



# Evaluating the Effectiveness of Communication Strategies for Health Promotion Awareness in a Rural Community

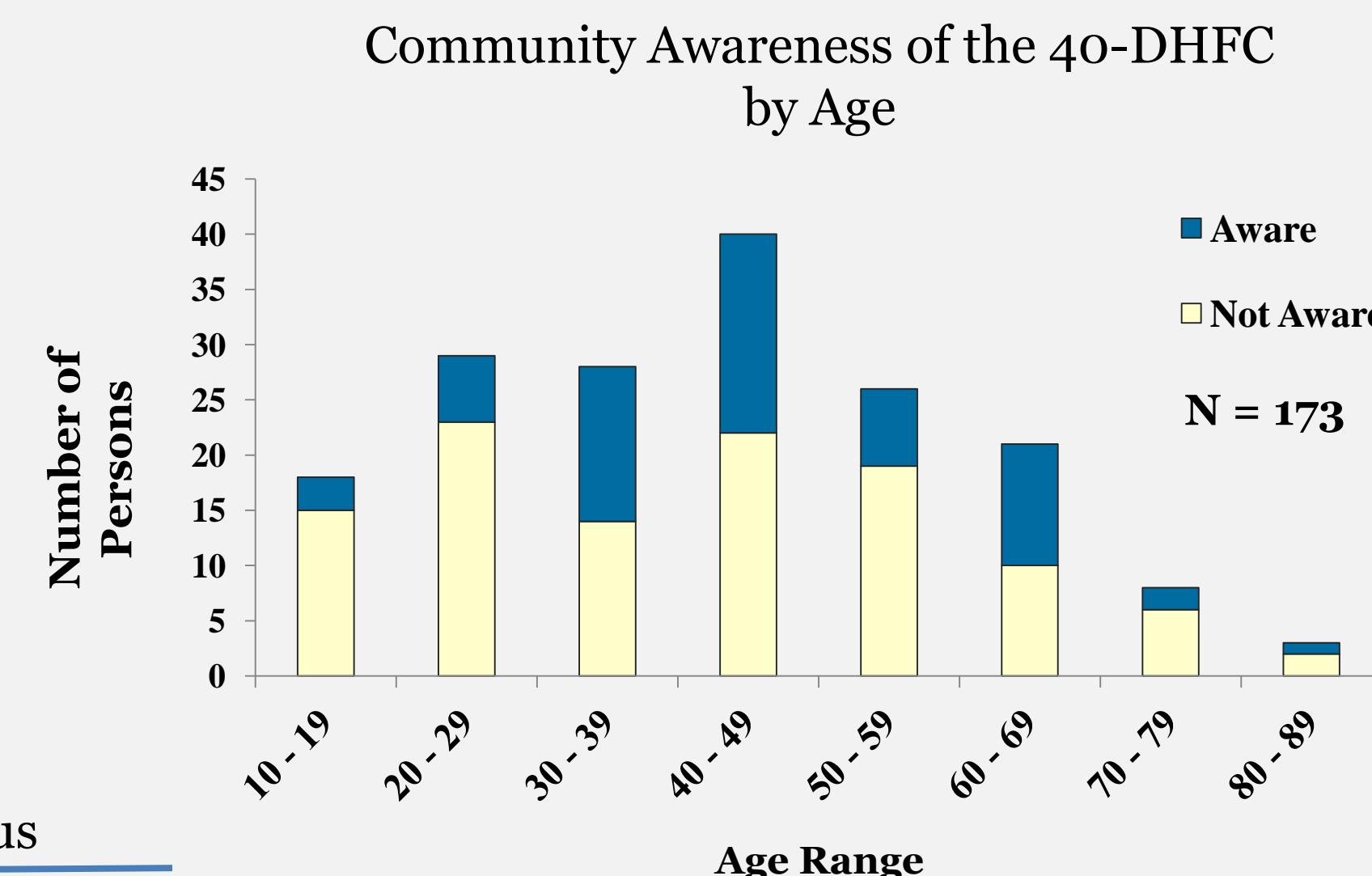
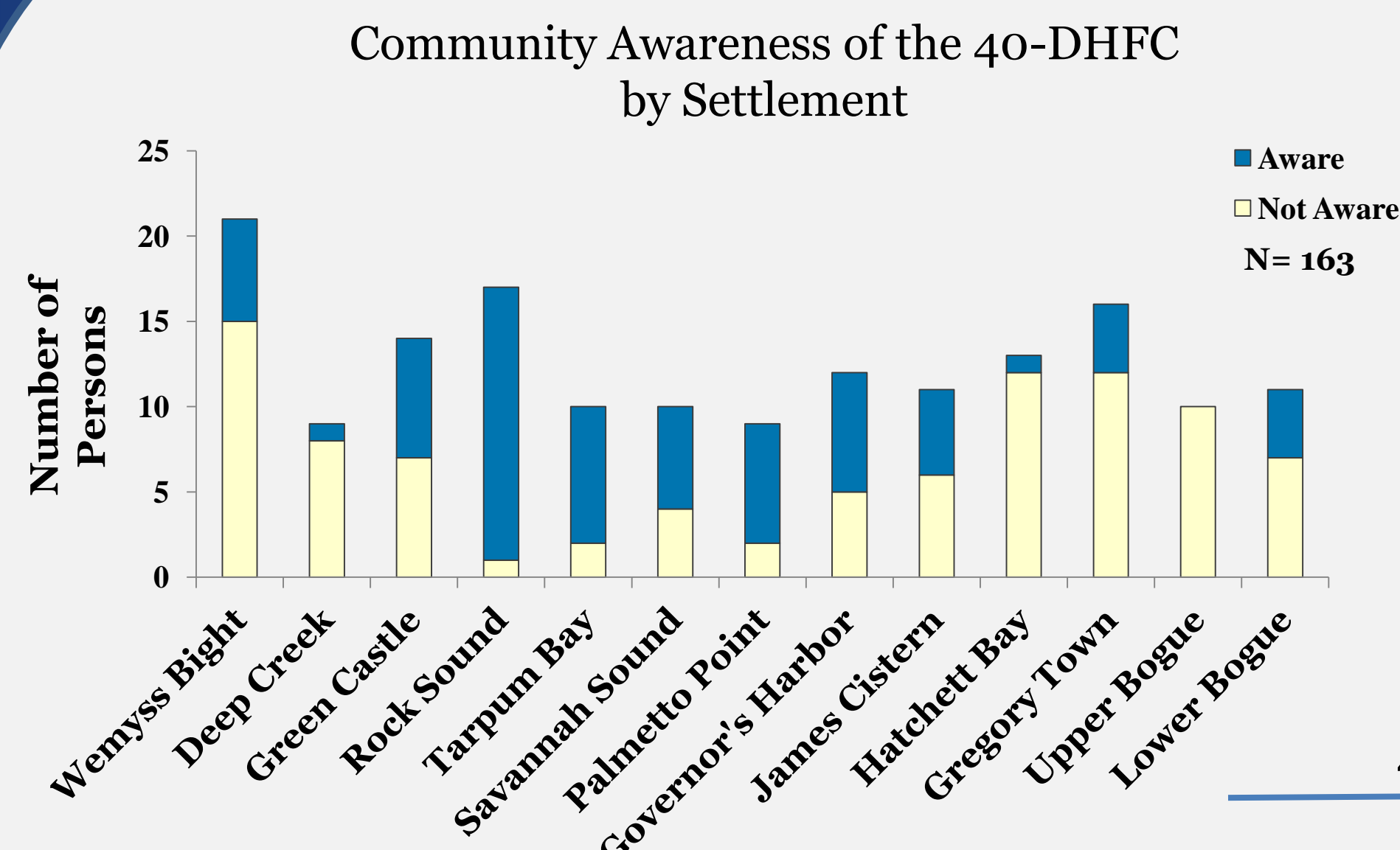


Cherish Holt, Erica Din, Grace Kim, Gillian Connolly, Rachel Franco, Molly McDonald, Lindley Kent, Meridith Mikulich, Caroline Musa

## Background

- ❖ On Eleuthera, a rural island of The Bahamas, health program (HP) awareness has not been systematically evaluated.
- ❖ Evaluation is an important component of improving health promotion efforts.
- ❖ As part of an immersion learning experience, this project sought to evaluate HP awareness and identify gaps in the dissemination of HP information.

## Results



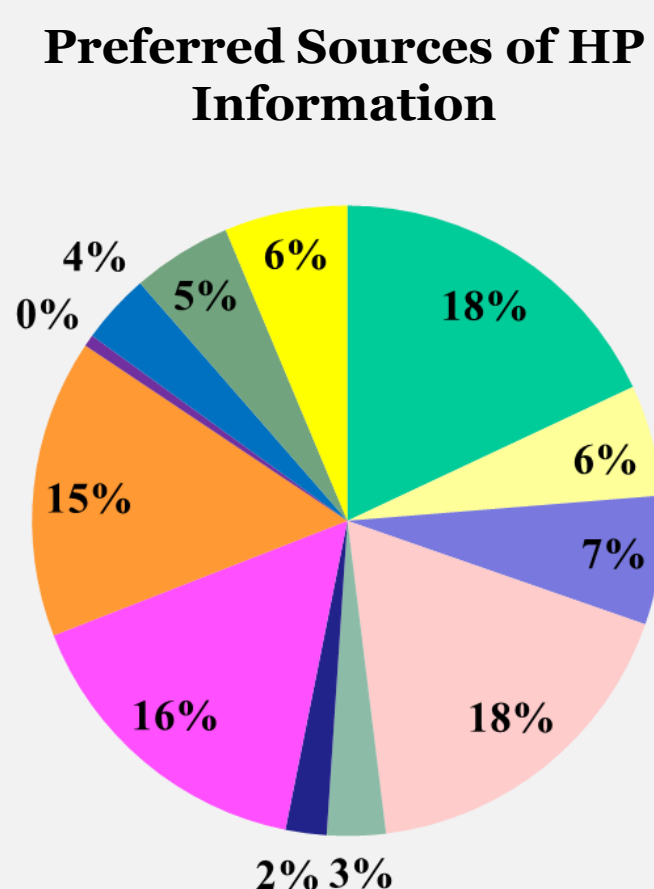
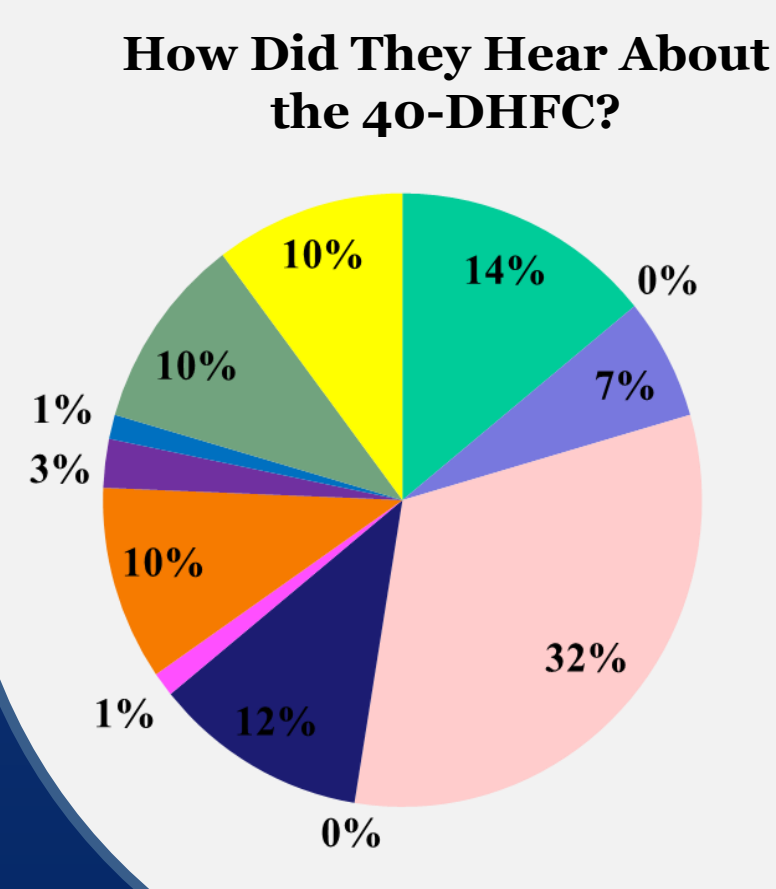
Demographics by 40-DHFC Participation Status

	Participants (N=30)	Nonparticipants* (N=173)	†p-value
Sex	Male 3 (10.0)	85 (49.1)	0.000
	Female 27 (90.0)	88 (50.9)	
Insurance	Public 2 (6.7)	81 (46.8)	0.000
	Private 18 (60.0)	21 (12.1)	
	Both 8 (26.7)	44 (25.4)	
	None 2 (6.7)	27 (15.6)	
Age	<19 0 (0.0)	18 (10.4)	0.000
	20-39 2 (6.7)	57 (32.9)	
	40-59 27 (90.0)	66 (38.2)	
	60+ 1 (3.3)	32 (18.5)	

Settlement (South to North)

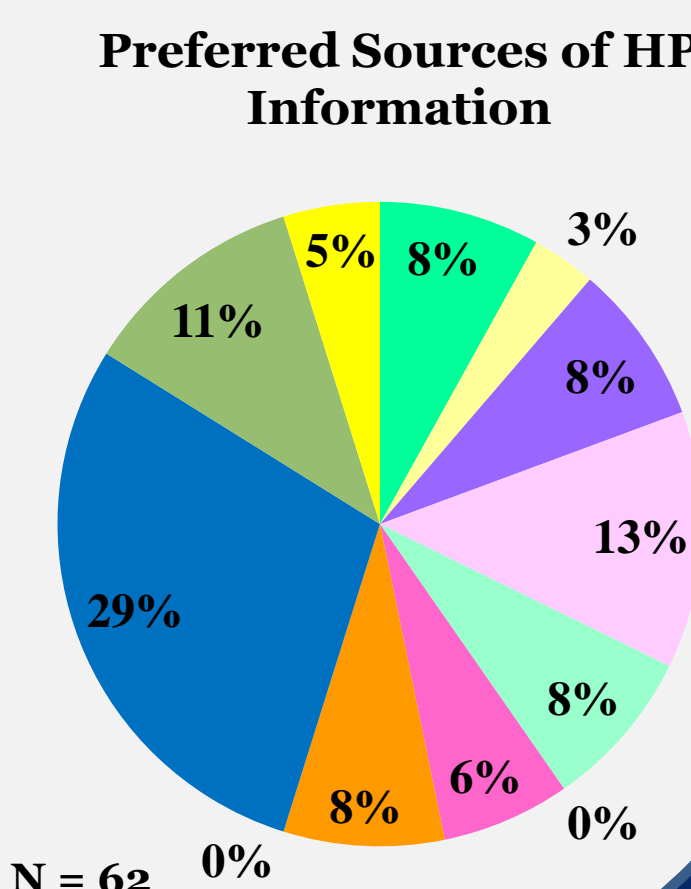
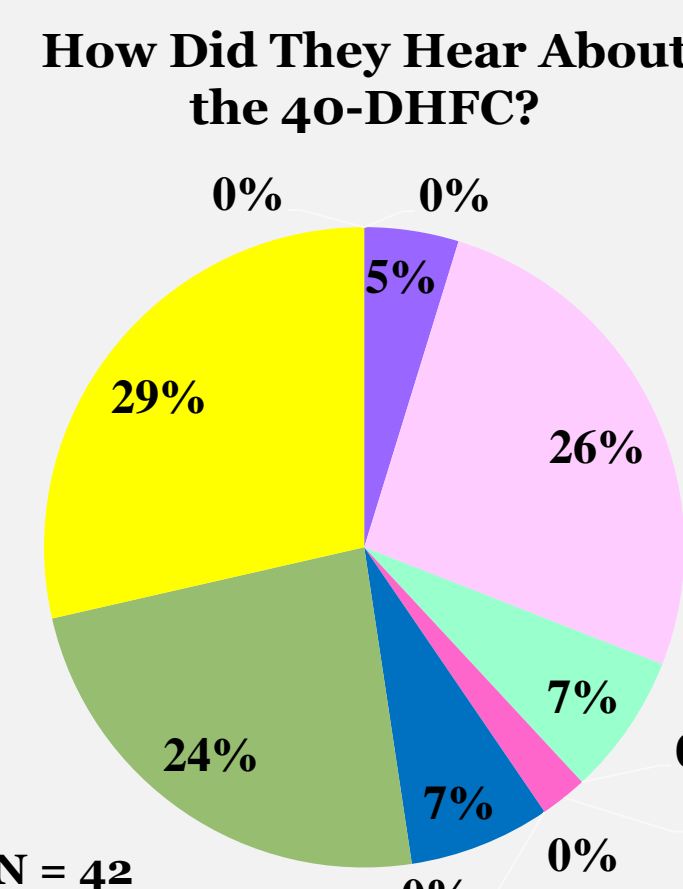
- Settlements with fewer than 5 respondents were not included in this figure.
- Awareness was significantly higher in settlements in central Eleuthera than other settlements,  $\chi^2(13, N=172)=29.90, p=.005$

Actual vs. Preferred Methods of Communication among Nonparticipants‡



- Radio
- Internet
- Church
- Word of Mouth
- Phone
- Newspaper
- Flyer
- TV
- School
- Email
- RN/MD
- Other

Actual vs. Preferred Methods of Communication among 40-DHFC Participants



## Methods

- ❖ A convenience sample of 173 residents of Eleuthera were surveyed about:

- their awareness of a HP (the 40-day Health and Fitness Challenge (40-DHFC)) and
- their preferred sources of HP information.

- ❖ We also asked 30 participants of the 40-DHFC how they heard about the 40-DHFC and their preferred methods of receiving HP information.

- ❖ Community residents' responses were compared with those 40-DHFC participants.



## Limitations

- ❖ Convenience sample of community residents may not be generalizable to the population of Eleuthera.
- ❖ A minority (34.9%) of 40-DHFC participants were interviewed.

## Conclusions

- ❖ Community residents' awareness of the 40-DHFC was low.
- ❖ Expand efforts to promote awareness of and participation in HPs to the northern and southern regions of the island.
- ❖ Consider radio, flyers, and television when disseminating information about HPs.

## Acknowledgements

- ❖ Corrine Abraham
- ❖ Shaun Ingraham and the Island Journeys
- ❖ Cancer Society of The Bahamas (Eleuthera chapter)
- ❖ Dr. Tami Thomas
- ❖ Dr. Ken Hepburn