Iterative patient and member feedback to improve complex communication: The case of safe fish consumption
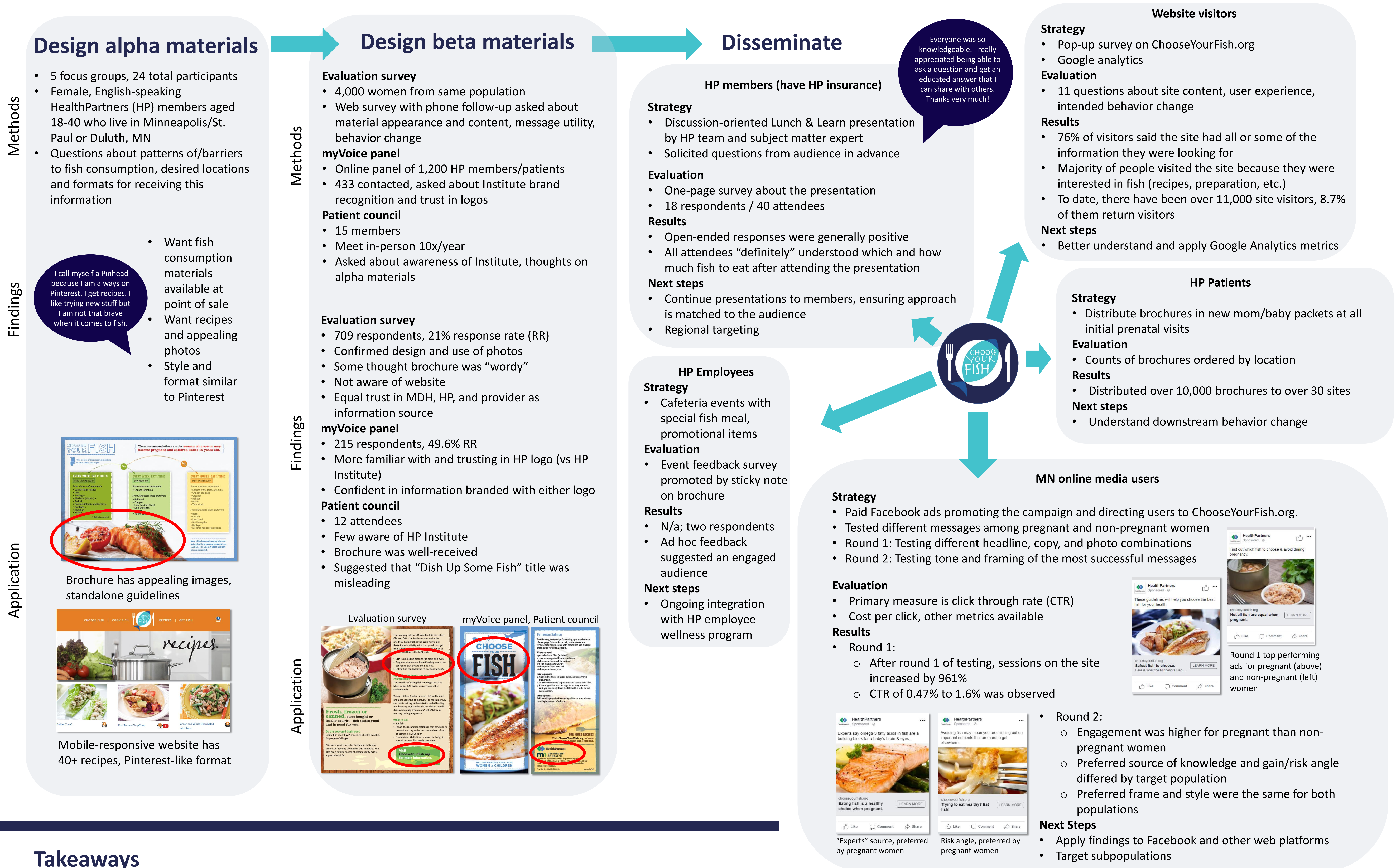
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Fish consumption before and during pregnancy is beneficial for the mother and developing child, but concerns about mercury can result in women avoiding fish. Iterative data collection informed the development, refinement and dissemination of materials. Focus groups defined materials to include a brochure and mobile-responsive website (chooseyourfish.org), vocalized the need to make fish look appealing through attractive photos, and reported barriers to consumption to address in materials. Materials were further refined through a survey-based evaluation of prototypes with randomly selected patients and members, with input from an established patient advisory group and an online panel of patients and members. Evaluation is integrated into materials dissemination strategies which include health plan, online media and other established channels available through the integrated health system.

Design alpha materials

Methods
- 5 focus groups, 24 total participants
- Female, English-speaking HealthPartners (HP) members aged 18-40 who live in Minneapolis/St. Paul or Duluth, MN
- Questions about patterns of/barriers to fish consumption, desired locations and formats for receiving this information

Findings

> I call myself a Pinhead because I am always on Pinterest. I get recipes. I like trying new stuff but I am not that brave when it comes to fish.

- Want fish consumption materials available at point of sale
- Want recipes and appealing photos
- Style and format similar to Pinterest

Application

Brochure has appealing images, standalone guidelines

Mobile-responsive website has 40+ recipes, Pinterest-like format

Design beta materials

Methods

Evaluation survey
- 4,000 women from same population
- Web survey with phone follow-up asked about material appearance and content, message utility, behavior change

myVoice panel
- Online panel of 1,200 HP members/patients
- 433 contacted, asked about Institute brand recognition and trust in logos

Patient council
- 15 members
- Meet in-person 10x/year
- Asked about awareness of Institute, thoughts on alpha materials

Findings

Evaluation survey
- 709 respondents, 21% response rate (RR)
- Confirmed design and use of photos
- Some thought brochure was "wordy"
- Not aware of website
- Equal trust in MDH, HP, and provider as information source

myVoice panel
- 215 respondents, 49.6% RR
- More familiar with and trusting in HP logo (vs HP Institute)
- Confident in information branded with either logo

Patient council
- 12 attendees
- Few aware of HP Institute
- Brochure was well-received
- Suggested that "Dish Up Some Fish" title was misleading

Application

Evaluation survey

myVoice panel, Patient council

Disseminate

> Everyone was so knowledgeable. I really appreciated being able to ask a question and get an educated answer that I can share with others. Thanks very much!

HP members (have HP insurance)

Strategy
- Discussion-oriented Lunch & Learn presentation by HP team and subject matter expert
- Solicited questions from audience in advance

Evaluation
- One-page survey about the presentation
- 18 respondents / 40 attendees

Results
- Open-ended responses were generally positive
- All attendees "definitely" understood which and how much fish to eat after attending the presentation

Next steps
- Continue presentations to members, ensuring approach is matched to the audience
- Regional targeting

HP Employees

Strategy
- Cafeteria events with special fish meal, promotional items

Evaluation
- Event feedback survey promoted by sticky note on brochure

Results
- N/a; two respondents
- Ad hoc feedback suggested an engaged audience

Next steps
- Ongoing integration with HP employee wellness program

Website visitors

Strategy
- Pop-up survey on ChooseYourFish.org
- Google analytics

Evaluation
- 11 questions about site content, user experience, intended behavior change

Results
- 76% of visitors said the site had all or some of the information they were looking for
- Majority of people visited the site because they were interested in fish (recipes, preparation, etc.)
- To date, there have been over 11,000 site visitors, 8.7% of them return visitors

Next steps
- Better understand and apply Google Analytics metrics

HP Patients

Strategy
- Distribute brochures in new mom/baby packets at all initial prenatal visits

Evaluation
- Counts of brochures ordered by location

Results
- Distributed over 10,000 brochures to over 30 sites

Next steps
- Understand downstream behavior change

MN online media users

Strategy
- Paid Facebook ads promoting the campaign and directing users to ChooseYourFish.org.
- Tested different messages among pregnant and non-pregnant women
- Round 1: Testing different headline, copy, and photo combinations
- Round 2: Testing tone and framing of the most successful messages

Evaluation
- Primary measure is click through rate (CTR)
- Cost per click, other metrics available

Results
- Round 1:
  - After round 1 of testing, sessions on the site increased by 961%
  - CTR of 0.47% to 1.6% was observed

Round 1 top performing ads for pregnant (above) and non-pregnant (left) women

- Round 2:
  - Engagement was higher for pregnant than non-pregnant women
  - Preferred source of knowledge and gain/risk angle differed by target population
  - Preferred frame and style were the same for both populations

Next Steps
- Apply findings to Facebook and other web platforms
- Target subpopulations

"Experts" source, preferred by pregnant women

Risk angle, preferred by pregnant women

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.
- Dissemination strategies and reach are being well-documented but there is a need to better understand downstream behavior change.

May 8, 2017: Initial statewide media launch, 822 users

March 13: Round 1 Facebook ads, 245 users

March 2018-present: Ongoing Digital Media Strategies

HealthPartners Institute