



The University of Texas at Austin

Center for Health Communication

Moody College of Communication & Dell Medical School

Better Messages for Better Results

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Health communication is the science and art of using communication to advance the health and well-being of people and populations.

HEALTH COMMUNICATION

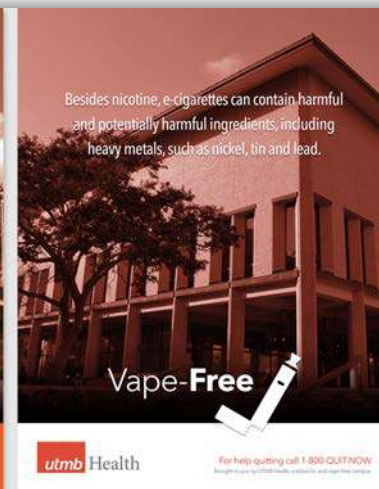
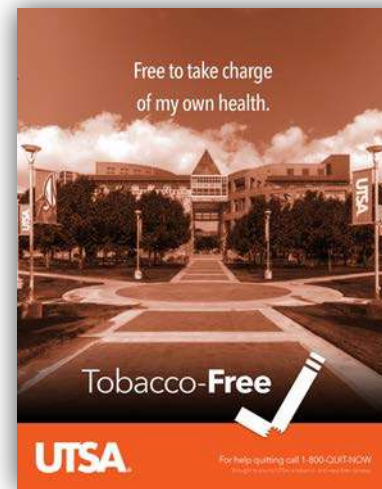
Mission

Our people have broad and deep communication expertise that allows our Center to lead the creation of evidence-based health communication scholarship, education, and community involvement.

Our interdisciplinary group of scholars embraces opportunities to use communication to improve the health of people around the globe.



Scholarship, Education, and Community Involvement

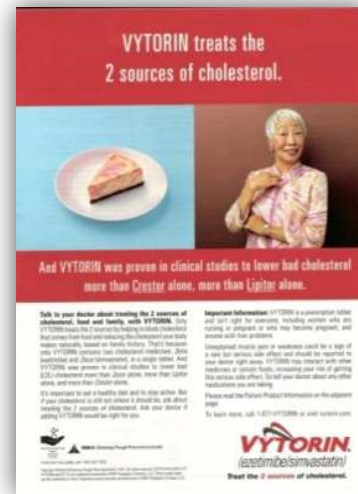


Your audience is one single reader. I have found that sometimes it helps to pick out one person – a real person you know, or an imagined person – and write to that one.

-John Steinbeck

HOW DO WE THINK ABOUT SOLVING PROBLEMS?

A Change in Approach



real men wear gowns

They're counting on you to be there. For all the big moments. And all the little ones. Don't miss a single one. Many potentially deadly diseases can be treated if you catch them in time. For a complete list of all the tests you need and when you need to get them, visit ahrq.gov/realmen. Then go to your doctor and get them. Because real men take care of the people they care about. That's why real men wear gowns.

Ad Council

AHRQ
Agency for Healthcare Research and Quality

We Want Behavior Change



Health Promotion vs. Advertising



If you're advertising for Oreo cookies, who are you competing against?

Framing a Problem to Solve It

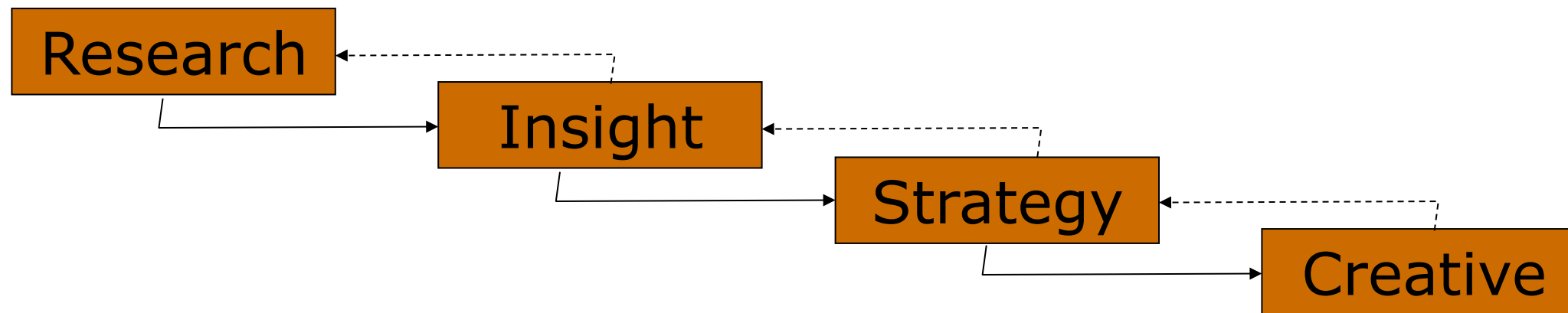


Give me six hours to chop down a tree, and I will spend the first four sharpening the axe.

-Abraham Lincoln

DEVELOPING EFFECTIVE MESSAGES

Developing Effective Messages



Creativity in Research



The Use of Personas

- **Target audience:**
Members of sororities
on the UT-Austin
campus who are 18-22
years old who use
tanning beds



SINGLE MOST IMPORTANT THING



RELENTLESS

Across Health Contexts

YOU DIDN'T KNOW ABOUT FOLIC ACID.

YOU GOT LUCKY

TAKING A MULTI-VITAMIN WITH FOLIC ACID CAN GREATLY IMPROVE YOUR DAUGHTER'S HEALTH.

- helps prevent cancer
- lower risk of heart disease
- helps with memory and retention
- may help with depression
- reduces risk of birth defects
- improves appearance of hair and skin
- reduces risk of stroke

Don't wait. Get your daughter started to improve her health.

Look for a multivitamin that includes 1000-400-800 micrograms of folic acid.

The Votes Are In...

Kristen Chavez Best Hair
Kristen Chavez Best Smile
Kristen Chavez Best Athlete

What's her secret?

A daily multivitamin can help keep hair, skin and nails looking good. It boosts energy and muscle function, while maintaining physical health. Secret's out.

Don't let yourself be surprised.

E-cigarettes are UNREGULATED. There could be anything inside.

protects you

protects you

protects **EVERYONE**

Take Time. Save Lives.

PROTECT

Thank you for washing your hands **before** you leave this room.

Take Time. Save Lives.

PROTECT

Financial Preparation
Plan for the upcoming expenses.

[READ MORE](#)

Preparing for Birth
Not all pregnancies are alike.

[READ MORE](#)

Breastfeeding
Your support is important for success.

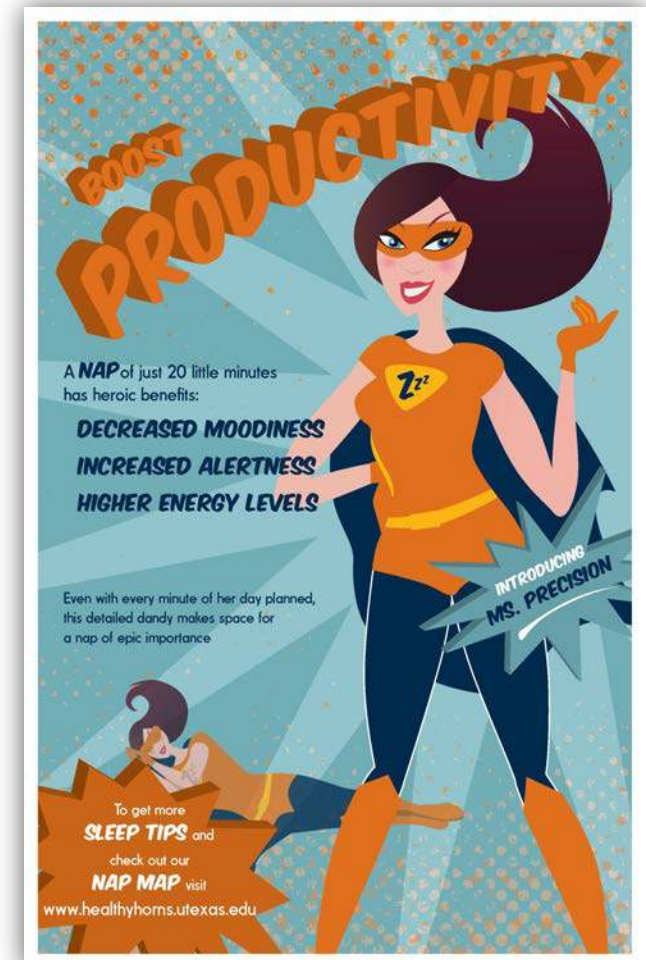
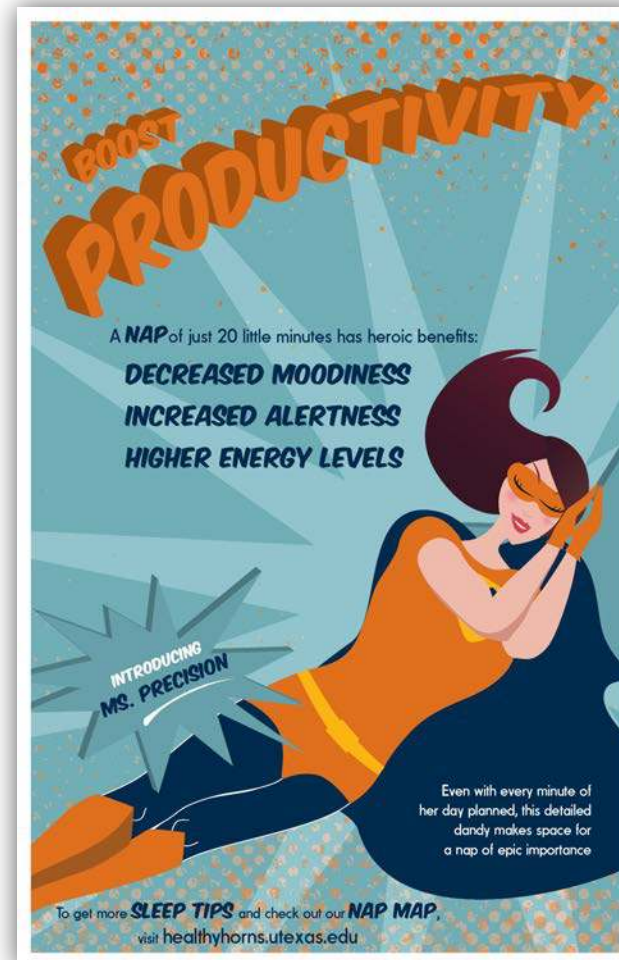
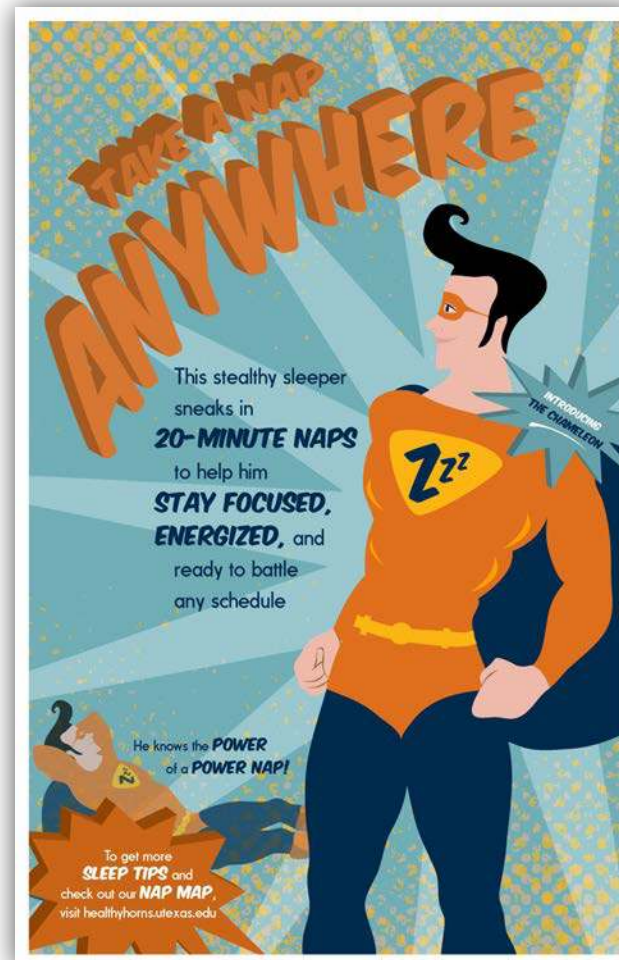
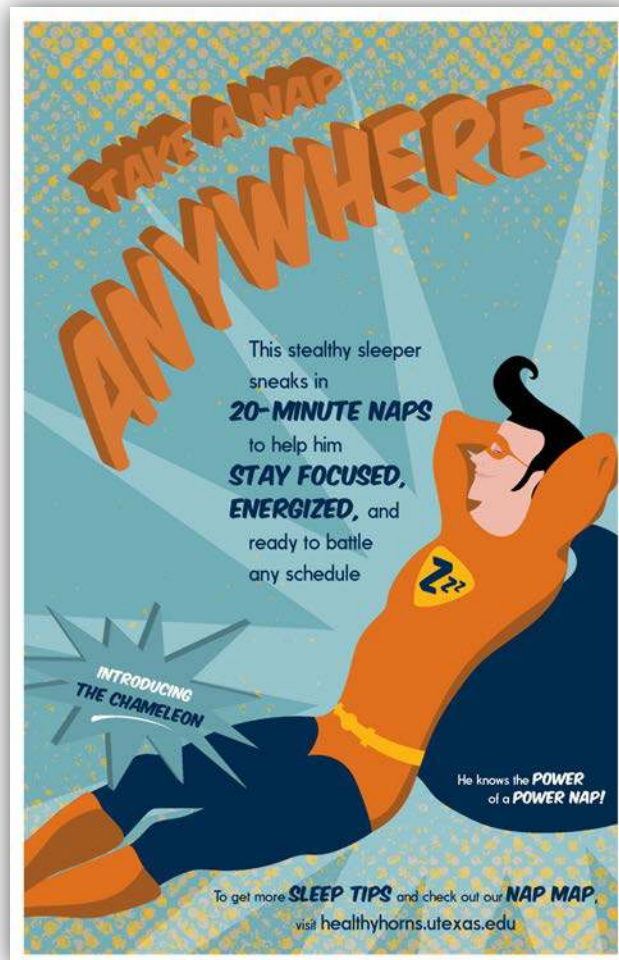
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The woods are lovely, dark and deep. But I have promises to keep, and miles to go before I sleep.

-Robert Frost

CASE STUDY: PROMOTING SLEEP

Promoting Sleep on Campus



If the highest aim of a captain were to preserve his ship, he would keep it in port forever.

-Thomas Aquinas

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