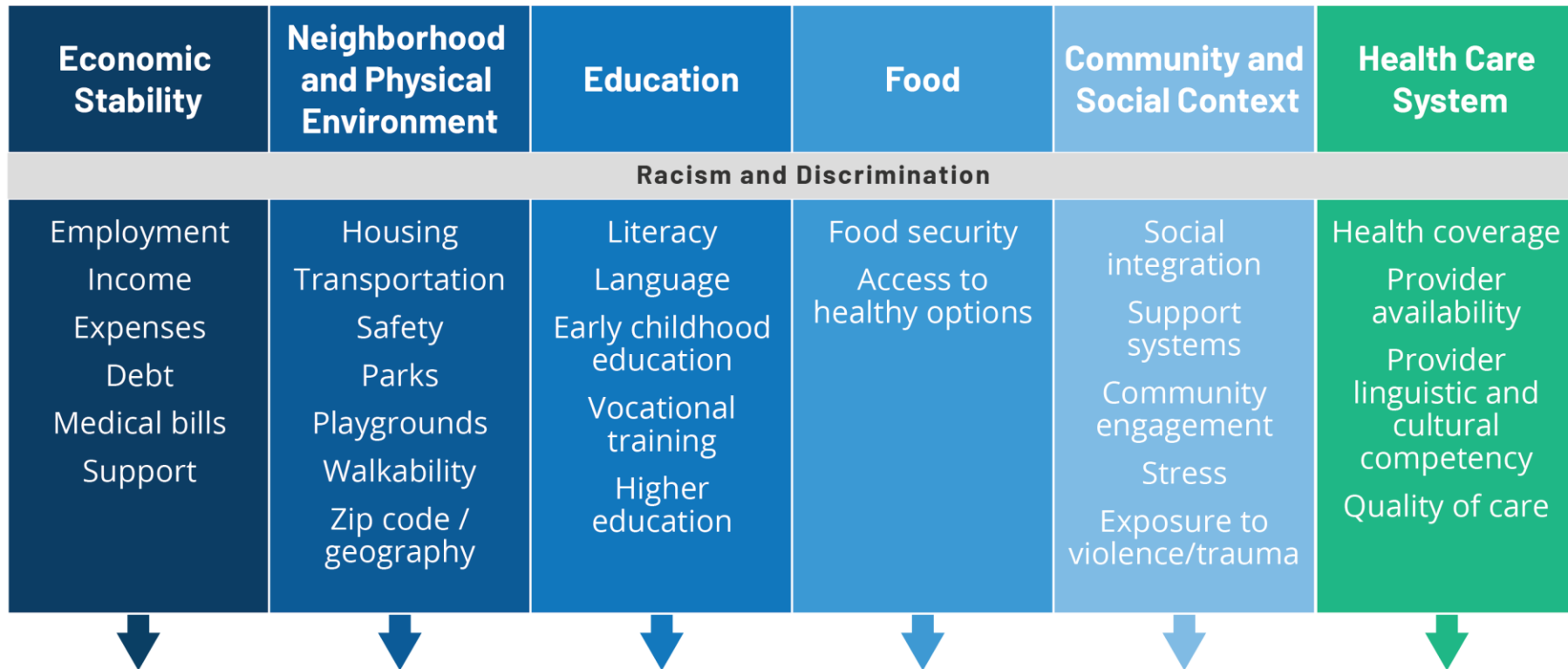
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- Overview of health messaging and prevention
- Overview of behavior change
- Tools, tips, and tricks for messaging
- Activity
- Questions

# CHW roles and competencies



# Social and Economic Factors Drive Health Outcomes



**Health Outcomes:** Mortality, Morbidity, Life Expectancy, Health Care Expenditures, Health Status, Functional Limitations

# Spectrum of Prevention

Level of Spectrum	Definition
<b>Influencing policy and legislation</b>	Develop strategies to change laws and policies to influence outcomes
<b>Changing organizational practices</b>	Adopt regulations and shape norms to improve health and safety
<b>Fostering coalitions and networks</b>	Bring together groups and individuals for broader goals & greater impact
<b>Educating providers</b>	Inform providers who will transmit skills and knowledge to others
<b>Promoting community education</b>	Reach groups of people with information and resources to promote health & safety
<b>Strengthening individual knowledge and skills</b>	Enhance an individual's capability to prevent injury/illness & promote safety



EAT MORE  
VEGETABLES

GET ENOUGH  
SLEEP



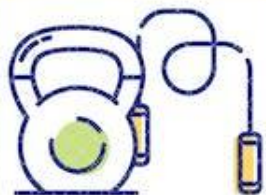
STAY  
MINDFUL



DRINK  
WATER



GET SOME FRESH AIR



EXERCISE

DETOX



ADD MORE  
FRUIT

HEALTHY LIFESTYLE



EAT MORE  
VEGETABLES

GET ENOUGH  
SLEEP



STAY  
MINDFUL



DRINK  
WATER



GET SOME FRESH AIR



EXERCISE

DETOX



ADD MORE  
FRUIT

HEALTHY LIFESTYLE



# What motivates behavior change?

## Health Belief Model – 5 Concepts

Perceived susceptibility	Beliefs regarding risks of a bad outcome (e.g. risk of disease)
Perceived severity	Beliefs regarding seriousness of the consequences (e.g.
Perceived benefits	Beliefs in effectiveness of course of action (e.g. prevention of disease through some behavior change)
Perceived barriers	Beliefs regarding personal obstacles/costs that could limit ability to change behavior (e.g. cost, time, education)
Cues to action	Information and strategies provided to individual (e.g. guides, reminders, etc.)



# The Stages of Change

Precontemplation

Contemplation

Preparation



Relapse

Maintenance

Action

# BEHAVIOUR CHANGE

## 5 STAGES OF CHANGE

### 1. PRE-CONTEMPLATION

Not ready to change. May not be aware of the need to change but others have suggested it.

### 2. CONTEMPLATION

Thinking about change. You are unsure if you want to make the commitment to implementing the change.

### 3. PREPARATION

Getting ready to change. You have decided it is time to change and you would like to do so in the next month or so.

### 4. ACTION

Actively making a change. Ready to implement the action plan.

### 5. MAINTENANCE

Maintaining the change.  
You have been successful for 6 months.

## STRATEGIES FOR CHANGE



### Anticipate Obstacles

Occasional setbacks occur no matter how carefully you've constructed your plan. Preparing for potential obstacles is an important key to overcoming them.



### Monitor Your Progress

When you first start making changes, you may progress very rapidly. This can be misleading and discouraging when the pace levels off. By monitoring your progress, you can reflect on how much you've achieved!



### Reward Yourself

You're striving to permanently change lifestyle habits and that's no easy task. Be patient! It will take some time before new habits feel natural. Give yourself the recognition you deserve.



### Visualize Success

Creating an image of success in your mind can be a powerful tool for getting through the rough times and building motivation, self confidence, and commitment. Picture yourself reaching your goals and enjoying the rewards of a healthier, more active lifestyle.

# Example: Individual Change

Physical activity -

1. Pre-contemplation
2. Contemplation
3. Preparation
4. Action
5. Maintenance

## BEHAVIOUR CHANGE 5 STAGES OF CHANGE

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# Example: Programmatic Change

Snow Shoveling in Winter -

1. Pre-contemplation
2. Contemplation
3. Preparation
4. Action
5. Maintenance

## BEHAVIOUR CHANGE 5 STAGES OF CHANGE

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# Behavior change – where to start?

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1. What change or outcome is needed?
2. Why does this change matter? (5 why's)
3. What steps are needed to make the change?
4. Who can help support the change (and how will we reach them)?
5. What barriers might get in the way?
6. How will I visualize (measure) success?
7. How can momentum be maintained?



# Behavior change – where to start?

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1. What change or outcome is needed? BE SPECIFIC.

Avoid talking about processes or systems.

Examples:

- less vaping
- no vaping
- no phone in bed
- wheelchair accessible services
- funding to add a case manager
- 150 minutes of physical activity/week

# Behavior change – where to start?

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## 2. Why does this change matter? (5 why's)

Why?	Lose weight
Why?	Lessen joint pain
Why?	More flexibility and strength
Why?	More confident leaving the house
Why?	Less social isolation

# Behavior change – where to start?

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3. What steps are needed to make the change?

What are the building blocks for a successful new habit?

- comfortable footwear
- safe, welcoming route
- what else?





# Behavior change – where to start?

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4. Who can help support the change (and how will we reach them)?
  - neighbors or friends to walk with
  - community groups
  - who else?



## Behavior change – where to start?

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5. What barriers might (and will) get in the way? How can we address them before they interrupt the new habit?
  - weather
  - walking buddy unavailable
  - injury
  - what else?



## Behavior change – where to start?

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6. How will I visualize and measure success?

7. How can momentum be maintained?

# Activity

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# Health messaging – let's get started

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1. What change or outcome is needed?
2. Why does this change matter? (5 why's)
3. What steps are needed to make the change?
4. Who can help support the change (and how will we reach them)?
5. What barriers might get in the way?
6. How will I visualize (measure) success?
7. How can momentum be maintained?

# Crafting your message delivery

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- Health communication is “the study and use of communication strategies to **inform and influence individual and community decisions** that enhance health.” (The Community Guide)
- Different forms and formats
- Connect with the head and the heart



# Health messaging avenues?

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- 1:1 conversations
- Small groups (discussions, presentations)
- Interviews
- Articles
- Marketing campaigns
- What else?





# Health messaging tips and tricks

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- Key components:
  - Always use credible sources (strategies and facts)
  - Culturally relevant concepts, language, priorities, and images
  - Awareness of health literacy, internet access, media exposure, and as appropriate, attitudes of target audiences
  - Use of diverse materials and channels
    - What are some examples?



# Health messaging tips and tricks



- Key messages:
  - Increase risk perception
  - Reinforce positive behaviors
  - Influence social norms
  - Increase availability of support and needed services
  - Empower individuals to change or improve their health

# Health messaging tips and tricks

- Focus on the positive
  - 20 days tobacco free! vs. 20 days since last cigarette
- When it makes sense, connect over shared values
  - We want to live long, healthy lives to see our kids grow
- Keep it simple
  - Issues are often very complex, but people can get lost or dismayed by the weeds



# Health messaging tips and tricks

- Include easy steps to take right away
  - Take a walk around your block
  - Set your snow shovel by your door today
- Social norms vs. peer pressure
- Make things FUN

## FIND YOUR FIRST BEET TODAY!

Take part in our newest **Space2Place** project, **Billings Beets on the Streets!**

Here is 1 of 12 hai-klues to start your beet finding journey!

**Towards the football field**

**Tennis, frisbee and horse shoes**

**Summer Symphony**



**healthy  
by  
design**



- Visit [www.hbdyc.org/beets](http://www.hbdyc.org/beets) to review a full list of hai-klues.
- Use #gotthebeet, or tag Healthy By Design to be featured on our website!
- Project funded by Space2Place through Big Sky Economic Development.
- Sugar beets produced by Billings Public Library 3D Printing Lab!

# Health messaging tips and tricks

- Keep things judgement and blame free
  - We're all trying our best
- Seek their expertise
- Admit when you don't know the answer
- Always ask permission before sharing others' stories
- Don't make it about you



# Helpful Resources

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- [www.canva.com](https://www.canva.com) for design templates
  - [www.rwjf.org](https://www.rwjf.org) for strategy ideas and data
  - [www.ruralhealthinfo.org](https://www.ruralhealthinfo.org) for toolkits
  - [www.nihcm.org](https://www.nihcm.org) for data infographics
  - What else?
- 
- A decorative blue wave graphic at the bottom of the slide, consisting of several overlapping, flowing bands of varying shades of blue.



# Questions?

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Thank you

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