KEYNOTE PRESENTATIONS

K1. Health Literacy for the Digital Age
Stacy Robison, Communicate Health
This presentation will share key findings and recommendations for improving the digital experiences of adults with limited literacy and health literacy skills. We'll explore how literacy affects the way we read and process health information on a screen. Using examples from the field of health communication, we'll discuss specific strategies for creating usable and compelling online health content and tools. Finally, we'll look at how health communicators can borrow key concepts from the fields of user experience (UX) design and human-centered design to overcome common communication barriers such as unfamiliar information, complex interactions, and cognitive overload.

Stacy Robison, MPH, MCHES is President and Co-founder of Communicate Health, an award-winning team of content and usability experts dedicated to designing better health information. Stacy has been recognized as an innovative business leader by the U.S. Women's Chamber of Commerce. She has appeared in the Washington Post, Boston Globe, and Healthcare News, among other media outlets, discussing a variety of issues from entrepreneurship to health behavior change.

K2. Can a Free Wearable Activity Tracker Change Behavior?
Lisa Gualtieri, Tufts University
The seemingly endless innovations in the digital health field have led to a lot of expensive toys, but have they improved health outcomes? I report on a series of studies with people who have been given free wearable activity trackers, including adults aged 50-75 with hypertension or Type II diabetes, non-Hispanic blacks aged 50-75, and others. I present what we have learned about acceptance and use of trackers and their impact on behavior change. I will also present exciting directions our research is taking to potentially expand the usefulness of these devices as part of clinical care. Finally, I talk about how reading surveys and research papers on digital health led to founding a non-profit, RecycleHealth, that collects trackers that are no longer in use to provide to underserved populations.

Lisa Gualtieri, ScM, PhD, is an Assistant Professor of Public Health and Community Medicine at Tufts University School of Medicine. Dr. Gualtieri's research focuses on digital health communication, including best practices and regulations in social media for participant recruitment in clinical trials; public health use of social media for emergency preparedness; the design of health apps, sensors, and wearables; the effectiveness of mobile health (mHealth) and health website design; and the integration of social media into public health and medical education.

K3. Frontiers in Tobacco Treatment Research: Maximizing Reach and Efficacy with Communication Technology
Lorien Abroms, George Washington University
This presentation will address the possibilities afforded by mobile phones and other types of communication technology for smoking cessation. Topics reviewed will include evidence to date on the efficacy of mobile technology for smoking cessation, mechanisms involved, the application to priority populations such as pregnant smokers, and the potential reach of mobile smoking cessation programs. Examples included will draw from the authors work in creating Text2Quit, Quit4baby, and SmokefreeMom, and the opportunities afforded by the partnership with Text4baby and Smokefree.gov.

Lorien Abroms, ScD, MA, is an Associate Professor of Prevention and Community Health at the School of Public Health and Health Services and Director of the Public Health Communication and Marketing Program at George Washington University. Dr. Abroms' research focuses on the application of communication technologies including emails, text messaging, and smartphone apps--for smoking cessation and other health behaviors.

FEATURED PRESENTATIONS

P1. The Importance of Email Marketing (and its use with CRMs)
Presenter and Author: Anthony Antonicello, University of Kentucky, Delivra
The widespread distribution of digital technology has changed the nature of marketing. Businesses are now moving away from the distribution of massive, shotgun-style email campaigns and implementing targeted efforts aimed at getting in touch with more focused demographics. The healthcare industry historically has not been keeping pace with these developments. In fact, comparative research done by MarketingProfs shows it is about two years behind other industries. But it is critical that healthcare begin to keep pace with developments in digital marketing. Download this ebook and learn: The barriers to entry for digital marketing in healthcare; How to think about an online strategy for digital marketing; How to optimize your

website through SEO and mobile; How to engage your audience through social channels; and How to measure results with marketing automation

P2. Creating an Engaging Shared Decision Making Process: Decision Aids & New Research on Clinical Encounters
Presenter and Author: Geri Lynn Baumblatt, Emmi Solutions; and Dr. Angie Fagerlin, University of Utah, Salt Lake City VA, and Society for Medical Decision Making
Learn about:
- Challenges of the SDM process and how decision aids can help
- The essential role of clinicians in the SDM process
- New research Dr. Fagerlin co-authored on SDM and the clinical encounter

P3. What Patients Aren't Telling You: Using Research to Improve Understanding and Engagement
Presenters and Authors: Dr. Corey Siegel, Dartmouth-Hitchcock and Geri Lynn Baumblatt, Emmi Solutions
Hear about research that looks at understanding patient concerns and how it affects treatment decisions and conversations. Also learn about how research informed the creation of a decision aid to address patient concerns and biases.

P4. Using the Claim Framework in a Mobile Environment
Presenter and Author: Catherine Blake, University of Illinois at Urbana-Champaign
Mobile devices have very limited real-estate compared with our desktop interactions. Although we all can access the more than 24 million abstracts in PubMed that reflect the best quality scientific evidence available, the quantity of information is often not amenable in a mobile environment. Our goal is to provide a mobile user with a summary of key findings made in literature. In some cases this removes the need to access the full text of an article, and in other cases it provides the user with a way to navigate to the article that best meets a user's information need. The key to achieving this goal is a set of automated methods that identify the key findings (or claims) from full-text empirical studies. The Claim Framework (Blake, 2010) characterizes experimental findings into five types of claims – explicit, implicit, correlation, comparison and observation – that have been observed in a range of biomedical research settings. Explicit claims appear most often, but comparison claims (Blake and Lucic, 2015) also provide a rich source of information about exactly what entities are being compared, how they are compared and the result of the comparison. In this presentation we introduce the claim framework and focus on how explicit and comparison claims capture key findings from an article. We then show how a summary of the extracted claim facets from these claims provide a new way for a user to interact with the literature that is ideally suited to a mobile environment.

P5. How do we normalize putting your baby in a box? An analysis of social media efforts by the Bootheel Babies & Families organization to promote the use of "boxinettes" to reduce infant mortality in the Missouri Bootheel
Presenter: Brooke Hildebrand Clubbs, Southeast Missouri State University
Authors: Brooke Hildebrand Clubbs, Southeast Missouri State University, and Dr. Alan Barnette, Saint Francis Healthcare System

Infant Mortality Rate (IMR) is determined by the number of children who die before their first birthday. In the Bootheel of Missouri, the IMR is significantly higher than the national average, and the highest in the state of Missouri. The Bootheel Babies & Families initiative was developed by the Missouri Foundation for Health to reduce this average. Of the 21 infant deaths each year in this region, half are due to sleep-related issues. Thus, a special focus of the initiative is safe sleep. A grant was recently obtained to provide families residing in Bootheel counties with baby "boxinettes" when they leave the hospital with their new babies. For 75 years, Finland's expectant mothers have been given a box by the state that contains a starter kit of clothes, sheets and toys, but the box can be used as a bed. Finland now has a very low IMR. However, while Finland's baby boxes are a widely accepted cultural practice, the practice is less well known in the U.S. and the target audience may feel stigmatized. A pre and post intervention survey is being conducted with families that receive the boxinettes to assess their knowledge of safe sleep practices and their use of the boxes. Efforts to get families to "spread the word" (and increase acceptance) by posting pictures of their #boxinettebaby on social media will also be discussed.

P6. Sustainable Health Changes in Schools
Presenters and Authors: Megan O'Meara Diehl and Laura O'Connor, Alliance for a Healthier Generation

The Alliance for a Healthier Generation's Healthy Schools Program helps schools create sustainable change that has a positive impact on student health. Schools work through the Healthy Schools Program in two ways: 1) via technical assistance and training from Alliance onsite field staff (onsite schools), or 2) independently registering themselves on the Alliance's website (online schools). Historically, the Alliance has invested in onsite field efforts that support high need areas across the country. Studies of schools that receive technical assistance from the Alliance's field staff have found that eighty percent have made measurable progress towards creating a healthier school environment. However, all schools who enroll in the Healthy Schools Program are expected to move through the online process to transform their environments. In order expand the reach of the Healthy Schools Program, increase engagement of online schools, and sustain the work of the onsite schools that transition from working with field staff after a few years, the Alliance began investing in a more sophisticated digital engagement strategy in 2015. Through this strategy, the Alliance is using advanced marketing techniques to improve the experience schools have working through the online Healthy Schools

Program tool at schools.healthiergeneration.org and to ensure regular engagement and participation of those schools that are not working with an onsite program manager.

P7. Pharmaceuticals and Personal Care Products in the Environment and at Home: Research, Education, and Outreach

Presenter: Nancy Holm, Illinois Sustainable Technology Center, Prairie Research Institute, University of Illinois at Urbana-Champaign

Authors: Nancy Holm, Illinois Sustainable Technology Center, Prairie Research Institute, University of Illinois at Urbana-Champaign; Elizabeth Meschewski, Illinois Sustainable Technology Center, Prairie Research Institute, University of Illinois at Urbana-Champaign; Sarah Zack, Illinois-Indiana Sea Grant, University of Illinois Extension; Wei Zheng, Illinois Sustainable Technology Center, Prairie Research Institute, University of Illinois at Urbana-Champaign; Laurel Dodgen, Illinois Sustainable Technology Center, Prairie Research Institute, University of Illinois at Urbana-Champaign; and Grace Maurer, NORC, University of Chicago

Pharmaceuticals and personal care products (PPCPs) as well as steroid hormones have been detected in many lakes, rivers, streams, and groundwater in the United States, though usually at very low levels. The occurrence of these contaminants impacts water quality and can cause a variety of negative effects on aquatic species and possibly on human health. Improper pharmaceutical disposal is one way that these potentially harmful chemicals can enter the environment. In addition, improper storage and disposal of unwanted medicines can lead to accidental poisonings of children, pets, and the elderly as well as drug abuse problems. In order to prevent such accidental poisonings and drug abuse, as well as to prevent potentially harmful chemicals from entering into the environment, education about proper disposal methods for unwanted medicines is a high priority public health concern. This project is engaging in research, education, and outreach to develop mitigation strategies and increase public awareness of the issues related to PPCPs in the environment and improper disposal and storage of unwanted medicines. Assessments were conducted to measure the perspectives of the general public and other constituents about proper disposal of unused medications. Survey results gathered determined that there is a lack of knowledge of proper disposal methods as well as a desire for more information about this topic among both the general public and healthcare professionals in Central Illinois. Education and outreach efforts incorporating posters, other printed materials, seminars, conferences, and a video for healthcare professionals will be described.

P8. Alcohol and 'Hollywood on the Nile': A Review of Literature and Expert Interviews

Presenter and Author: Arpi Sarkis Khatcherian, American University in Cairo

Images of alcohol consumption, drunkenness, inebriation, and abstinence have permeated Egyptian films since the industry's formative years. This study aimed at providing an initial understanding of the nature of alcoholic content in Egyptian cinema and the possible health implications of such depictions. Two theoretical perspectives were used to guide the study including media-influenced perceptions of social reality and social cognitive theory. A series of

eight in-depth interviews were conducted with industry experts to contextualize findings of the literature review along historical and sociopolitical changes in Egypt. The interviewees included media and film scholars, filmmakers and two executives from the alcohol industry. Experts agreed that alcohol was a constant and consistent feature of Egyptian cinema despite the changing attitudes towards drinking within society. It was found that there are certain prevalent portrayals of alcohol in Egyptian films which differ from Western modes of depiction. Drinking was often employed as a sign of a character's morality, psychological state or lifestyle. Additionally, it was used as a dramatic tool for comic relief or to bring about a plot twist. Alcoholism was the key theme of only a small number of Egyptian films. Interviewees suggested several factors associated with alcohol use in Egyptian cinema such as gender, class and industry stakeholders. They touched upon the recent changes within Egyptian society following the immediate aftermath of the January 25 Uprising. It was concluded that coupled with an ineffective rating system, film viewers are exposed to extreme doses of risky behaviors including alcohol consumption, smoking and violent behavior. Moreover, it was suggested that Egyptian cinema was a critical platform through which Egyptians were educated about drinking and habits related to alcohol consumption. Thus, raising concerns about observational mediated modeling as postulated by social cognitive theory. Furthermore, it was concluded that the positive psychological effects of drinking that were commonly shown in films could potentially affect popular beliefs and expectations about alcohol as postulated by the perceptions of social reality perspective.

P9. The ALS Ice Bucket Challenge: Use of Social Media to Create the "Perfect Storm" for Campaign Awareness and Support Among College Students
Presenter and Author: Kate Ksobiech, University of Wisconsin-Whitewater
The ALS Ice Bucket Challenge (IBC) took the Internet by storm in 2014. This unplanned and immensely successful social media campaign raised over $100 million for the ALS Foundation, most of which was targeted for research to find a cure for amyotrophic lateral sclerosis (ALS). Perhaps the most profound effect of IBC was the level of awareness it brought to the public about ALS and the lives it impacts. It was also one of the greatest examples to date of the power of social media as a fundraising vehicle. There have been and will continue to be scholarly efforts to examine and understand why this campaign, as opposed to so many others, achieved such success. The study reported herein examines both participation in and reactions to IBC among one specific demographic group: college students at a major Midwestern university. To determine the rate of participation, awareness of the disease, and general social media usage among college students regarding the ALS IBC, a survey questionnaire was distributed to students enrolled in an introductory communication course near the end of the Fall semester (December, 2014; N = 467). Information was gathered regarding student participation in IBC, their perceptions of the campaign, and their overall social media habits. Nearly all (96%) of respondents received at least one ALS IBC request. Almost half (46%) of those surveyed actually participated in this campaign. While Facebook was the primary social media site for

students to learn about IBC, females tended to be more likely than males to have received an ALS IBC request among those using Instagram, while males trended toward being more likely to actually participate in IBC and to have received requests among those using Twitter. The majority of students knew how the money raised for IBC would be spent, and agreed they would participate in similar fundraising events in the future (females significantly more likely than males to respond favorably to each of these items). Suggestions for future research and implications for subsequent social media fundraising efforts are presented.

P10. The i-PiCS Project
Presenters and Authors: Hedda Meadan, University of Illinois at Urbana-Champaign, Melinda R. Snodgrass, Hunter College, City University of New York, Moon Y. Chung, University of Illinois at Urbana-Champaign, and Jamie N. Pearson, University of Illinois at Urbana-Champaign
There are many challenges for providing services for children with autism spectrum disorders (ASD) and other disabilities and their families. Given these challenges, there is a clear need for new, innovative service-delivery options for young children and their families living in rural areas. Innovations focused on the Internet and other related technologies could be a promising new direction. The purpose of this presentation was to describe a pilot program (i.e., the Internet-based Parent-Implemented Communication Strategies [i-PiCS] program) that provides long-distance training and coaching via the Internet (i.e., telehealth) to parents of young children with ASD. The i-PiCS program is designed to teach parents how to use evidence-based teaching strategies to improve the social communication skills of their children with ASD. Results and future directions are described.

P11. Defining Contextual Features When Coaching Parents of Children with Disabilities
Presenter and Author: Hedda Meadan, University of Illinois at Urbana-Champaign
There are many challenges for providing services for children with autism spectrum disorders (ASD) and other disabilities and their families. Given these challenges, there is a clear need for new, innovative service-delivery options for young children and their families living in rural areas. Innovations focused on the Internet and other related technologies could be a promising new direction. The purpose of this presentation was to describe a pilot program (i.e., the Internet-based Parent-Implemented Communication Strategies [i-PiCS] program) that provides long-distance training and coaching via the Internet (i.e., telehealth) to parents of young children with ASD. The i-PiCS program is designed to teach parents how to use evidence-based teaching strategies to improve the social communication skills of their children with ASD. Results and future directions are described.

P12. Identifying Communication Barriers in Antimicrobial Stewardship Training Programs for Livestock-based Food Producers

Presenter: Chelsey Ramirez, University of Illinois at Urbana-Champaign
Authors: Chelsey Ramirez, Brian Aldridge, Dennis French, James Lowe, Integrated Food Animal Medicine Systems, Department of Veterinary Clinical Medicine, College of Veterinary Medicine, University of Illinois at Urbana-Champaign, Illinois Lawerence Firkins, Department of Veterinary Pathobiology, College of Veterinary Medicine, University of Illinois at Urbana-Champaign

Antimicrobial resistance is seen as an impending public health crisis, provoking numerous initiatives that encourage the prudent use of antimicrobials in both human and veterinary medicine. Universally, these solutions emphasize the need for a collaborative approach at local, national, and international levels, involving the expansion of regulatory policy and process, surveillance, research and development, as well as strengthened education programs for antimicrobial stewardship. While the theoretical solutions to the problem of antimicrobial resistance have been well known for many years, there are ongoing problems in health literacy in the primary users of antimicrobials, namely the livestock-based food producers themselves. In this study we looked at some of the potential communication barriers that could impact the application of health theory to real-word practice in the prudent use of antimicrobials in food production animals. The objective of this study was to collect data regarding antimicrobial use, behavior and attitudes, along with information related to learning preferences of producers in Illinois with the aim of developing educational materials and delivery platforms.

P13. Taking Your Communication Skills Out of this World!

Presenter: Jan Spence and Author, Jan Spence & Associates

In a fast-paced healthcare environment, lack of effective communication skills can lead to frustration, toes to be stepped on, and wasted time, which all lead to wasted resources and dollars. With the increase in technology, more patients interface with online health portals. With this decrease in face to face interactions, organizations must be even more intentional about maintaining productive communications. In this highly participative workshop, attendees will explore their own areas for improvement and begin to implement new techniques right away. They will learn different tools to help increase effectiveness in areas of phone, email and face-to-face interactions. Participants can expect to apply what they've learned in order to: 1. Implement common language that management and staff use so that there is synergy when communicating. 2. Appreciate and adapt to different communication styles. 3. Understand ways to be more succinct and minimize wasted time within the workplace.

P14. Communicating and Computing in the Exam Room: An Overview
Presenter: Michele M. Nanchoff, PhD, RPsych Master Trainer, Institute for Healthcare Communication

With patient information instantly available through the electronic medical record, computers have brought huge advances to the practice of medicine. The obvious benefits of this technological advance may in fact be diminished, as now clinicians and office staff must also juggle skills of computing while interacting and caring for patients, presenting an added challenge to the dynamic of the exam room relationship. Research has demonstrated that enhanced communication skills in healthcare improve diagnostic accuracy, increase involvement of the patient in decision making, increase the likelihood of adherence to therapeutic regimens, increase patient and clinician satisfaction and reduce likelihood of malpractice litigation. The exam room computer offers new avenues for inviting patients to become active partners in their health care, and can offer assurances and checks for enhanced patient safety; at the same time, however, the computer can also become a barrier to effective communication, and thus busy clinicians, whose tasks are now accomplished through the computer, may be omitting a critical opportunity to connect with the patient. The Institute for Healthcare Communication's CONNECTED workshop provides clinicians and office staff with tools and opportunities to practice communicating effectively with patients while using exam room computers. With effective communication, patients will experience computers as a valuable medical tool that enhances their confidence in care, encourages adherence to medical regimens, and invites their active participation in maintaining their health. This 1 hour session will provide an overview of the literature in this area, and introduce learners to a helpful tool kit that can be employed to engage participants in considering both the challenges and opportunities that the exam room computer presents to the patient's relationship with clinicians and staff.

P15. Communication and Organizational Professionalism in Clinical Settings
Presenter and Author: Louise (Lou) Clark, Uniformed Services University of the Health Sciences

Clinical communication skills are essential for providers working today in health care arenas. A substantial portion of traditional health care training (i.e. medical school curriculum) is devoted to the development of interpersonal communication skills between patients and providers. However, this does not account for the communication skills providers need in order to operate successfully as productive members of health care organizations, (i.e. negotiating with supervisors, interfacing with administrators, and generally balancing clinical care with organizational requirements). These presentation materials are designed to engage audience members in an introductory critical discussion of the need for organizational communication skills for health care providers and within health care trainee education.

P16. Policy Creation and Electronic Health Records: Assessing Institutional Force Through Communication

Presenter: Jeffrey D. Proulx, University of Illinois at Urbana-Champaign
Authors: Jeffrey Proulx, Ann L. Bryan, and John C. Lammers, University of Illinois at Urbana-Champaign

Recent scholarship has argued that institutions are the result of particular types of interaction, messages, and message flows. This study reports on an analysis explicating measures for the assessment of the endurance, reach, encumbency, and intentionality of institutional messages using an investigation of two federal policy committees as a case study. The study also investigates whether the institutional arrangements present in these committees manifest consistent participation across their diverse membership. A mixed-methods design is used to operationalize measures of force at four levels of analysis. We combine discourse analysis with quantitative measures to analyze 136 meeting transcripts (n = 136) containing 46,562 utterances over a 6-year period. Results provide ample support for the measurement and use of the concept of institutional force. Proposed measures responded well to changes in the level of analysis and unit of analysis. Results also show that the breadth of civic engagement varied substantially. This work vignettes the civic impact of institutional forces and the role that communication research can play in measuring institutional forces through organizational discourse.

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