



Iterative patient and member feedback to improve complex communication: The case of safe fish consumption

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Fish consumption before and during pregnancy is beneficial but concerns about mercury can result in women avoiding fish. Iterative data collection informed the development, refinement and dissemination of materials. Evaluation is integrated into materials dissemination strategies which include health plan, online media and other established channels available through the integrated health system.



Lunch & Learn presentations

- Evaluation: One-page survey about the presentation

Cafeteria events

- Evaluation: Event feedback survey promoted by sticky note on brochure

Website— ChooseYourFish.org

- Evaluation: Pop-up survey questions about site content, user experience, intended behavior change; Google analytics

Distribute brochures at initial prenatal visits

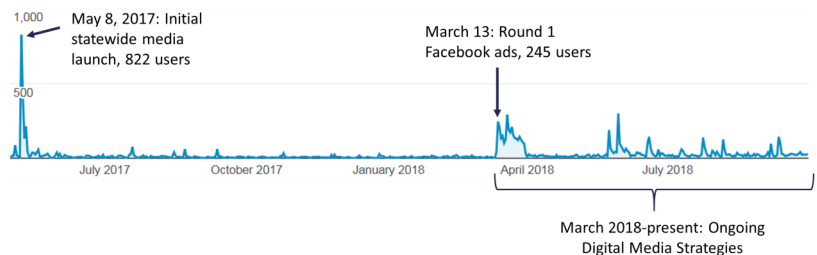
- Evaluation: Counts of brochures ordered by location

Paid Facebook ads

- Tested different messages among pregnant and non-pregnant women
 - Round 1: Headline, copy, and photo combinations
 - Round 2: Tone and framing of the most successful messages
- Evaluation: Click through rate (CTR)

Takeaways

- Iterative development of materials has resulted in products that are easily integrated into multiple HP dissemination pathways.
- Various dissemination strategies have increased traffic to our website, www.ChooseYourFish.org.
- Dissemination strategies and reach are being well-documented but there is a need to better understand downstream behavior change.



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