

## Reaching Out with Health Promotion Materials to Vulnerable Populations

**About Technical Assistance Briefs.** The MCH Evidence Center provides ongoing technical assistance (TA) to Title V agencies related to the emerging evidence base, strategies, and measures related to many topics interconnected with National Performance Measures and other critical topics in MCH. *Technical Assistance Briefs* are an outcome of these TA sessions that are designed to act as *conversation starters* in thinking about programs that can be developed to address issues that affect women, infants, children, adolescents, youth, families, and communities. These briefs are not meant to be comprehensive; full analyses of the NPM topic areas are provided in [Evidence Analysis Reports](#).

The Center makes these customized briefs available during TA and on the program website to identify evidence-based/informed strategies, promising practices, examples of ESMs from the field and peer-reviewed resources. Please [contact us](#) if you would like us to develop a similar report for topics that you are working on.

**Initial Query for this Brief.** Identify measures and best practices around Reaching Out with Promotion Materials to Vulnerable Populations.

### Evidence-Based Strategy Measures

REFERENCE	Title	VULNERABLE POPULATION ADDRESSED	PROBLEM DESCRIBED	SOLUTION SUGGESTED
<a href="https://www.ncbi.nlm.nih.gov/library1.unmc.edu/pmc/articles/PMC7185931/">https://www.ncbi.nlm.nih.gov/library1.unmc.edu/pmc/articles/PMC7185931/</a>	Public health messaging and harm reduction in the time of COVID-19	Individuals with substance abuse disorder	Unsafe substance use	Education and supplies for safer substance use for individuals with addiction
<a href="https://www.ncbi.nlm.nih.gov/pubmed/32304834">https://www.ncbi.nlm.nih.gov/pubmed/32304834</a>	Risk Communication During COVID-19.	Asthma	Risk management must consider the risk caused by the way people perceive and respond to risk.	Focus groups & experts; social media increases reach with credibility through word of mouth in interpersonal relationships
<a href="https://journals.lww.com/health-physics/fulltext/2012/09000/The_Fukushima_Nuclear_Crisis_Reemphasizes_the_Need_for_Improved_Risk">https://journals.lww.com/health-physics/fulltext/2012/09000/The_Fukushima_Nuclear_Crisis_Reemphasizes th</a>	The Fukushima Nuclear Crisis Reemphasizes the Need for Improved Risk	Age, language, biases	Lack of trust towards individuals releasing health promotion materials	Usage of social media for risk communication

<a href="https://www.who.int/risk-communication/21st-century-challenges-opportunities-for-risk-comms.pdf?ua=1">e Need.10.aspx?casa token=OZZU4crPCpAAAAAA:rGx6VGQ_2CLuhbdiL7vppT AZiNfeD75uWt4Jnfc zXF0kWa8e6JMr7W9OVfHwwzNkb7Ex9yBPJqN0v2I6KxZKQdHF</a>	Communication and Better Use of Social Media			
<a href="https://www.who.int/risk-communication/21st-century-challenges-opportunities-for-risk-comms.pdf?ua=1">https://www.who.int/risk-communication/21st-century-challenges-opportunities-for-risk-comms.pdf?ua=1</a>	World Health Organization General information on risk communication	Not targeted to a specific vulnerable population (general population)	General overview of issues	
<a href="https://journals.sagepub.com/doi/pdf/10.1177/0963662515603271?casa_token=tq8S4du-NQ0AAAAA%3AaxPD SVZFDpBol2SHHdu5 TM0BwFK_gSg_bC MkpXTmKIV6qR3J Wj1PpOBAOX6DJNI wa8u4JeVwlk3c&amp;">https://journals.sagepub.com/doi/pdf/10.1177/0963662515603271?casa_token=tq8S4du-NQ0AAAAA%3AaxPD SVZFDpBol2SHHdu5 TM0BwFK_gSg_bC MkpXTmKIV6qR3J Wj1PpOBAOX6DJNI wa8u4JeVwlk3c&amp;</a>	Public perceptions of expert disagreement: Bias and incompetence or a complex and random world?	Individuals with low educational attainment or diminished cognitive capacity	Misattribution of causes of scientific disagreements	A potential strategy would be to embed simple epistemological education within communications to reinforce concepts such as randomness, complexity, and inherent limitations in knowledge. The findings also may suggest a need for audience segmentation—that is, the use of different interventions for different segments of lay society—but otherwise do not alter the deficit-based interpretation.
<a href="https://www.ncbi.nlm.nih.gov.library1.unmc.edu/pmc/articles/PMC6538127/">https://www.ncbi.nlm.nih.gov.library1.unmc.edu/pmc/articles/PMC6538127/</a>	Rapid Integration of Zika Virus Prevention Within Sexual and Reproductive Health Services and Beyond: Programmatic Lessons From	Traditional and restrictive regional social norms around gender, sex, and sexuality;	Challenges identified include adapting to a rapidly evolving evidence base during the early stages of the epidemic; traditional and restrictive regional social	Recommendations include finding ways to share rapidly evolving clinical updates conveniently and frequently, such as through digital technologies and platforms; partnering with multidisciplinary organizations, such as

	Latin America and the Caribbean.		norms around gender, sex, and sexuality; the lack of focus on sexual transmission in national ZIKA public health messaging;	disability rights and services organizations,
<a href="https://www.ncbi.nlm.nih.gov.library1.unmc.edu/pubmed/20524382">https://www.ncbi.nlm.nih.gov.library1.unmc.edu/pubmed/20524382</a>	Wisdom and influence of elders: possibilities for health promotion and decreasing tobacco exposure in First Nations communities.	Native Americans	7 Interventions aimed at supporting behavioural change for individuals, such as drug therapy and quit-lines, have been studied in Canadian Aboriginal contexts, but shown to have limited impact,8-11 and recent legal and taxation policies to curb tobacco sales have had limited success.12-	elders as a health promotion resource because of influence and wisdom
<a href="https://www.ncbi.nlm.nih.gov.library1.unmc.edu/pmc/articles/PMC6972260/pdf/41997_2016_Article_107020183.pdf">https://www.ncbi.nlm.nih.gov.library1.unmc.edu/pmc/articles/PMC6972260/pdf/41997_2016_Article_107020183.pdf</a>	Digital stories as a tool for health promotion and youth engagement	Native Americans	Colonization, historical trauma and marginalization, Aboriginal youth in Canada continue to face a multitude of challenges that can negatively affect their overall health and well-being.5	Connection to traditional culture has been identified as a strong predictor of improved health and well-being for Aboriginal youth.7,8 Research has related increases in social and cultural connection with reduced mental illness and other harmful outcomes.6,9

<a href="https://www.ncbi.nlm.nih.gov.library1.unmc.edu/pmc/articles/PMC5857232/">https://www.ncbi.nlm.nih.gov.library1.unmc.edu/pmc/articles/PMC5857232/</a>	<p>Motives and Perceptions Regarding Electronic Nicotine Delivery Systems (ENDS) Use among Adults with Mental Health Conditions</p>	<p>Adults with mental health conditions</p>	<p>Importance of flavors risk/benefit perceptions among individuals with MHC attribute positive events to external factors and negative events to internal factors [48,49].</p>	
<a href="https://www.tandfonline.com.library1.unmc.edu/doi/full/10.1080/13811118.2017.1355285">https://www.tandfonline.com.library1.unmc.edu/doi/full/10.1080/13811118.2017.1355285</a>	<p>Addressing the Cultural Challenges of Firearm Restriction in Suicide Prevention: A Test of Public Health Messaging to Protect Those at Risk.</p>	<p>Sociocultural belief systems which place high value on gun ownership among certain populations; rural areas of the US</p>	<p>safe gun storage practices are associated with a decreased risk for suicide</p>	<p>A suicide prevention message that focused on voluntary restriction of firearms was derived and was consistent with the values of rural gun owning communities.</p>
<a href="https://www.ncbi.nlm.nih.gov.library1.unmc.edu/pmc/articles/PMC5533137/pdf/zich-76-1343637.pdf">https://www.ncbi.nlm.nih.gov.library1.unmc.edu/pmc/articles/PMC5533137/pdf/zich-76-1343637.pdf</a>	<p>Participatory methods for Inuit public health promotion and programme evaluation in Nunatsiavut, Canada</p>	<p>Indigenous communities</p>	<p>Methods to improve messaging</p>	
<a href="https://www.ncbi.nlm.nih.gov.library1.unmc.edu/pmc/articles/PMC5121531/">https://www.ncbi.nlm.nih.gov.library1.unmc.edu/pmc/articles/PMC5121531/</a>	<p>Efficacy of Web-Based Collection of Strength-Based Testimonials for Text Message Extension of Youth Suicide Prevention Program:</p>	<p>Teens coping with suicidal ideation</p>	<p>Technology &amp; storytelling assistance</p>	<p>Equipping members of a target population to deliver effective public health messaging to peers via text</p>

	Randomized Controlled Experiment			
<a href="https://journals-sagepub-com.library1.unmc.edu/doi/10.1177/0272989X19859344">https://journals-sagepub-com.library1.unmc.edu/doi/10.1177/0272989X19859344</a>	Enhancing Public Health Messaging: Discrete-Choice Experiment Evidence on the Design of HIV Testing Messages in China	Men who have sex with men (MSM)	Rising HIV incidence and low testing rates despite decades of interventions	Social media platforms and sex-seeking apps present a promising avenue
<a href="https://www.ncbi.nlm.nih.gov.library1.unmc.edu/pubmed/31164114">https://www.ncbi.nlm.nih.gov.library1.unmc.edu/pubmed/31164114</a>	Immigrant health access in Texas: policy, rhetoric, and fear in the Trump era.	Hard-to-reach and underserved communities	promotores serve as cultural mediators between their community and academic researchers	Researchers using the CHW model should provide relevant and accessible research competency training.
<a href="https://www.ncbi.nlm.nih.gov.library1.unmc.edu/pubmed/31908198">https://www.ncbi.nlm.nih.gov.library1.unmc.edu/pubmed/31908198</a>	Keeping It Fresh With Hip-Hop Teens: Promising Targeting Strategies for Delivering Public Health Messages to Hard-to-Reach Audiences	Teen smokers	Tobacco use inequities exist by race/ethnicity	In 2015, the U.S. Food and Drug Administration launched Fresh Empire, the first tobacco public education campaign designed to reach primarily African American, Hispanic, and/or Asian American/Pacific Islander youth ages 12 to 17 years who identify with the Hip-Hop peer crowd.
<a href="https://www.ncbi.nlm.nih.gov.library1.unmc.edu/pubmed/31583905">https://www.ncbi.nlm.nih.gov.library1.unmc.edu/pubmed/31583905</a>	Health Promotion in Socially Vulnerable Youth: Sports as a Powerful Vehicle?	socially disadvantaged youth		Sports coaches foster motivation toward health behavior change in vulnerable youth attending community sports
<a href="https://www.ncbi.nlm.nih.gov.library1.unmc.edu/pmc/articles/PMC6366510/">https://www.ncbi.nlm.nih.gov.library1.unmc.edu/pmc/articles/PMC6366510/</a>	A National Network of Public Health and Faith-Based Organizations	African-American, immigrants		Partnership between public health and churches

	to Increase Influenza Prevention Among Hard-to-Reach Populations			
<a href="https://www.ncbi.nlm.nih.gov.library1.unmc.edu/pmc/articles/PMC7162776/">https://www.ncbi.nlm.nih.gov.library1.unmc.edu/pmc/articles/PMC7162776/</a>	Addressing Collegiate Mental Health Amid COVID-19 Pandemic	College students		Remote academic advisor, remote counseling, research support

## General Resources for Health Equity and Outreach to Hard-to-Reach Populations

### How to documents

<a href="https://www.frameworksinstitute.org/">https://www.frameworksinstitute.org/</a>	Frameworks Institute has specific methods (toolkits) for researching what messages will work for which populations and which purposes. Very useful and well researched.
<a href="https://www.citymatch.org/institute-for-equity-in-birth-outcomes/">https://www.citymatch.org/institute-for-equity-in-birth-outcomes/</a>	The CityMatCH Institute for Equity in Birth Outcomes
<a href="http://ihpemory.org/ihp-programs/public-health-and-faith-community-partnerships/">http://ihpemory.org/ihp-programs/public-health-and-faith-community-partnerships/</a>	Public Health and Faith Community Partnerships: Model Practices to Increase Influenza Prevention among Hard-to-Reach Populations
<b>Population focused organizations</b>	
<a href="https://www.youthcatalytics.org/digital_health/">https://www.youthcatalytics.org/digital_health/</a>	Youth Catalytics
<a href="https://www.sistersong.net/mission">https://www.sistersong.net/mission</a>	Sister Song Birth Justice
<a href="https://birthequity.org/about/about-the-founder-and-pres/">https://birthequity.org/about/about-the-founder-and-pres/</a>	National Birth Equity Collaborative
<a href="https://www.wkkf.org/news-and-media/article/2020/04/generative-innovations">https://www.wkkf.org/news-and-media/article/2020/04/generative-innovations</a>	Kellogg Foundation best practices
<b>Racism training</b>	
<a href="http://kirwaninstitute.osu.edu/">http://kirwaninstitute.osu.edu/</a>	racism research and training
<a href="https://www.pisab.org/about-us/">https://www.pisab.org/about-us/</a>	The people's institute for survival and beyond
<a href="https://www.theprivilegeinstitute.com/">https://www.theprivilegeinstitute.com/</a>	The privilege institute sponsors a White Privilege conference series
<a href="https://www.racialequityinstitute.com/">https://www.racialequityinstitute.com/</a>	The Racial Equity Institute

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Access other resources at <https://www.mchevidence.org>

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