



MEETING PEOPLE WHERE THEY ARE AT:

Understanding Health Communications in the Social Media Era.

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WHAT'S ON THE DOCKET

- Why We're Here
- Who We Are
- Types of Social Media
 - Facebook/Instagram/X
 - YouTube
 - Both podcasts
- Social Media as a tool
- Creating effective posts
- Understanding your audience
 - Traditional Media vs Social Media
- Marketing: Past & Present
- Looking to the Future
- Health Literacy defined
- The Importance of Health Literacy
- Health Literate tools
- Adjusting Health Literacy for Social Media
- Finding what works
- Becoming a Trusted Source
- The Proof is in the Pudding
- The Effect

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WHY WE ARE HERE

TRPHD prides itself on being first and foremost a team that works together to create our education with our communities in mind. TRPHD creates education in a way that everyone can understand and have ideas of how to carry it out in day to day life.



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WHY WE ARE HERE

Two Rivers PUBLIC HEALTH DEPARTMENT

How to administer Narcan Nasal Spray

1. Open
2. Nozzle Plunger Check
3. Insert
4. Spray
5. Roll onto side

If the person who has overdosed remains unresponsive after 2-3 minutes, keep giving additional doses until they're alert or until emergency assistance arrives.

Two Rivers PUBLIC HEALTH DEPARTMENT

Cómo administrar Narcan en aerosol nasal

1. Abra
2. Boquilla Embolo Verifique
3. Inserte
4. Aplique
5. Coloque a la persona sobre su costado

Si la persona que ha sufrido una sobredosis permanece inconsciente después de 2 o 3 minutos, continúe administrando dosis adicionales hasta que dicha persona esté consciente o hasta que lleguen los servicios de asistencia de emergencia.

Heat Related Deaths ARE Preventable!

Temps in your car quickly become deadly.

Temperature Outside: 80°F

Temperature inside your car after:

- 10 min: 99°F
- 20 min: 109°F
- 30 min: 114°F
- 60 min: 123°F

Look Before You Lock

Knowing our Audience and the use of multiple platforms

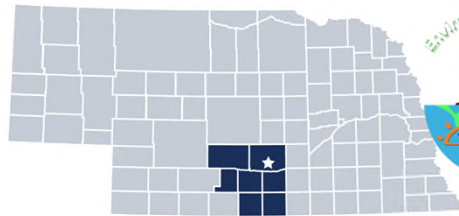
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ACCORDING TO CDC, LIMITED HEALTH LITERACY IS A NATIONAL PUBLIC HEALTH ISSUE THAT AFFECTS ALMOST 9 OUT OF 10 ADULTS.

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WHO WE ARE:



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WHO WE ARE: HAYLEY JELINEK



Health

Educator

- 30 years of social work experience and has worked at:
 - DHHS
 - Hospitals
 - Child and Adult Protective Services
 - Area Agency on Aging
- Main focus is on mental health, substance misuse, Narcan distribution/education and minority health.
- Health Literacy Specialist Certificate

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WHO WE ARE: AKAEELA LIETH

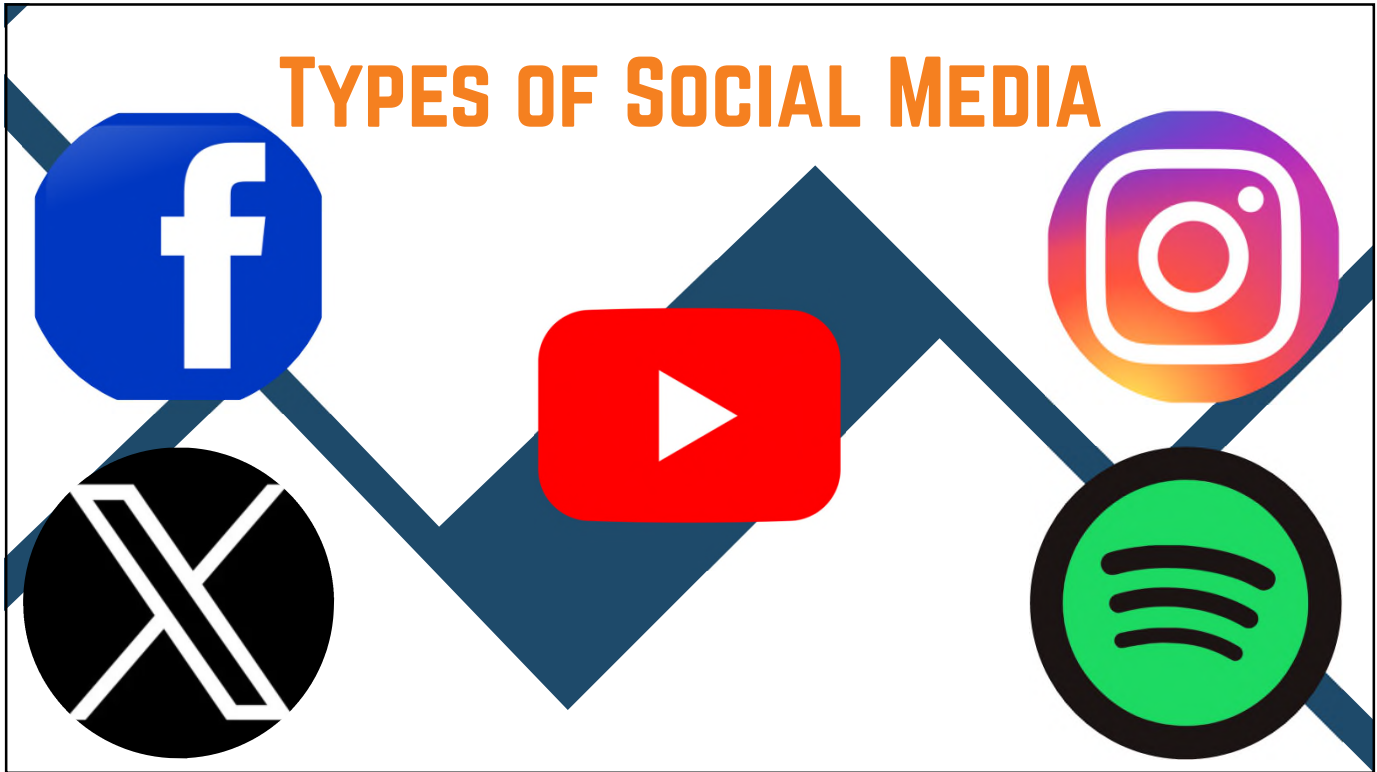
Marketing & Communications

Coordinator



- Bachelor of Arts 2017 from UNK
- 4 years experience in Broadcast News Production and Directing
- Works directly with every program at TRPHD
- Cultivated relationships with TV/Radio/Newspapers
- YouTube and Podcasts

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Understanding Visuals

- Color
- Size
- Placement
- Background
- Branding



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WHAT TO CONSIDER

Topic

- What are you conveying?
- How much space do you need
- Pick a template that fits your needs
- Brand Everything

Audience

- Who do you want to look at this?
- What platform are you presenting on?
- What is their level of health literacy
- How much is too much?

Platform

- How much information needs to be given?
- Online vs Printed
- Who do you want to look at this?
- Is it going to cross platforms?

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UNDERSTANDING YOUR AUDIENCE



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**Early
detection
saves lives.**



Women 40-74 should get a breast cancer screening every 2 years.

For more information, visit www.necancer.org/breastcancer



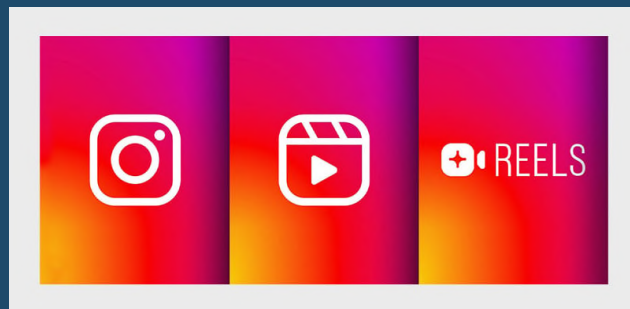
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MARKETING: PAST



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MARKETING: PRESENT



SOCIAL MEDIA

- Relatively new job in the world of Marketing
- New position in the world of Public Health
- Very new position for TRPHD

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MARKETING: LOOKING TO THE FUTURE



FUTURE

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HEALTH LITERACY DEFINED

- Personal health literacy is the degree to which individuals have the ability to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.
- Organizational health literacy is the degree to which organizations equitably enable individuals to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.



DEFINITIONS THAT ARE NOT HEALTH LITERATE

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HEALTH LITERATE DEFINITION

- Health literacy refers to a person's ability to access, understand, evaluate, and apply health information to make informed decisions about their health.
- Organizational Health Literacy is an organizations ability to allow people at all levels of literacy to find the information needed to access services of that organization

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HOW DO I KNOW OUR MATERIALS ARE HEALTH LITERATE?

- it is appealing to the eye and **holds attention**
- the information is **relatable**
- the information is **understandable**
- it is written **using plain language**
- it contains **short sentences** with bite sized chunks of information

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WHERE TO FIND HEALTH LITERACY TIPS AND TOOLS:

HEALTH EQUITY CONSIDERATIONS FOR DEVELOPING PUBLIC HEALTH COMMUNICATIONS ☒ GATEWAY TO HEALTH COMMUNICATION ☒ CDC

WHAT IS HEALTH LITERACY? ☒ HEALTH LITERACY ☒ CDC

WRITTEN COMMUNICATION ☒ AGENCY FOR HEALTHCARE RESEARCH AND QUALITY (AHRQ.GOV)

LIQUID MODE DELIVERS BETTER DIGITAL READING EXPERIENCES FOR ALL STUDENTS (ADOBE.COM)

FREQUENTLY ASKED QUESTIONS ☒ THE CDC CLEAR COMMUNICATION INDEX ☒ CENTERS FOR DISEASE CONTROL AND PREVENTION

YOU'LL LEARN ABOUT 3 FREE ASSESSMENT TOOLS:
PATIENT EDUCATION MATERIALS ASSESSMENT TOOL (PEMAT)
CLEAR COMMUNICATION INDEX (INDEX)
SUITABILITY ASSESSMENT OF MATERIALS (SAM)

IHA'S LEARNING MANAGEMENT SYSTEM:
IHA'S HEALTH LITERACY SPECIALIST CERTIFICATE PROGRAM
(HEALTHLITERACYSOLUTIONS.ORG)

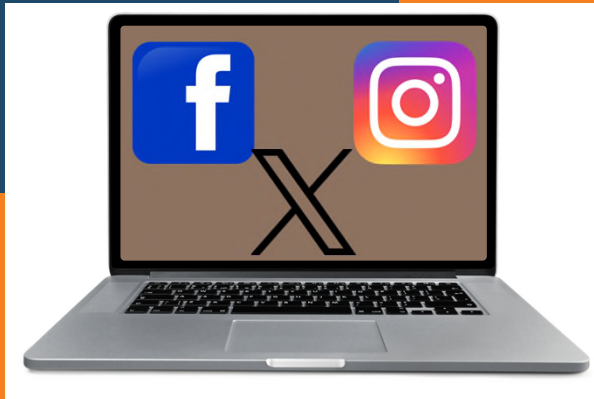
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HEALTH LITERACY GOES HAND IN HAND WITH CULTURAL HUMILITY AND CULTURAL COMPETENCE

- **Cultural humility involves a lifelong commitment. It includes:**
 - striving to practice
 - self-evaluation
 - self-critique
 - develop partnerships that work for systemic change
- **Culturally competent people understand, communicate with, and effectively interact with people across cultures and know that there may be changes needed to work with people of different cultures.**

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FINDING WHAT WORKS



6.6K
Facebook

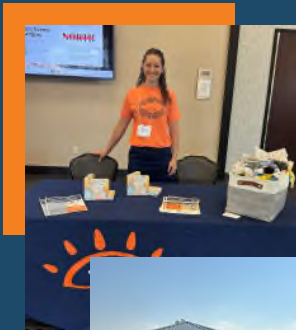
715
Instagram

353
X (twitter)

157
YouTube

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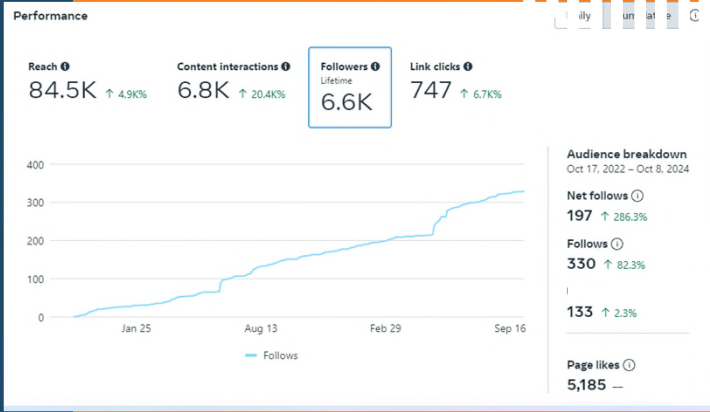
BECOMING A TRUSTED SOURCE



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PROOF IS IN THE

DIPPING



Twitter (X):
7 posts - 1,345 posts

YouTube:
8 videos - 95 videos

Instagram:
69 reach - 864 reach

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Transportation Users
Fiscal Year 2023-2024

July	1
August	2
September	3
October	4
November	5
December	6
January	7
February	8
March	9
April	10
May	11
June	12

THE

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QUESTIONS?