

Targeted and Tailored Messages for Dealing with Depression



Time	Session
8:30-8:45	<p>Welcome</p> <p>Richard Kravitz, MD, MSPH, Conference Co-Director Sergio Aguilar-Gaxiola, MD, PhD, Conference Co-Director</p>
8:45-9	<p>The Importance of Depression Screening and Treatment Friends for Survival</p> <p>A member of the Friends for Survival support network will recount her experience losing more than one family member to depression and highlight the importance of innovative strategies that help people experiencing depression find the care and treatment that is right for them.</p>
9-9:45	<p>Conference Plenary Reaching Underserved Populations with Health Messages in a New Media World Michael Mackert, PhD</p> <p>Dr. Mackert will discuss health education efforts and tools to reach underserved populations, including examples from both traditional mass media and new digital media. He will also talk about strategies for incorporating the voice of underserved populations in health education campaigns. He will address the need for formative research in the design of campaigns, as well as potential of new media to help members of underserved populations share their own stories with one another through YouTube, Twitter, and Facebook.</p>
9:45-10:30	<p>Targeting Keynote The Science of Targeting and its Application in Health Care Lisa Cooper, MD, MPH</p> <p>Dr. Cooper will describe approaches to enhancing cultural sensitivity in health care and developing relationship-centered skills to more effectively meet the health needs of a broad array of social/cultural groups. She will explain how targeting and tailoring (on the basis of shared characteristics of the members of defined population subgroups) can be combined to acknowledge individual differences when designing population-specific health messages relevant to a larger group and identify advantages and disadvantages of more and less inclusive approaches to targeting.</p>
10:30-10:45	Break

Time	Session
10:45-11:15	<p>Targeting Session #1 How Can We Know What They Know: The Role of Formative Research in Investigations of Depression Debora Paterniti, PhD Robert Bell, PhD</p> <p>Drs. Paterniti and Bell will present the strategies they used for selecting people who provided insights about understanding depression symptoms and seeking care and treatment as well as the qualitative and quantitative methods used to elicit their stories. This presentation will focus initially on the process of and strategies for “finding out” about patient experiences using a mixed-methods approach. It will then address the benefits and pitfalls of the chosen strategies and the most interesting findings from the formative research process.</p>
11:15-12:15	<p>Targeting Session #2 Public Service Announcements: Preserving the Verve without the Hype Ron Epstein, MD Tony Caccamo</p> <p>In this session, Dr. Epstein and Mr. Caccamo will describe the process of developing demographically targeted public service announcements (PSAs) to encourage patients to seek care for symptoms of depression. They will bring a vivid perspective to the creative process, focusing on:</p> <ul style="list-style-type: none"> ▪ Content development, namely scriptwriting, using actual words that patients use, and incorporating feedback from doctors; ▪ Casting, with special attention to group targeting income, race, sex, credibility (avoidance of stereotypes), and wardrobe (including input about perceived social class); and ▪ Production, including the order of images, timing/pacing and music, and responding to input from market testing to create parallel stories.
12:15-12:45	Lunch

Time	Session		
12:45-1:30	<p>Tailoring Keynote Tailoring: A Better Approach for Reaching Diverse Audiences? Matthew Kreuter, PhD, MPH</p> <p>Dr. Kreuter will use examples of tailoring to show how community and clinical settings can serve as conduits for behavior change. He will explain the underlying principles of tailoring, describe the importance of reach (finding the right people) and effectiveness (delivering the right messages), and highlight the value of delivering tailoring interventions in facilitative environments (clinics or community agencies) with links to resources.</p>		
1:30-2:30	<p>Tailoring Session #1 Tailored Interactive Multimedia Computer Programs (IMPCs) in the Doctor's Office: Activating Patients with Technology Anthony Jerant, MD Paul Duberstein, PhD</p> <p>Drs. Jerant and Duberstein will review the use of tailored health information interventions in outpatient offices as a way of favorably influencing patient health behaviors and outcomes. While they will discuss intervention development as it relates to depression, the concepts reviewed will relate broadly to the following questions:</p> <ul style="list-style-type: none"> ▪ What are the issues and implications of deploying personally tailored interventions in outpatient offices? ▪ What kinds of health problems can be addressed with this approach? ▪ How can health behavior theories and research be employed to help select individual patient characteristics for use as tailoring variables and guide creation of tailored messages? 		
2:30-2:45	Break		
2:45-3:45	<p>Breakout #1 PSAs for Low-income Audiences Facilitators: Ellen Schaefer, Lisa Cooper</p>	<p>Breakout #2 PSAs for Mid-income Audiences Facilitators: Ron Epstein, Mike Mackert</p>	<p>Breakout #3 Interactive Multi-media Computer Program Facilitators: Tony Jerant, Paul Duberstein</p>
3:45-4:15	<p>Interactive Discussion #1 Implementation: Meeting Expectations in Clinical Settings</p>		

Time	Session
	<p>Facilitator: Sergio Aguilar-Gaxiola, MD, PhD</p> <p>Dr. Aguilar-Gaxiola will lead a group discussion involving the five questions the breakout groups addressed relative to their critical review of a specific intervention:</p> <p>What is your impression of the tailored IMCP as a whole, and/or any specific components or elements in the intervention?</p> <p>What are your thoughts about whether and how this type of intervention could be implemented in the clinical settings with which you are familiar?</p> <p>How could this kind of intervention, if it proves to be clinically useful, be disseminated into general clinical practice?</p> <p>What are your thoughts about whether and how this type of intervention could be implemented in nonclinical settings, such as community agencies, or as part of a community-wide depression screening initiative?</p> <p>What modifications do you think would be needed to make this kind of program more acceptable to the people with whom you are most familiar—your patients or clients?</p>
4:15-5	<p>Interactive Discussion #2 Dissemination: Measuring the Fit of Intervention to Environment</p> <p>Panelists: Jo Ann Johnson, LCSW, Ethnic Services Manager for Sacramento County Mental Health Division; Alia Karim, MD, Medical Director for Monterey County Behavioral Health; Robert McCarron, DO, Training Director of the combined Internal Medicine/Psychiatry Residency Program at UC Davis; Sheri Pruitt, PhD, Director of Behavioral Science Integration for Kaiser Permanente in Sacramento/Roseville, CA; David Shern, PhD, President and Chief Executive Officer of Mental Health America; and Peter Yellowlees, MD, Director of the UC Davis Graduate Program in Health Informatics and Professor of Psychiatry.</p> <p>Facilitator: Sergio Aguilar-Gaxiola, MD, PhD</p> <p>Dr. Aguilar-Gaxiola will elicit post-conference commentary from six panelists representing the perspectives of mental health/primary care integration, health disparities, managed care, health education, national advocacy, and county mental health. Each panelist will be asked to address the fit of targeting/tailoring interventions in clinical settings based on his/her sphere of influence.</p>
5 pm – 6 pm	Reception