



Using Healthy People 2010 Health Communication Objectives to Create Priorities and Metrics for the Field

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Healthy People 2010 Health Communication Focus Area 11 Objectives



- 11-1: Households with Internet access
- 11-2: Improve health literacy
- 11-3: Research and evaluation of health communication programs
- 11-4: Quality of Internet health information sources
- 11-5: Increasing Centers of Excellence
- 11-6: Satisfaction with healthcare providers' communication skills



Health Communication Focus Area Operations



- Managed by HHS Office of Disease Prevention and Health Promotion (lead agency)
- Consultation with and participation from Focus Area Workgroup
 - ◆ Federal and non-federal members
- Periodic reviews as part of Healthy People process
 - ★ Progress, mid-course and end of decade

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Status of 11-1 Household Internet access



- 11-1: Households with Internet access
 - ◆ Actual: 64% (2003)
 - ◆ Target: 80% (2010)



Status of 11-2 Improve Health Literacy



- 11-2: Improve health literacy
 - ◆ Proficient health literacy English speaking adults
 - ★ Actual: 12% (2003)
 - ★ Target: 13% (2010)

 - ◆ Below basic health literacy English speaking adults
 - ★ Actual: 14% (2003)
 - ★ Target: 13% (2010)



Status of 11-3 Research and Evaluation



- 11-3: Research and evaluation of health communication programs
 - ◆ Formative evaluation HHS campaigns
 - ★ Actual: 95% (2005)
 - ★ Target: 100% (2010)
 - ◆ Process evaluation HHS campaigns
 - ★ Actual: 81% (2005)
 - ★ Target: 89% (2010)
 - ◆ Outcome evaluation HHS campaigns
 - ★ Actual: 59% (2005)
 - ★ Target: 65% (2010)



Status of 11-4 Quality of Internet health information sources



- 11-4: Proportion of health Web sites that disclose information on
 - ◆ Identity
 - ★ Actual: 10% (2006)
 - ★ Target: 19% (2010)
 - ◆ Purpose/use/limitations
 - ★ Actual: 35% (2006)
 - ★ Target: 40% (2010)



Status of 11-4 Quality of Internet health information sources (cont.)



- 11-4: Proportion of health Web sites that disclose information on
 - ◆ Content development practices
 - ★ Actual: <1% (2006)
 - ★ Target: 10% (2010)
 - ◆ Privacy policies/protection
 - ★ Actual: 75% (2006)
 - ★ Target: 80% (2010)



Status of 11-4 Quality of Internet health information sources (cont.)



- 11-4: Proportion of health Web sites that disclose information on
 - ◆ User feedback/evaluation
 - ★ Actual: 59% (2006)
 - ★ Target: 64% (2010)
 - ◆ Content creation/updating
 - ★ Actual: <1% (2006)
 - ★ Target: 10% (2010)



Status of 11-4 Quality of Internet health information sources (cont.)



- 11-4: Proportion of health Web sites that disclose information on
 - ◆ 3 or more criteria
 - ★ Actual: 24% (2006)
 - ★ Target: 29% (2010)



Status of 11-5 Centers of Excellence



- 11-5: Increasing Centers of Excellence
 - ◆ Actual: 8 (2006)
 - ◆ Target: 6 (2010)



Status of 11-6 Healthcare Provider Communication



- 11-6: Satisfaction with healthcare providers' communication skills
 - ◆ Listen carefully
 - ★ Actual: 58% (2004)
 - ★ Target: 64% (2010)
 - ◆ Explain things so patient can understand
 - ★ Actual: 59% (2004)
 - ★ Target: 65% (2010)



Status of 11-6 Healthcare Provider Communication



- 11-6: Satisfaction with healthcare providers' communication skills
 - ◆ Show respect
 - ★ Actual: 61% (2004)
 - ★ Target: 65% (2010)
 - ◆ Spend enough time
 - ★ Actual: 49% (2004)
 - ★ Target: 52% (2010)



Focus Area 11 Accomplishments



- All 6 objectives are measurable
 - ◆ In 2000, only 1 was measurable
- There are action plans for each objective
- Health literacy improvement (Objective 11-2) is emerging as a national priority
- Increasing Centers of Excellence objective already surpassed target



Focus Area 11 Challenges

- Dissemination and Awareness
 - ◆ Focus area and objectives are not widely known in the field or academia
- Data
 - ◆ Most activities in health communication and marketing are not measured by national data sets
- Application
 - ◆ Objectives are not yet used to set program, funding and pedagogic priorities