Improving Prenatal Health Communication: Engaging Men Via e-Health

Michael Mackert, Ph.D.¹,², Allison Lazard, M.S.¹, Manuel José Damásio, Ph.D.³, Marie Guadagno, M.S.¹, Erin Donovan, Ph.D.⁴, Aaron Rochlen, Ph.D.⁵, Alexandra Garcia, Ph.D.⁵, & Amanda Mabry, M.P.H.¹

1. The University of Texas at Austin, Department of Advertising and Public Relations
2. The University of Texas Health Science Center at Houston, School of Public Health
3. Lusophone University of Humanities and Technologies
4. The University of Texas at Austin, Department of Communication Studies
5. The University of Texas at Austin, School of Nursing
The infant mortality rate in the United States is among the highest in the developed world. (6.14 infant deaths per 1,000 live births)
• Traditional health promotion to improve maternal and child health has focused on women

• Incorporating men in prenatal health promotion has been found to:
  • improve overall birth preparedness
  • reduce maternal-infant HIV transmission
  • reduce perinatal mortality in less-developed nations

• Research on paternal impact in pregnancy outcomes in the U.S. to date is lacking.
MEN...

• believe it is important to be involved in pregnancy
• already use mobile devices and computers for health information
• would use a similar application to learn about pregnancy
• think about their own health *differently* than that of their children or family
• health literacy had minimal impact on use of the tablet and information
eHEALTH DESIGN

Lindgaard et al. (2006); Lazard & Mackert (2014)

80% of Americans search for health information online

- Visual Complexity
- Aesthetics
- Visual Persuasion
- Social Presence
- Prototypicality
- Affordances
eHEALTH DESIGN

Davis (1989); Venkatesh (2000)

Visual Complexity
Web Aesthetics
Visual Persuasion
Social Presence
Prototypicality
Affordances

Perceived Usefulness

Behavioral Intentions
Use Behavior

Perceived Ease of Use

TAM
Technology Acceptance Model
Poppy seed to pumpkin: How big is your baby?

14 weeks: Your baby is about the size of a lemon

Your baby – now weighing roughly 1 1/2 ounces and measuring about 3 1/2 inches from head to bottom – can squint, frown, grimace, pee, and possibly suck her thumb.

See what your baby looks like this week. Read about your baby’s development at 14 weeks.
### eHEALTH DESIGN

<table>
<thead>
<tr>
<th>Modules</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week-by-week development</strong>&lt;br&gt;“Baby as Big as...”</td>
<td><strong>Physical changes</strong>&lt;br&gt;of the mother (and father)</td>
</tr>
<tr>
<td>Financial advice Organizations/ Provisions</td>
<td>Nutrition during pregnancy</td>
</tr>
</tbody>
</table>
**STUDY DESIGN**

**PHASE 1**

Intervention & Pilot Testing (N=25)

**PHASE 2**

Qualitative Data Collection (US) (N=50)

**PHASE 3**

Nation-wide Quantitative Survey (US) (N=2500)

Qualitative Data Collection (Portugal) (N=50)
THANK YOU!

Questions? Contact us! allison@allisonlazard.com
mjdamasio@ulusofona.pt
Delivering Repeated Health Messages Through Digital Media to Increase Physical Activity in Dialysis Patients

• This project builds on past research on redundant communication and tests how these principles work in physical activity messages delivered to dialysis patients in the US and Portugal. We will use existing digital media materials from the Portugal team as the content for this intervention. To create the parallel content to deliver to the US audience, we will translate the Portugal digital materials into English and create videos. We will also create paper brochures for the English-speaking and Portuguese-speaking patients that contain similar content to the videos. After delivering repeated messages through digital media and paper brochures, we will assess the impact on health outcomes including increases in physical activity.