

Animations: Bridging Health and Technology to Increase Health Literacy

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A series of horizontal stripes in various colors (yellow, green, blue, dark blue, orange, red, white, light green) running across the bottom of the slide.

Health Literacy

- **Health Literacy:** One's ability to receive, process, and understand basic health information and services needed to make appropriate health decisions
 - Those with low health literacy are known to have worse health outcomes
- Limited health literacy affects specific demographics
 - Low socioeconomic status
 - Elderly
 - People of color
 - Vulnerable immigrant populations
 - Individuals with English as a second language (ESL)
- Must use methods employed by audience of interest to reach the population

Michelle Obama Turnip Vine



NLM Animations

- Emerged because teachers requested audiovisual resources
- Based on a diverse set of science topics
 - Ozone, Mercury, Pesticides, and Lead
- Connect chemistry, biology, and health
 - Display the ecological and environmental impact



Why Animations?

- Accommodates short attention spans
- Makes complex things easy to understand
- Visually engaging
- Uses humor
- Delivers memorable messages
- (Relatively) easy and inexpensive to produce
- Research shows animations are a helpful vehicle to retain information



Engaging Health Messages

- Relevant and applicable to current issues
- Addresses individual's attitudes, values, beliefs
 - Considers social pressures/behaviors/influences
- Uses culturally exclusive strategies, materials, and methods to personalize information
- Clear and understandable
- Credible (research based and theory driven)
- Mentions costs/risks/benefits
- Uses different methods to involve audience
- Promotes self-efficacy (participants feel like they can do it)

The US National Library of Medicine Presents: “A Zest for Pests”



Health Communication Considerations

- Tool to deliver the health message
 - Youtube, Vine, GoAnimate, Infographics, Memes
- Message Length
- Content
 - Relevant
- A script's language
 - Word choice matches intended audience
 - Understandable
- Balance between information provision and entertainment
- 3 necessities when providing health information
 - Accurate
 - Accessible
 - Actionable

Animation Process Step 1: Research

Home | Air Pollution | **Chemicals** | Climate Change | Water Pollution | Videos | Games | Experiments | For Teachers

Home > Chemicals > Pesticides

Search [] Go [] Print this Page []

Pesticides

➤ Air Pollution

✓ **Chemicals**

- Chemicals Home
- Mercury
- Lead
- Arsenic
- Volatile Organic Compounds
- Plastics
- Pesticides**

➤ Climate Change

The Basics

Pesticides are substances we use to control or kill pests. Pests can be weeds, insects, rodents, or bacteria — anything we don't want to have around.

Show More

Learn More

Explore the links below to learn more about pesticides, including what you can do to protect yourself — and what experts are doing to keep you safe.

Read About It

MedlinePlus
Trusted Health Information for You

Home | About MedlinePlus | Site Map | FAQs | Contact Us

Search MedlinePlus []

Health Topics | **Drugs & Supplements** | Videos & []

Other Topics: A B C D E F G H I J K L M N O P Q R S

Pesticides

Also called: Fungicides, Herbicides, Rodenticides

✉️ Facebook Twitter Plus Print RSS

Pests live where they are not wanted or cause harm to crops, people, or animals. Pesticides can help get rid of them. Pesticides are not just insect killers. They also include chemicals to control weeds, rodents, mildew, germs, and more. Many [household products](#) contain pesticides.

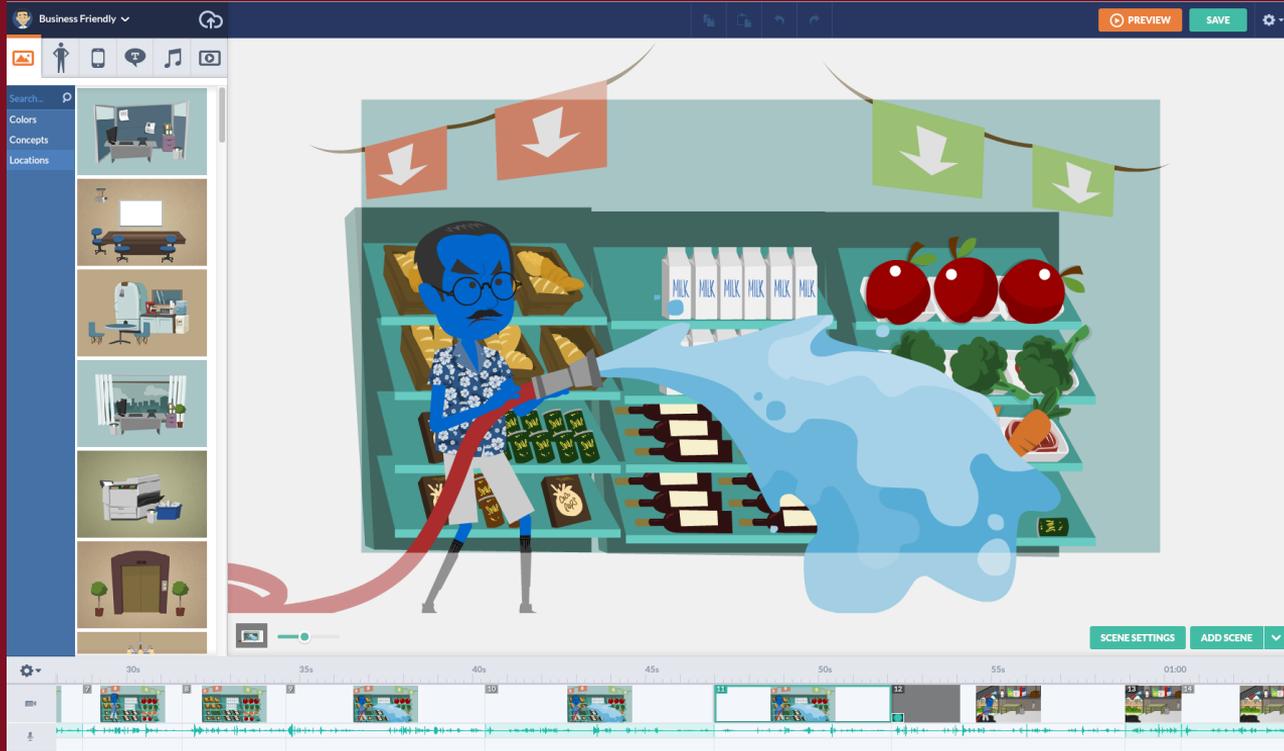
Pesticides can protect your health by killing germs, animals, or plants that could hurt you. However, they can also be harmful to people or pets. You might want to try non-chemical methods first. If you do need a pesticide, use it correctly. Be especially careful around children and pets. Proper disposal of pesticides is also important - it can help protect the environment.

Biologically-based pesticides are becoming more popular. They often are safer than

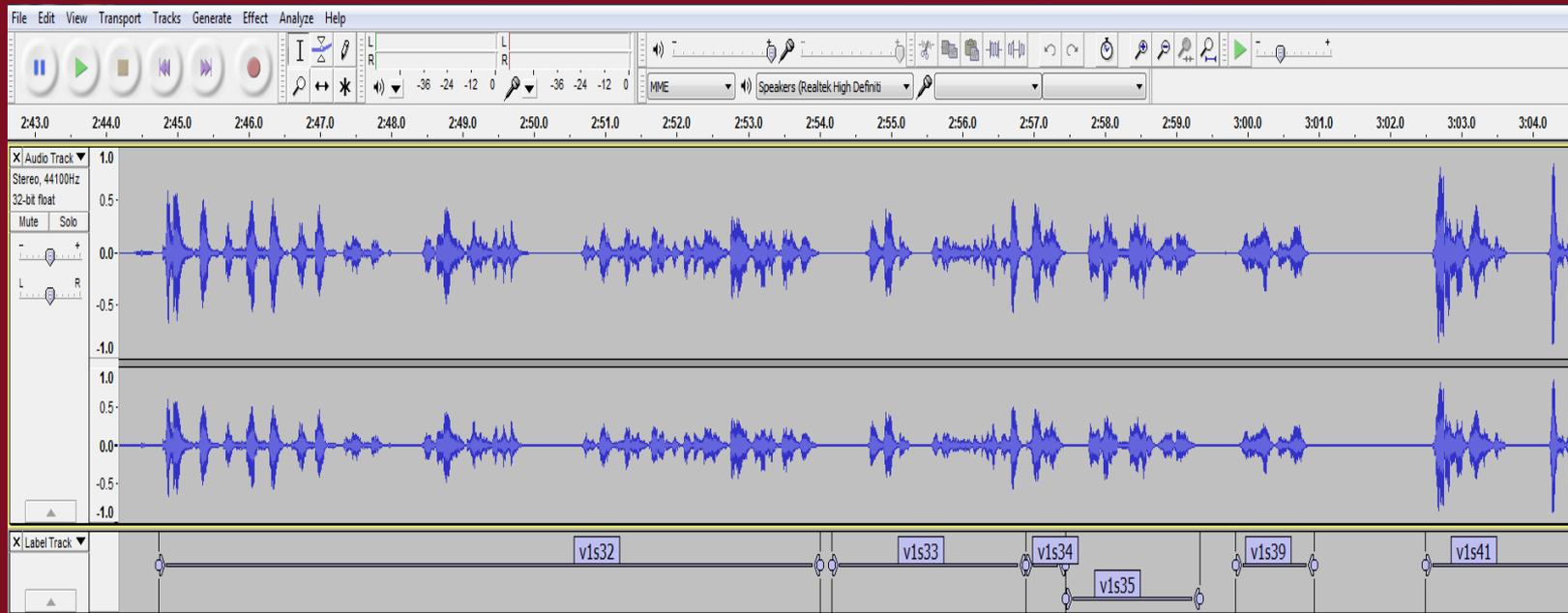
Animation Process Step 2: Storyboarding

On-Screen	Script	Notes
<ol style="list-style-type: none"> 1. Large Title: "Zest for Pests! Pesticides, the Environment, and You" 2. NLM logo and Student Portal Logo also present 	"Havanna Night" plays over the title cards and the next scene until the man wakes up.	
<ol style="list-style-type: none"> 1. David is sleeping in his bedroom which is covered in tiny penguins. 2. As David wakes and sees the penguins, his face becomes distressed 	<p>"Snore 2" sound effect, end with "snort" as David wakes up.</p> <p>DAVID: OH NO...</p> <p>"Suspense- Demon Lair" Plays</p>	
<ol style="list-style-type: none"> 1. David is standing in his kitchen with his hands on his head, looking distressed 	DAVID: ...THE HOUSE...	
<ol style="list-style-type: none"> 1. David is standing in the exact same spot of his study room with the same expression 	DAVID: ...IS INFESTED...	
<ol style="list-style-type: none"> 1. David is standing in the exact same spot of his bathroom with the same expression 	DAVID: ...WITH...	
<ol style="list-style-type: none"> 1. Extreme close-up of David's face with only penguins dancing about behind his head 	DAVID: ...MICRO-PENGUINS!!!!	

Animation Process Step 3: Animating



Animation Process Step 3: Voice Recording



Closing Thoughts

- Anyone can do health communication
 - Formally or informally
 - Various outlets to do health communication
- As future health professionals, consider how you'll promote health literacy and who you'll impact

Questions?

Thank You!

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References

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- Centers for Disease Control and Prevention. (2014). Health literacy: develop materials. Retrieved from <http://www.cdc.gov/healthliteracy/developmaterials/index.html>
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