



Communication Research and Global Health Promotion

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***Health Communication Research
Can Help Reduce Health Risks,
Incidence, Morbidity & Mortality,
& Improve Quality of Life***

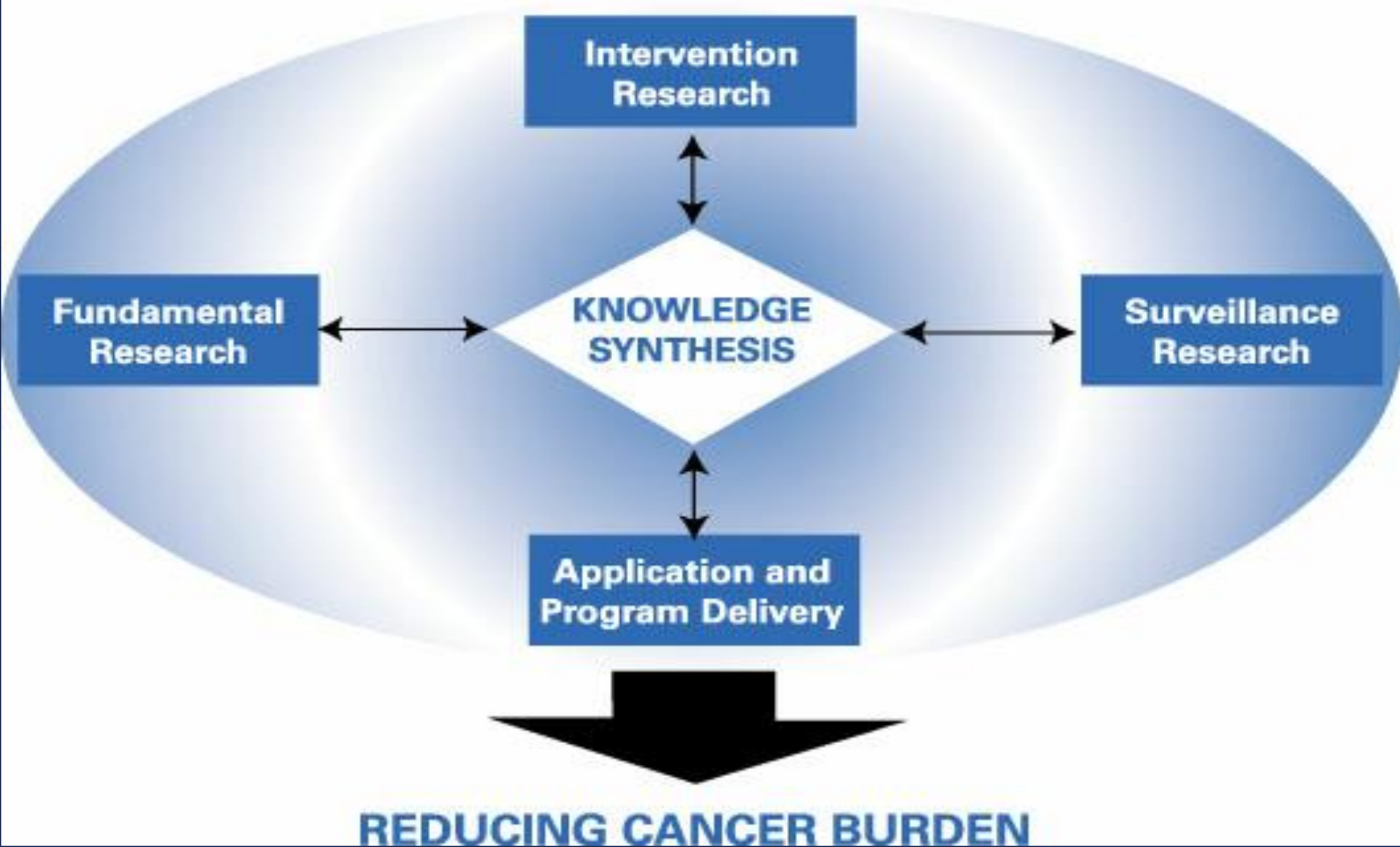


Communication is Primary Process for Sharing Health Information:

- ◆ Relevant health information is the most powerful tool for increasing understanding about complex health risks and threats
- ◆ Relevant health information is a prerequisite to responding effectively to local and global health threats with targeted and coordinated health promotion activities



CANCER CONTROL RESEARCH ACTIVITIES



Health Information National Trends Survey (HINTS) Research Program:

- ◆ Started in US in 2002 by NCI (<https://hints.cancer.gov/>)
- ◆ Annually surveys public use of health information
- ◆ Examines information patterns, needs, & opportunities
- ◆ Identifies changing communication trends & practices
- ◆ Assesses health information access and usage
- ◆ Provides info about how health risks are perceived
- ◆ Identifies information gaps and misunderstandings
- ◆ Offers testbed to researchers to study new theories concerning health communication





**Building the Evidence Base in
Cancer Communication**

Health
Information
National
Trends
Survey

hints

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**Finney Rutten, L, Hesse, B., Moser, R., & Kreps, G.L.
(Eds.) (2011). Building the Evidence Base in Cancer
Communication: The Health Information National
Trends Survey. Cresskill, NJ: Hampton Press.**



HINTS Examines Critical Audiences for Health Information:

- ◆ Which groups of consumers have the greatest health information needs (urban, rural, gender, age, etc.)?
- ◆ Which groups have the greatest health risks?
- ◆ How well informed are health care providers?
- ◆ How well do providers share health information?
 - ✓ With consumers?
 - ✓ With other providers?
- ◆ How well informed are policy makers?
- ◆ How effective are health educators?



Expanding the HINTS Research Program Internationally:

- ◆ HINTS China introduced 2012-2013, second wave data collected 2016-2017, annual data collection begins 2018, funded by the Chinese Ministry of Health and the Chinese FDA
- ◆ HINTS-Germany, approved for introduction in 2018 to guide national health promotion efforts
- ◆ Negotiating new HINTS research programs across Europe, Asia, Latin America, ...



HINTS-China Planning Meeting, Beijing, 2012



HINTS-China Leadership, 2013



Global Applications of Health Communication Inquiry Can Help:

- ◆ **Examine health issues across national borders**
- ◆ **Identify common global health concerns**
- ◆ **Design culturally sensitive health interventions**
- ◆ **Promote multi-national health collaborations**
- ◆ **Disseminate best promotion practices globally**
- ◆ **Direct development of global research and intervention programs**



Global Health Communication Research Examines how to:

- ◆ Identify impending health risks and threats
- ◆ Access quality care and health information
- ◆ Inform decision making (prevention & care)
- ◆ Reduce barriers to health promotion
- ◆ Develop strategies to promote healthy behaviors
- ◆ Reduce suffering & promote wellness
- ◆ Sustain health promotion programs



Using Health Communication Research to Promote Global Health:

- ◆ Identify shared global health risks and threats
- ◆ Examine shared health information needs
- ◆ Develop targeted health promotion programs
- ◆ Refine current health promotion programs
- ◆ Sustain best global health promotion practices
- ◆ Promote cooperative international relations



Global Health Communication

Research Programs Depend on:

- ◆ Building active international collaborations
- ◆ Sharing information, expertise, & resources
- ◆ Addressing health issues of mutual concern
- ◆ Building trust and cooperation
- ◆ Providing needed training and support
- ◆ Adapting to political & bureaucratic demands
- ◆ Addressing key cultural issues
- ◆ Developing and refining plans over time



Sustaining Effective Health Promotion Interventions Demands:

- ◆ Focus on long-term health improvement
- ◆ Emphasis on refining policies and practices
- ◆ Identification of slack community resources
- ◆ Using data to direct intervention strategies
- ◆ Carefully evaluating & refining interventions
- ◆ Working with community members to institutionalize best practices



Global Health Promotion Depends on Disseminating Knowledge by:

- ◆ Using research evidence to test/refine theory
- ◆ Reporting results to multiple key audiences
- ◆ Generating media coverage of results
- ◆ Reporting results of continuing evaluation
- ◆ Involving important policy makers and leaders
- ◆ Empowering community members to share relevant research results/implications



Global Health Communication

Research and Practice Goals:

- ◆ Develop the infrastructure for rapid advances in knowledge about health communication in society
- ◆ Test new communication strategies, models, and tools
- ◆ Disseminate relevant information to key audiences
- ◆ Implement the best health communication practices
- ◆ (Discovery, Development, Delivery)

This work can lead to great improvements in global health!