Risk communication content clearinghouse (RC3)

Effective health communication can have direct and indirect positive effects on health outcomes,1,2 dissemination of messages that are uninformed by audience characteristics can lead to unintended boomerang effects, that include stigmatization of health conditions,3,4 health disengagement,5 and poorly informed health choices and behaviors.6 Furthermore, precision health approach advocated as a national agenda for public health7 calls for precision tailoring of communication strategies and messages. The field of health communication scholarship has amassed significant evidence that can inform the practice of health promotion and risk communication.8–10 Yet, further efforts are needed to create tools for transdisciplinary collaboration and effective translation of communication research into clinical and public health practice.11 Responding to these translational and implementation science needs, this project proposes to develop a risk communication content clearinghouse (RC3).

RC3 will consist of the evidence for communication strategies and messages that have been previously developed and validated for specific diseases and health conditions. Initial tool development will be based on messages related to the diseases and conditions with exiting final recommendations from the U.S. Preventive Services Taskforce. To focus the review efforts further, topics with recommendations against particular services will be excluded (Grade D) (see Appendix A for a draft list). Evidence for communication strategies and messages to be included in the initial RC3 will be identified from papers published in the last 15 years (to ensure relevance of technologies, dissemination strategies, and underlying evidence) with full text in PubMed Central (to promote dissemination of publicly funded research and increase the probability of existing public access to identified messages). Although beyond the scope of the goals for the initial RC3, subsequent continuous development of the clearinghouse could include evidence from all outlets indexed in PubMed and on topics identified in the guidelines of various medical organizations (associations, academies, and societies). Once identified, risk communication strategies and messages will be coded using the codebook presented in Appendix B.

The main value and contribution of the RC3 to the precision public health is in the linking and cross-referencing of its codebook to the data elements in the exiting health indicator datasets. As a final product, RC3 could become a tool for translational health researchers in developing evidence-based strategies for precision public health interventions. It would also identify existing blind spots in the evidence for effective communication with specific populations.

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Appendix A

DRAFT: List of topical areas for risk communication evidence

Abdominal Aortic Aneurysm: Screening

Abnormal Blood Glucose and Type 2 Diabetes Mellitus: Screening

Alcohol Misuse: Screening and Behavioral Counseling Interventions in Primary Care

Aspirin Use to Prevent Cardiovascular Disease and Colorectal Cancer: Preventive Medication

Asymptomatic Bacteriuria in Adults: Screening

BRCA-Related Cancer: Risk Assessment, Genetic Counseling, and Genetic Testing

Breast Cancer: Medications for Risk Reduction

Breast Cancer: Screening

Breastfeeding: Primary Care Interventions

Cervical Cancer: Screening

Chlamydia and Gonorrhea: Screening

Colorectal Cancer: Screening

Congenital Hypothyroidism: Screening (Referred)

Coronary Heart Disease: Screening with Electrocardiography

Dental Caries in Children from Birth Through Age 5 Years: Screening

Depression in Adults: Screening

Depression in Children and Adolescents: Screening

Developmental Hip Dysplasia: Screening

Drug Use, Illicit: Screening

Drug Use, Illicit: Primary Care Interventions for Children and Adolescents

Falls Prevention in Older Adults: Counseling and Preventive Medication

Folic Acid for the Prevention of Neural Tube Defects: Preventive Medication

Genital Herpes Infection: Serologic Screening

Gestational Diabetes Mellitus, Screening

Glaucoma: Screening

Gynecological Conditions: Periodic Screening With the Pelvic Examination

Healthful Diet and Physical Activity for Cardiovascular Disease Prevention in Adults With Cardiovascular Risk Factors: Behavioral Counseling

Healthful Diet and Physical Activity for Cardiovascular Disease Prevention in Adults Without Known Risk Factors: Behavioral Counseling

Hearing Loss in Older Adults: Screening

Hepatitis B in Pregnant Women: Screening

Hepatitis B Virus Infection: Screening, 2014

Hepatitis C: Screening

High Blood Pressure in Adults: Screening

Hormone Therapy in Postmenopausal Women: Primary Prevention of Chronic Conditions

Human Immunodeficiency Virus (HIV) Infection: Screening

Immunizations for Adults (Referred)

Immunizations for Children (Referred)

Impaired Visual Acuity in Older Adults: Screening

Intimate Partner Violence and Abuse of Elderly and Vulnerable Adults: Screening

Iron Deficiency Anemia in Pregnant Women: Screening and Supplementation

Iron Deficiency Anemia in Young Children: Screening

Latent Tuberculosis Infection: Screening

Lead Levels in Childhood and Pregnancy: Screening

Lipid Disorders in Children and Adolescents: Screening

Low-Dose Aspirin Use for the Prevention of Morbidity and Mortality From Preeclampsia: Preventive Medication

Lung Cancer: Screening

Motor Vehicle Occupant Restraints: Counseling(Referred)

Obesity in Adults: Screening and Management

Obesity in Children and Adolescents: Screening

Obstructive Sleep Apnea in Adults: Screening

Ocular Prophylaxis for Gonococcal Ophthalmia Neonatorum: Preventive Medication

Oral Cancer: Screening

Osteoporosis: Screening

Ovarian Cancer: Screening

Pancreatic Cancer: Screening

Peripheral Arterial Disease (PAD) and CVD in Adults: Risk Assessment with Ankle Brachial Index

Phenylketonuria in Newborns: Screening (Referred)

Preeclampsia: Screening

Prostate Cancer: Screening

Rh(D) Incompatibility: Screening

Rubella: Immunizations (Referred)

Sexually Transmitted Infections: Behavioral Counseling

Sickle Cell Disease (Hemoglobinopathies) in Newborns: Screening (Referred)

Skin Cancer: Counseling

Skin Cancer: Screening

Appendix B

DRAFT: Codebook for risk communication messages

1. Topical area (to be used to link with health indicators datasets)

Diseases and conditions TBD based on the Appendix A

1. Audience characteristics (to be used to link with health indicators datasets)

Demographics (gender, age group, race, ethnicity)

Socio-economic status (income, level of education/literacy)

Sociographic information (rural/urban homestead)

1. Message characteristics

Channel (face-to-face, broadcasting, technology-mediated)

Modality (text, image, video)

Target receiver (individual, caregiver, family, community)

TBD

1. Source of evidence

Method (quan, qual, mixed methods)

Study design

Theoretical framework