Digital Health Videos at Global to Local

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Problem Space / Project Description

- Currently South King County experiences disproportionately negative health outcome
  - 4 times higher diabetes prevalence and death than surrounding communities
  - Health outcomes similar to many areas in rural Kenya (Swedish outreach)

- Complicating this problem is enormous diversity
  - Over 70 languages / 80 ethnic groups
  - Dis-trust in Western medicine

Problem Space / Project Description

- Community Health Promoters
  - Perform outreach
    - Classes (schools, community center, church and mosque)
    - Health screenings / referrals
    - One-on-one

  - Serve Eritrean, Ethiopian, Somali, Latino communities (3 promoters)
    - Focus on oral health, nutrition, diabetes

Solution -

- Digital Health Videos
  - Extends the abilities of health promoters

  - Help influence behaviors - convince community members that there are health risks, can perform tasks, change behaviors.

  - Document community members performing tasks, managing their health, etc.
    - Social cognitive theory - **self-efficacy**
    - Health Belief Model **- attitudes**
    - Theory of Reasoned Action - **norms**

  - **Modeled from DIGITAL GREEN**

Fieldwork

Interviews with director of G2L, three health promoters

- Semi-structured interviews: self / community technical capability, community health concerns, opinions on supports / obstacles to using digital video

Findings

- Wide variety of technical abilities
- Privacy - cultural constraints / political constraints
- Trust - differences across cultures
- Nutrition / diabetes awareness is important
- Developing a tool premature, focus on intervention now

Next Steps

- Focused on video production
  - Weekly meeting with Adam and health promoters coming up with ideas / resources for content
    - Start with DG ideas - branch out
    - behavior shift / behavior is attainable / vetted
- Shoot content

- Create standard operating procedures (storyboarding, editing guide)
- Formative evaluation of videos
  - Content, mediation, screening - variables of interest
  - Reiterate

Then, think about how can technology support...