

***From providers to patients/clients
effectively adapting health messages to
diverse audiences***

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Role in dissemination of information

- Aim of the cancer control strategy - to reduce the risk, incidence and deaths from cancer as well as to enhance the quality of life for cancer survivors
- Aim of the communication function – to create awareness, to disseminate public health information, and to promote the importance of early detection of cancer through the national population based screening programmes.



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In relation to sex and gender issues - identify specific audiences/populations to target

Patients and/or healthy populations who are at risk of chronic disease e.g Cardiovascular disease, cancer and diabetes

In relation to gender/sex what issues to reinforce and to avoid?

- Avoid creating fear in those with disease and the healthy population.
- Arena is already cluttered, noisy and full of myths
- Guiding principle – don't increase anxiety, 'normalise' and mobilise health and wellbeing.



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Challenges to dissemination of health policy information

Aim to create awareness, inform, educate specific populations

We know barriers exist in relation to engaging with health services:

- Fear of engaging with health services
- Test results – *don't want to know*
- Previous bad experience
- Embarrassment
- Cultural issues/confusion/myths (sex and gender issues)
- literacy difficulties, time factor/busy lifestyle, transport,



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Gender issues what the research has identified



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LOOSE RELATIONSHIP WITH HEALTH

68% LIGHT FREQUENCY OF VISITS TO THE GP (101)

39% LIGHT FREQUENCY OF VISITS TO SPECIALISTS (102)

56% ARE HAPPY WITH THEIR STANDARD OF LIVING (104)

39% AGREE THEY DO NOT LOOK AFTER THEMSELVES DUE TO BUSY LIFESTYLE (102)

74% I DON'T WORRY ABOUT MYSELF (125)

48% DISAGREE THAT THEY NEED TO DO MORE ABOUT THEIR HEALTH
(114)

85% MY FAMILY IS MORE IMPORTANT THAN MY CAREER (113)

89% ARE NOT WILLING TO SACRIFICE TIME WITH FAMILY FOR CAREER (134)

81% HAVE A CLOSE CIRCLE OF FRIENDS THEY LOOK TO FOR SUPPORT (105)

87% ARE NOT EASILY SWAYED BY OTHER PEOPLES' OPINIONS (124)

28% ALWAYS CONSIDER THE CALORIES IN WHAT THEY EAT (110)

45% AGREE MOST OF THE TIME THEY ARE TRYING TO LOSE WEIGHT (119)

50% ARE CURRENTLY SLIMMING (112)

19% HAVE HIGH CHOLESTEROL (136)

18% HAVE HIGH BLOOD PRESSURE (133)

6% HAVE HAD LASER EYE SURGERY (140)

68% IT IS IMPORTANT TO ME TO LOOK WELL DRESSED (107)

59% I BUY CLOTHES FOR STYLE ABOVE COMFORT (104)

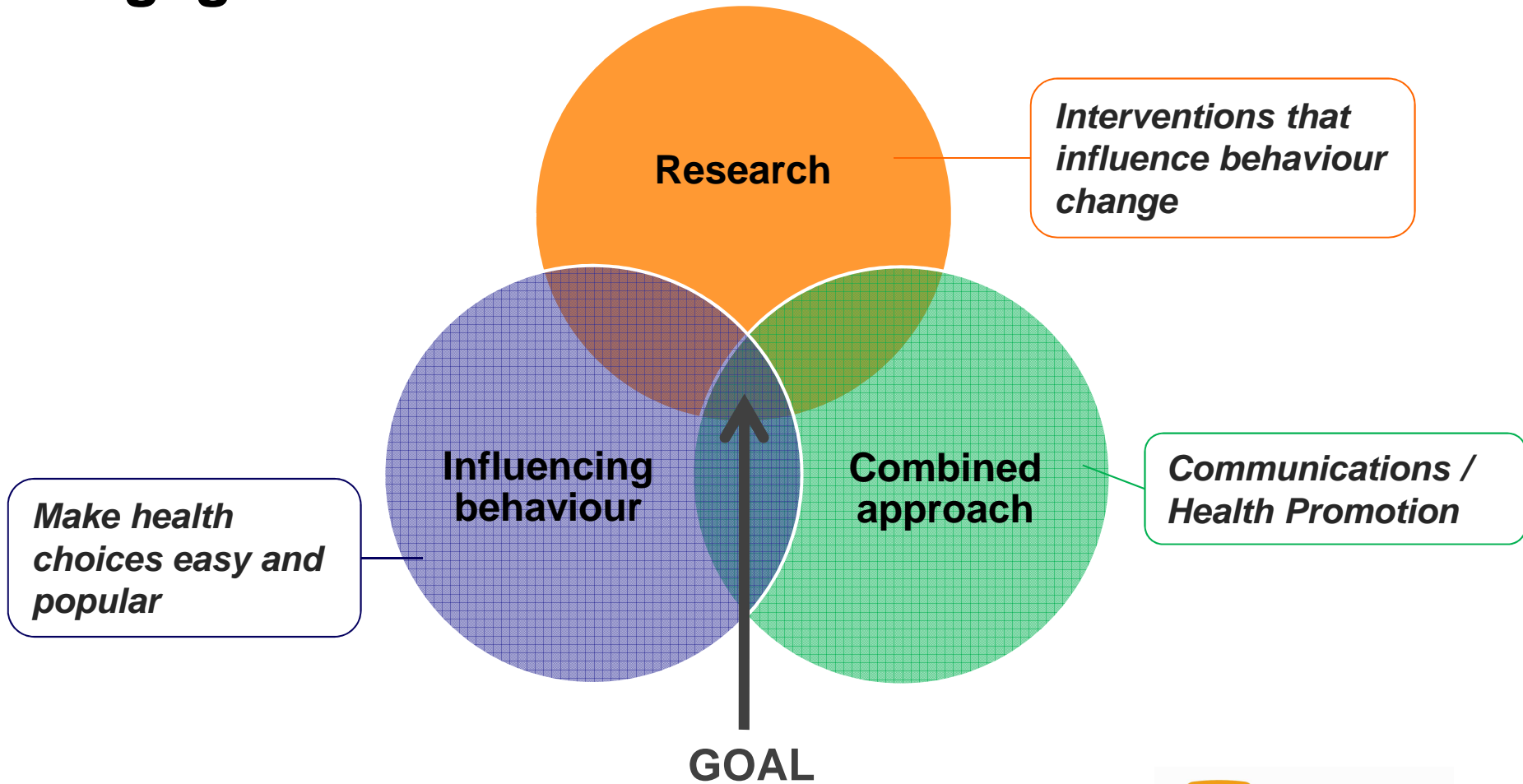
Irish Men are like their counterparts overseas

- 1 in 5 Irish men can develop depression
- 60% are overweight or obese
- Many drink more than the recommended limit of 21 units of alcohol a week
- They still smoke more and die more frequently from smoking-related illnesses than women.
- 1 in 5 will not seek medical advice even if they experience worrying symptoms such as passing blood



Implication: Men will be more difficult to shift and will require a bigger nudge in terms of their desired behaviour than females

Overarching strategy to effectively engage with audiences



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Effective communication of sex and gender issues

The challenge is to develop and provide complex scientific information in a clear, concise and easy to understand way

Identify channels for disseminating to the specific age and gender cohort

Multipronged approach via health professionals and community groups, using media and other communication channels to promote understanding – **evaluation**

Multipronged approach:

- general information - social media, facebook, twitter, websites, podcasts, google search words, information freefone lines, local radio/press, leaflets, factsheets and brochures
- More detailed information, academic peer-reviewed articles, electronic newsletters, toolboxes, check lists, textbooks, and e-learning courses



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Objectives in communicating messages on sex and gender issues

Provide specific gender information:

Risk reduction in terms of lifestyle:

Cardiovascular health for women

High incidence of smoking among women and the risks of chronic disease

Participation in cancer screening programmes – cervical screening, breast screening, and bowel screening



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Discussion points

- Identify messaging priorities
- Type of imagery and messaging
- Public relations and press releases
- Direct marketing, online and digital



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