



Hello I am Angela Makris and I am a final year Masters of Public Health Student with a concentration in Social Marketing and I presented a poster at the 2018 AUCD Conference , November 11-14th in Washington , DC. I was sponsored by the College of Behavior and Community Sciences which enabled me to attend the conference. What will follow is an overview of the research and the learnings I gleaned from attending the conference.

Conference



The conference had over 900 attendees from across the nation, including academics, graduate students, trainees and people working in community settings.

Research

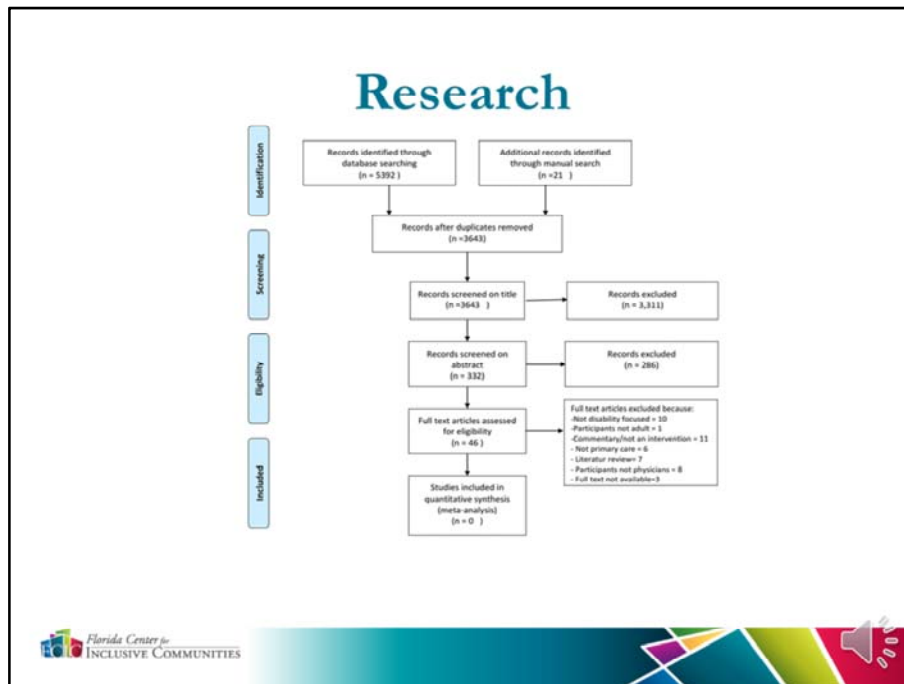
- **Study Purpose:** To determine how social marketing has been used within the primary health care setting as a tool for medical provider behaviour change.
- **Significance:** By identifying opportunities for social marketing research and practice to change medical provider behaviour, we will be able to inform interventions to decrease health disparities in the disability sector

My poster title is Social Marketing interventions to Primary Care Physicians to Decrease Health Disparities for Patients with a Disability in a Primary Care Setting. A Scoping Review.

I conducted the scoping review because people with disabilities account for approximately 18% of the US population but remain an unrecognized health disparity population. Adults with disabilities are high users of primary care. They make three times as many visits to the family doctor as their non-disabled contemporaries, and yet they report three times as many unmet needs and attitudes of providers towards people with disabilities remain a significant deterrent to good quality care.

The study purpose for the scoping review was to determine how social marketing has been used within the primary health care setting as a tool for medical provider behaviour change to decrease healthcare disparities for patients with a disability.

The review is significant because by identifying opportunities for social marketing research and practice to change medical provider behaviour, we will be able to inform interventions to decrease health disparities in the disability sector.



The scoping review found no papers to have a social marketing focus based on Andreason's Social Marketing Benchmark Criteria (SMBC) to change physicians' attitudes or behaviors towards people with disabilities.

What was found was that there is a need to ensure that healthcare professionals receive training opportunities that help 'demystify any associated anxieties fears and apprehensions when dealing with this patient group.

Research

Authors	No Of SMBC	Behavioral objective	Audience Segmentation	Audience Research	Exchange	Marketing Mix	Competition
Balogh, R., 2015	2	✓	x	x	x	2	x
Stahl, C., 2016	2	x	✓	x	x	2	x
Melville, C.A., 2006	4	✓	✓	✓	x	2	x
Hastings, R., 2017	2	✓	x	x	x	2	x

Four papers used social marketing, but for changing clinical behavior related to management and procedures only.

Overall the scoping review found that social marketing is underutilized for medical provider behavior change. A possible reason for the underutilization of social marketing within the sector, could be based on the medical model of disability that places an emphasis on impairment as the driver of disablement.

With an increase of disabled persons across the lifespan, almost every physician providing direct patient care will likely see an increase number of persons with a disability. Therefore for future research the social marketing community should collaborate with medical education colleagues to positively impact the way continuing education about people with disabilities is conducted to decrease health disparities in patient care.

Poster

Social Marketing Interventions to Primary Care Physicians to Decrease Health Disparities for Patients with a Disability: A Scoping Review

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Introduction

- People with disabilities account for approximately 20% of the US population but are an under-served disability population.
- Adults with disabilities are high users of primary care. They make three times as many visits to the family doctor as their counterparts without disabilities, and yet they report three times as many unmet needs.
- Attitudes of providers towards people with disabilities remain a significant barrier to good health care.



- There is a need to ensure that healthcare professionals receive training opportunities that help identify any unmet needs here and opportunities (Geringer & Reed, 2012, p. 16) dealing with this patient group. Social marketing based interventions may be well positioned to take on that role.
- **Study Purpose:** To determine how social marketing has been used within the primary health care setting as a tool for medical provider behavior change.
- **Significance:** By identifying opportunities for social marketing research and practice to change medical provider behaviors, we will be able to inform interventions to decrease health disparities in the disability sector.

Methods

- A scoping review of the scientific and grey literature was conducted for the period 2009 to April 2018. Databases searched PubMed, Web of Science, PsycInfo, and CINAHL.

- **Research Question:** How has social marketing been used within the primary health care setting to provide better care for patients with disabilities?

Search Terms

Search Strategy: Social Marketing AND/OR Behavior Change AND Disability
Disability: Physical Disabilities OR Sensory OR Mental Disabilities OR
Disability: Health Disparities AND Health
Keywords: Primary Health Care AND Primary Care
Keywords: Behavior Change AND Health Disparities AND Disability
Keywords: Health Promotion AND Health Disparities AND Disability
Keywords: Health Promotion AND Health Disparities AND Disability
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Results

- Four papers used social marketing, but for changing clinical behavior related to management and procedures only.
- No papers were found to have a social marketing focus based on Anderson's Social Marketing Benchmark Criteria (SMBC) to change physicians' attitudes or behaviors towards people with disabilities.

Author	Year	Target Audience	Behavior Change	Outcome	Setting	Country
Smith et al.	2010	Physicians	Increased use of assistive devices	Increased use of assistive devices	Primary care	USA
Smith et al.	2010	Physicians	Increased use of assistive devices	Increased use of assistive devices	Primary care	USA
Smith et al.	2010	Physicians	Increased use of assistive devices	Increased use of assistive devices	Primary care	USA
Smith et al.	2010	Physicians	Increased use of assistive devices	Increased use of assistive devices	Primary care	USA

Discussion

- Social marketing is underutilized for medical provider behavior change. A possible reason for the underutilization of social marketing within the sector, could be based on the medical model itself that places an emphasis on impairment as the driver of disability.
- Social marketing has the ability to identify causal factors and focus on behavioral change interventions, not just training, to achieve person-centered care through mid-stream interventions.
- Increased longevity of people with disabilities is resulting in increased patient load to medical providers, resulting in greater need for appropriate training.
- The social marketing community can collaborate with medical education colleges to guarantee impact the way continuing education about people with disabilities is conducted to decrease health disparities in patient care.

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Poster presentation

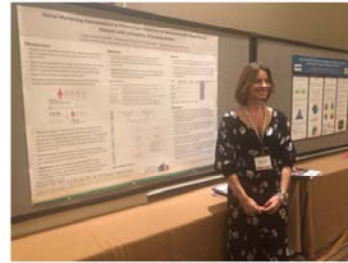
The presentation can be found on youtube with closed captions

<https://www.youtube.com/watch?v=CusXv-7EdTg>



Please click on the link for a video of the poster presentation

Learnings



The AUCD Conference was a wonderful opportunity to mingle with people who have a passion to better the lives of people with disabilities who work in research or on the front line. The conference provided me with valuable feedback on my poster and research area. So much so that like-minded academics would like to collaborate further on future social marketing and disabilities research.

Attending the conference exposed me to diverse research styles and a deeper understanding of the needs people with disabilities have in the primary care sector, as well as how diverse public health issues are being addressed through behavior change interventions, which I am not usually exposed to in a general public health setting. Some of these processes are transferable, and I hope to be able to apply them in future research projects.

Acknowledgements

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