# **Developing Health Education Materials**

### What is the goal of this project?

To create a unique health education material to educate others in 4-H about safe practices that will slow the spread of Covid-19. This can be any type of educational material. These will be shared with others throughout California and the United States for use in their local programs.

### What is a public service announcement?

A PSA is an advertisement that relates to public issues. The Ad Council (initially called the War Advertising Council) originally shaped PSAs. Their first campaigns focused on the country's needs during World War II. After the war, the Ad Council expanded its focus to address issues such as forest fires, blood donations, and highway safety. Today, hundreds of nonprofit and government agencies create PSA campaigns. On average the National Association of Broadcasters contributes an estimated \$10 billion a year in free time for different public causes. The most popular topics of PSAs now are health and safety. The following is a link of an example of a PSA by the Ad Council.

### What is social math?

Social math is the practice of translating statistics and other data so they become meaningful to the audience and make statistics and numbers concerning an issue meaningful to persons by vividly communicating those numbers. Social math helps messages resonate with the target audience by referencing or comparing the issue numbers to certain characteristics:

- familiar numbers or costs (e.g., cost of car payment);
- dramatic events (e.g., the number of residents displaced following Hurricane Katrina);
- costs that are smaller and understandable (e.g., the program would cost less a school lunch each day); and
- numbers from other concerns (e.g., it's more than one-third of what we spend each year).

# What is positive phrasing?

People are most likely to do what they see or read. By stating the behaviors in a positive fashion, you are more likely to get people to remember and do them. For example, instead of stating "don't drive without a seat belt", you would say "always wear a seat belt when driving". Sometimes this can be tricky, so you may have to think about what it is you really want people to do with the advice you are giving them.

#### How do people change a habit or behavior?

How and why people choose to act the way they do is very complicated. The field that studies this is called psychology. At any given time, what you decide to do is based on lots of things, like whether it's available to you, how you think it will make your life better, if others are doing it, if you think it's important enough to spend your time on, if you know how to do it, if others are making you do it, if you think others do the same thing, and much more.

#### What are the guidelines?

Step 1: Choose a leader and share names and contact information for all group members:

Leader Name	Contact:

# Step 2: Set a date and the way that you will meet again:

• Have the leader sign up on doodle if you want to use the Zoom Disease Detectives classroom (Facetime and Google hangout are also options). Links are on the Disease Detective website to do this.

# Step 3: Choose a behavioral topic:

- Touching face, eyes, nose or mouth
- Quarantine practices
- Face masks
- o Physical distancing
- Wash hands
- Clean & disinfect
- Cover your cough and sneezes
- Fresh air and outside

# Step 4: Choose your main message:

- What connection to 4-H can you make?
- What do you want to say about the problem? (e.g., How big is the problem? What is the risk? What is a solution to the problem?)
- What action/behavior do you want your audience to take?

# Step 5: Choose your style of education material:

- o video
- o song
- o handout/flyer
- $\circ$  sign/poster
- o **meme**
- social media banner instructional sheet

# Step 6: Choose your social marketing approach:

- o motivate (will it make you a better person? happier? more helpful?)
- o change attitudes (can you convince them it is cool? important? kind?)
- $\circ$  educate (what do they need to know?)
- o enforce policy (what reminder do they need to follow the rules?)
- influence with peer pressure (how can you convince them everyone else is doing it?)
- overcome barriers (is there a reason they cannot or will not do this behavior? How can you eliminate that reason?)