

TRANSLATING HEALTH COMMUNICATIONS

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Funder: European Centre for Disease Prevention and Control (ECDC)

Background

This project is concerned with establishing a programme of research for the dissemination of evidence-based health communication activities in the EU and EEA/EFTA. The scoping of health communication activities, together with the identification of the evidence base for such activity, is needed to address the increasing complexity of the existing and emerging public health threats posed by communicable disease at national and international levels. These threats are complicated by the multi-cultural context of the European environment in which they are embedded. The Translating Health Communication project brings together a multi-disciplinary Consortium of European researchers to undertake this research with representation from health promotion, social marketing and preventive medicine under the leadership of the Health Promotion Research Centre.

Research Aims

The project aim is to support the optimal use and development of health communication activities in EU and EEA/EFTA States in the promotion of health, focusing on the control and prevention of communicable disease.

Methods

Scoping Study: A key feature of the project is a scoping study mapping health communication activities across Europe in relation to communicable disease prevention and control. Data is gathered through an e-survey using survey monkey and telephone interviews with key stakeholders in each of the 30 EU member states.

Desk based research: A series of reviews with respect to designated topic areas is being undertaken as part of the project and these fall into three categories: 1) literature reviews; 2) systematic literature reviews; 3) rapid reviews of the evidence.

Progress to Date

Scoping survey: All 30 countries are represented with data collected through the e-survey. Telephone interviews are being completed with key informants in each country. The data is being analysed and a country profile report is being developed.

Desk based research: Work is currently underway in each of the following areas:

Literature reviews - an overview of the state of the art

- Health information seeking behaviour on the web
- Trust and reputation management in communicable disease public health
- Health Communication and campaign evaluation: an overview
- Risk communication for communicable disease.

Systematic literature reviews

- Evidence for effective national immunisation schedule promotional communications
- Evidence for the effectiveness of interventions that use theories and models of behaviour change.

Rapid reviews of the evidence

- Health Literacy
- Health Advocacy
- Role of Information Technology.

Dissemination

Translating Health Communications Project Consortium. (2010). *Translating Health Communication: Year 1 Interim Report* (2010). Stockholm: ECDC.