



1770 967 FM - Buda, TX - phone: 512-312-2700 - fax: 512-312-1600

Using Digital Tools for Education and Outreach

September 19, 2017

Midwest Stream Forum for Ag Worker Health
Presented by: Alicia Gonzales, NCFH

Learning Objectives

- ❖ **Understanding the concept of digital stories and how they can be effective in patient education**
- ❖ **Identify strategies for using health education tools**
- ❖ **View various digital stories**



Powerful Stories

[Finding by Darius Gray](#)

A story about finding a purpose in life and a connection to community.



<https://www.youtube.com/watch?v=ibZ9RISUBpQ>

Migrant Farm Worker becomes Neurosurgeon - Dr. Alfredo Quinones-Hinojosa

Stories

Our brains are wired to remember stories.

Stories are important for three reasons.

1. Shape how others see you.
2. Can be tools of power.
3. Have the ability to persuade.

Aaker, Jennifer. Harnessing The Power of Stories.



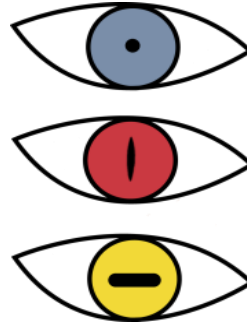
What's Your Story?

Do you recall any stories from your childhood?

Any lessons from those stories?



What are Digital Stories?



- Brief
- Personal
- Auto-biographical narrative

- Voice
- Text
- Images
- Audio
- Video clips



Digital Stories in Health Education

- Powerful tool for behavior change
- Increase knowledge and understanding
- Repeatable for reinforcement
- Shared with family and friends
- Portable and accessible any time
- Oral communication is key
- Compliment existing tools

Digital stories impart more than information about the symptoms of an illness; they provide hope, strength, and encouragement.



What we know about stories....

In a web-based study of women who viewed digital stories about common symptoms of menopause, **73% of participants** said that they subsequently discussed issues with their doctor that they had previously been too embarrassed to disclose (Cumming et al 2010).

The awareness is more in my mind now, because the digital story was explaining what the symptoms are and what to look for. I know now what to watch for, like symptoms and to get checked. But also get the check-up even before you could have symptoms – get the screenings.

I didn't know colon cancer ran in our family until I watched the story. It made me aware of getting checked.

I really loved the pictures, and the stories. It's more interesting than just reading statistics and helps keep the viewer's attention, allowing the information being provided to have a bigger impact...you can read the words, but when you're watching, hearing the person's voice and the imaging, it really cements it in your head a lot better than print.

1. Do you use use digital stories at your health center? How do you use them?

2. What makes them effective?



3. What are your needs as it pertains to digital stories?



Digital Stories: visit www.ncfh.org

- Patient Centered Health Home
- How to Get Care at Your Health Center
- Colorectal Cancer Screening
- Cervical Cancer

- Depression
- Allergies
- High Blood Pressure
- Diabetes
- Asthma
- Lower Back Pain

Coming soon...

- High Cholesterol
- Heart Failure



Depression

Are You Depressed?

Depression is a condition that affects your feelings, thoughts, and how you handle everyday activities. We all feel sadness at different times throughout our life, but if you find that you are feeling some of the symptoms below every day for two weeks or longer, then you may have depression.

RESOURCES
National Suicide Prevention Lifeline
 1-800-273-8255 Eng.
 1-888-628-9454 Sp.

Symptoms of Depression

- Feeling sad or anxious
- Feeling guilty or worthless
- Feeling tired, sleeping too much or too little
- Losing interest in your favorite activities
- Having trouble concentrating, remembering things, or making decisions
- Eating too much or too little
- Having negative thoughts or thoughts of death or suicide

If You Think You Are Depressed

1. Tell your doctor

- How long you have been feeling this way
- If your symptoms are strong or mild
- If you have had symptoms before and how they were treated
- If there have been major changes in your life
- About any medicine or supplements you are taking

2. If an antidepressant is prescribed

- Remember, for most people the medication will help
- Talk to your doctor about side effects
- Take only the recommended amount
- Be patient. Some medicine can take between six to eight weeks to work.
- Continue to take your medicine even if you feel better
- Antidepressants are not addictive and your doctor will help you decide when you should stop taking them

3. Things you can do to help yourself

- Eat well and exercise
- Keep a regular sleep schedule
- Spend time with other people
- Break up large tasks into small ones
- Relax through meditation or breathing exercises
- Do things that bring you joy
- Do not drink alcohol or take drugs

If you are diagnosed with depression, your doctor may prescribe antidepressants, counseling, or both. Talk with your doctor about which type of treatment or combination of treatments you are most comfortable with.

Take action and see your doctor. The earlier you begin your treatment, the better you will feel.

Medicine can be expensive. Ask your doctor about generic antidepressants. They work the same and cost a lot less.

NCFH National Center for Immigrant Health, Inc.
 This brief is also available in Spanish. Visit to www.nch.org for these materials and to also see the digital story on Depression

CR Consumer Reports Best Buy Drugs



Digital Story



Patient Educ Briefs...Another Popular Tool

- 1 - 2 page, patient education summary
- Tips for self-managing condition/s
- Easy to print
- Available in Spanish and English
- Optimized for viewing on mobile devices
- Can be used alone or in combination with digital story

New Digital Story and Educational Briefs!

Click Here to Check Them Out!



Lower Back Pain



CR ConsumerReports™

<https://tinyurl.com/ybq8f568>



Navigating NCFH Digital Format Tools

Briefs and digital stories

<https://tinyurl.com/y8yh6ked>

Factsheets

<https://tinyurl.com/ycctyeay>

Archived Publications

<https://tinyurl.com/ya89bgoy>



Lower Back Pain





How can you use these tools?



Ways to Use Digital Stories/Tools

- Promotores can share during 1-on-1 visits
- Clinician can share with newly diagnosed
- Include website link in newsletters
- During health classes
- HC's waiting rooms
- Community events
- Word-of-mouth sharing

Other Resources

Clouds Effects of Tobacco - Cassandra Kroto



Take care of you so you can help others! Stay healthy.

Alaska Native Tribal Health Consortium (Tobacco)

<http://www.akchap.org/html/distance-learning/cancer-education/cancer-movies/digital-stories---tobacco.html>

Other Resources

Fred Hutch Cancer Research (Diabetes)



https://www.youtube.com/watch?v=wApYra_KYu0&list=PLFb_Mc_opwOHqh2iysj9NkDih7FWquH2Y&index=3



Digital Multimedia Health Education Tools

- NCFH digital stories
 - <http://www.ncfh.org/crbdd-briefs-and-digital-stories.html>
- CRBBD
 - <https://vimeopro.com/consumerhealthchoices/bbd/video/89760568>
- MedlinePlus
 - <https://medlineplus.gov/videosandcooltools.html>
- Center for Disease Control (CDC)
 - <https://www.cdc.gov/cdctv/>
- ABCs of Health Literacy Health Nuts Media (24 videos)
 - <https://www.youtube.com/watch?v=HwfsqJUut0Q&list=PLD6124B9495A7D6EC&index=19>



Presentation Sources and Resources

Effective Use of Audiovisual Materials

AHEC Clear Health Communication Program. The Ohio State University

http://medicine.osu.edu/sitetool/sites/pdfs/ahecpublic/Effective_Use_of_Audiovisual_Materials.pdf

Cueva M, Kuhnley R, Revels L, Schoenberg NE, Dignan M. **Digital storytelling: a tool for health promotion and cancer awareness in rural Alaskan communities.** International Journal of Circumpolar Health. 2015;74:10.3402/ijch.v74.28781. doi:10.3402/ijch.v74.28781.

Aaker, Jennifer Lean In. **Harnessing the Power of Stories**

<https://cdn-media.leanin.org/wp-content/uploads/2013/03/HarnessingStories3.15.pdf>

Briant, K. Fred Hutch Center



Any questions? Contact us!

Alicia Gonzales
gonzales@ncfh.org
512-312-5469