Public Health Promotion Program Plan for Skin Cancer

Written Assignment #7

Katie Schlattmann

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Dr. Lea Pounds
Mass media

Mass media will play a large role in communicating the messages of the “Truth About the Booth” campaign to the target audience. According to Resnick and Siegel, health promotions that used multiple mass media channels that deliver a focused message numerous times, are more effective than other interventions (2013). Therefore, television and radio advertisements will be the primary sources of mass media outlets used for the skin cancer prevention health promotion program. Due to the age of the target audience, public health practitioners felt that use of local newspapers would not reach a high enough percentage of the priority population needed to be effective. To illustrate, the Center for Disease Control and Prevention (CDC) states, that over 40 percent of teenagers believe newspapers are boring (2012). Thus, the mass media channels used to promote the “Truth About the Booth” campaign will be media outlets that will reach a large majority of the target audience.

Television advertisements will be incorporated into the promotional strategy for the anti-tanning booth campaign for several reasons. Due to the wide variety of television channels, program planners will be able to reach various groups within the target audience (Resnick & Siegel, 2013). Furthermore, nearly 35 percent of American teens watch three or more hours of T.V. per day (Centers for Disease Control and Prevention, 2012). For persons aged 18-34, nearly 85 percent of the population can be reached via T.V. advertisements (Public Service Advertising Research Center, n.d.). Thus, public service announcements broadcast to the target audience via local T.V. stations will increase the percentage of the target audience that hear about the health promotion program. News programs, talk shows, and even entertainment programs will be used to promote the health intervention. News programs will be more likely to reach the older portion
of the target audience while talk shows and entertainment programs will reach the younger half of the population; therefore, all three outlets are equally important. Talk show programs that run in the afternoon will be used to educate the target audience on the campaign. Running these advertisements during school hours will drastically reduce the number of teenage women that view the programming due to attending school. The same is true for the working women population within the target audience. However, due to the nature of television programming and the likelihood of a segment being bumped, other mass media outlets must be used to effectively reach the audience.

Radio promotion of the “Truth About the Booth” campaign will increase the diversity of target audience members that hear the program’s message. Omaha is home to a wide variety of radio stations including music, talk, sports, and Christian radio. Many of these stations include call-in segments about particular issues and audience participation is encouraged. Program planners aim to schedule airtime during the morning and evening commute to reach a higher percentage of listeners. In addition, public health practitioners will look to find radio stations that allow them to conduct “mini-talk shows” of approximately five to ten minutes to promote the skin cancer prevention campaign. According to the Public Service Advertising Research Center, teenage girls are the “most frequent users of the radio” (n.d.). Teenagers in general believe that music is important in their daily lives (Centers for Disease Control and Prevention, 2012). Therefore, the teenage portion of the target audience will be very likely to hear promotional materials involving the health campaign. Furthermore, peak listening times for radio during the weekday occurs between 7:00 A.M. and 5:00 P.M. during morning and afternoon drive times (Public Service Advertising Research Center, n.d.). Therefore, radio stations in the listening area
surrounding the city of Omaha, Nebraska will play an important role in delivering promotional materials to the target audience.

**Online**

Social media will be the primary driving force for distributing promotional materials to the target audience. According to a survey conducted by the Pew Research Center, nearly 90 percent of adults ages 18-29 use some form of social media. Furthermore, of all age groups over 70 percent of social media users use Facebook as their preferred social networking site (Creedon, 2014). The “Truth About the Booth” campaign will create a Facebook page that will provide subscribers with promotional information about the health promotion. As mentioned in Resnick & Siegel, the Facebook page will partner with other local organizations that use Facebook to increase page traffic (2013). Local radio stations and news channels that have Facebook pages will be included in the organizational partners for Facebook.

All PSAs and television interviews will be available to viewers via YouTube. The heath campaign will create their own YouTube channel to further increase the target audience’s knowledge of the skin cancer prevention and promote the campaign. According to Belle Beth Cooper, YouTube reaches more individuals ages 18-34 in the United States than cable T.V. (2013). Therefore, the YouTube channel will in conjunction with other media outlets and social media will play an important role for promoting the issue and further educating the target audience on the topic.

A campaign website that contains links to social media pages and additional educational information will serve as a medium for delivering education and advertisements about the “Truth
About the Booth” campaign. Moreover, the website will contain video, audio, and print to promote the cause. The campaign website will be critical in promoting the issues by helping the young women model healthful behaviors necessary to prevent skin cancer. Furthermore, website users can determine what information will be accessed and how much time is spent on each section of material (Resnick & Siegel, 2013). The campaign website will allow users to participate in group forums/support groups and question and answer sessions conducted by licensed public health practitioners. This aspect of the website will encourage the young women to speak about barriers to action and get the support need to take the steps necessary to prevent skin cancer. All in all, the campaign’s website will combine all above mentioned promotional strategies in a more convenient and accessible form.

References


