Using Digital Tools for Education and Outreach

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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
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.

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.

Fred Hutch study
The Power of Digital Storytelling as a Culturally Relevant Health Promotion Tool
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 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

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 Consumer Reports

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
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

Alaska Native Tribal Health Consortium (Tobacco)

Other Resources

Fred Hutch Cancer Research (Diabetes)

https://www.youtube.com/watch?v=wApYraKYu0&list=PLFbMc_opwOHqh2iysj9NkDih7FWquH2Y&index=3
Digital Multimedia Health Education Tools

- NCFH digital stories

- CRBBD

- 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
Effective Use of Audiovisual Materials
AHEC Clear Health Communication Program. The Ohio State University


Aaker, Jennifer Lean In. Harnessing the Power of Stories

Briant, K. Fred Hutch Center
Any questions? Contact us!

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