# Health Communication Designathon

For Global Mental Health

# Health Communication

- Communicating  promotional health information, such as in public health campaigns, TV, Ads...

- Purpose: to influence their decision-making process and health choices by improving health literacy.

# Why do we want to do the Designathon

- A significant amount of public health programs and policies were innovated, but few of the evidence-based research is known by the public.
- An **effective** communication of the health message is critical to improve the effectiveness of implementation.

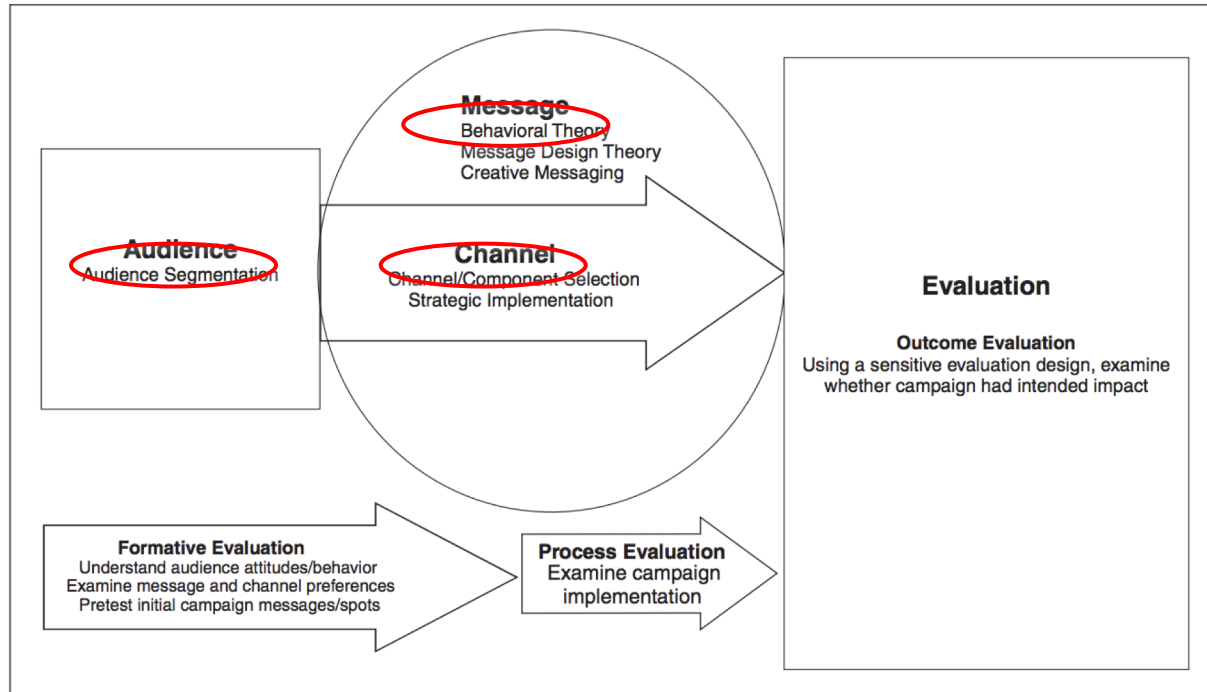# The Audience-Channel-Message-Evaluation (ACME) Framework



FIGURE 1   The Audience–Channel–Message–Evaluation (ACME) Framework for Health Communication Campaigns

Reference: Noar SM. An audience-channel-message-evaluation (ACME) framework for health communication campaigns. Health Promot Pract 2012 Jul;13(4):481-8. PMID: 21441207

# The Audience-Channel-Message-Evaluation (ACME) Framework

**Audience**: the population  you want to reach to get them involved in your intervention and want them to change their behavior with the message they receive from your intervention.

- Who is the specific audience that your marketing plan is targeting? (How to attract their attention)

**Channel**: The media used to disseminate the message to the audience.

- The goal is to achieve "high reach (proportion of audience got exposed)" and "frequency (number of exposures)"
- Components/support material

**Message**: is what travels, what comes out of a channel to reach the target audience

- usually contain an action (what to do),
- has a tone (the tone of the message guides how the target audience will feel when they receive the message, e.g. authoritative, family-oriented, modern, collaborative, etc)
- Example in the article: "become more physically active"

Reference: Noar SM. An audience-channel-message-evaluation (ACME) framework for health communication campaigns. Health Promot Pract 2012 Jul;13(4):481-8. PMID: 21441207

# Chinese Step by Step Program

A **scalable**, **guided** WHO **digital** health intervention

- It is **brief**, delivered digitally, designed to be **transdiagnostic** and covers functioning and general well-being as outcomes
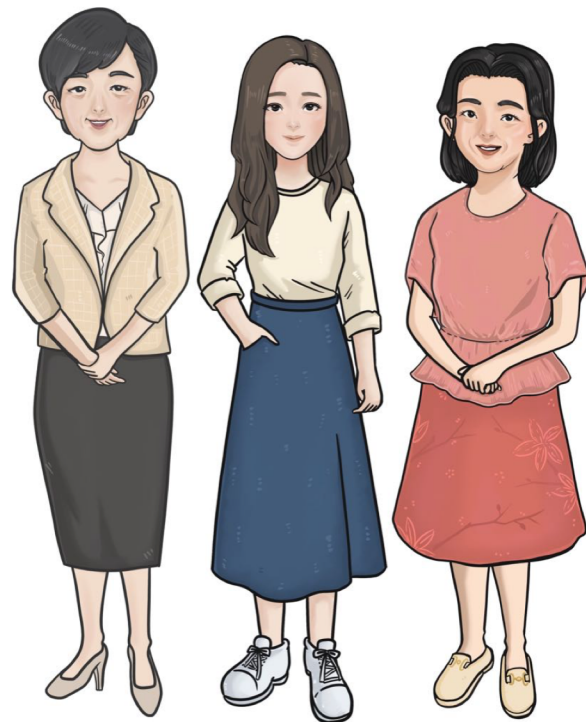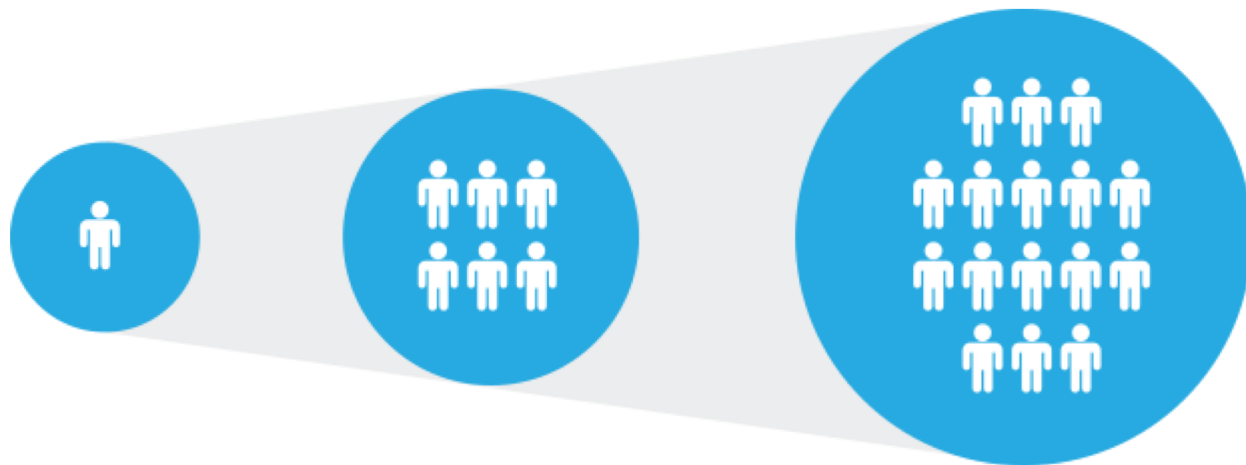
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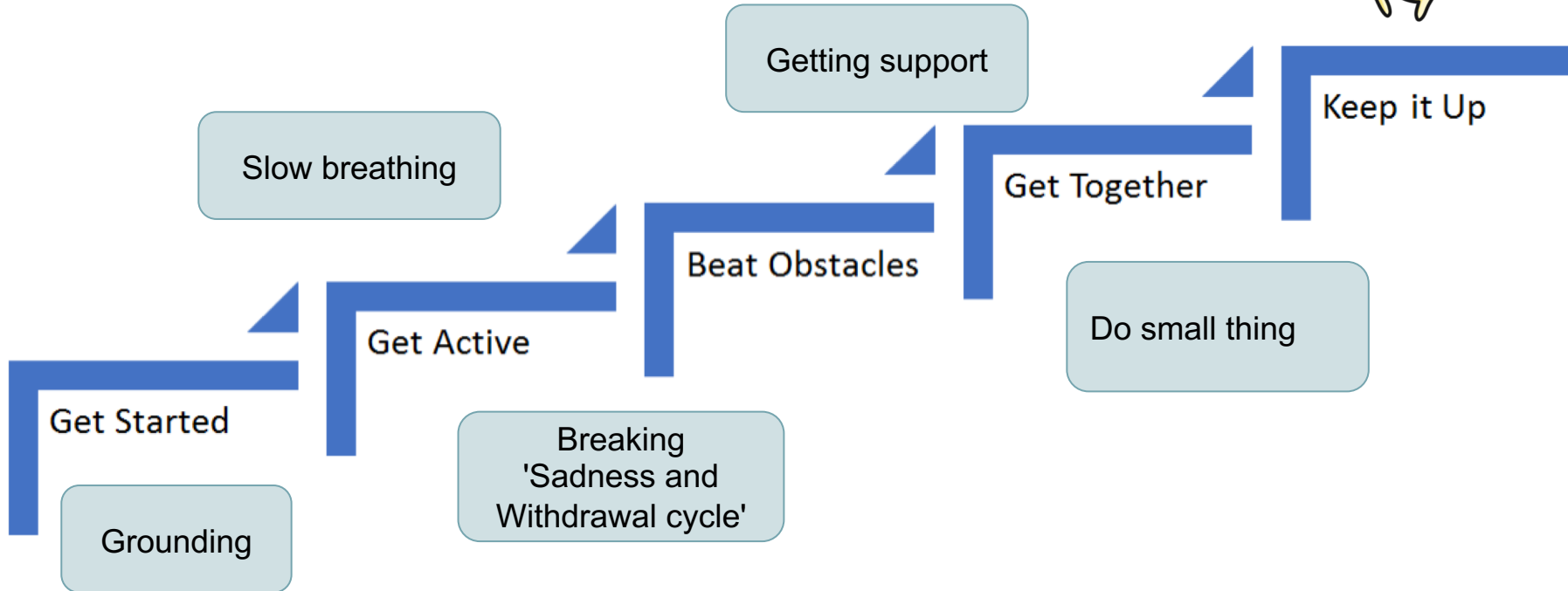
# It is scalable

# It is guided

The program will be minimally facilitated by e-helpers

- E-helpers are lay or specialist healthcare workers (e.g., social workers)
- E-helpers provide support (e.g., technical, psychological, etc.) on a weekly basis
  - How: text message, 5 min phone call, etc.

# It is brief

It consists 5 sessions. Each session takes around 20-30 mins.

Getting support

Slow breathing

Keep it Up

Get Together

Beat Obstacles

Get Active

Do small thing

Get Started

Breaking 'Sadness and Withdrawal cycle'

Grounding

# It is transdiagnostic

Addresses depressed mood, anxiety, PTSD, other stress reactions and client-defined psychosocial problems

**Depression** **Anxiety** **PTSD** **Stress** **Psychosocial Problem**
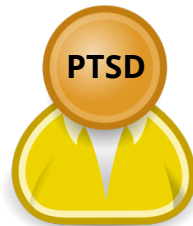
**\*\*mild to moderate**

# Designathon Outline

- **Aim:** design a marketing package for the Step by Step program
- **Learning Objectives:**
  - Global mental health
  - Communication package
  - Self-efficacy, community engagement, teamwork
- **Timeline:**
  - Day 1 (July 9): lecture, workshop
  - Days 2 & 3 (July 10-11): workshop
  - Day 4 (July 12): presentation

# Guidelines

- **Target audience:** college students in Macau
- **Components:**
  - Title
  - Health message
  - Logo
  - Slogan
  - Poster & video
- **Presentation:**
  - PowerPoint (8 minutes)
  - Q&A (5 minutes)
- Fill out template (not graded)
- Resources

# Prizes

- **First prize:** Grand resort deck day pass
- **Second prize:** Buffet dinner at Festiva (or Malaysian food festival)
- **Third prize:** UA Galaxy Cinemas Director's Club tickets (3D)

# Reference

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