

Utilizing Technology to Deliver Public Health Messaging: *An Environmental Scan of Community, School, Tribal, Worksite, and Healthcare Sectors in South Dakota*

WORKSITE



Demographics: Sixteen respondents represented the worksite sector, which was the lowest response rate by sector for the survey. Respondents indicated the number of employees at their worksite included the following in Table 2. The industry respondents (n=14) represented 14.29% (2) Construction, 7.14% (1) Education, 14.29%, (2) Government, 42.86% (6) Manufacturing, and 14.29% (2) Non-profit Organization.

Table 1 - Employee Population

| Employee Population | % (Number) |
|---------------------|------------|
| 0-25 | 6.25% (1) |
| 26-100 | 25% (4) |
| 101-250 | 31.25% (5) |
| 251-500 | 25% (4) |
| Over 500 | 12.5% (2) |

Patterns of Technology Use: Worksite staff are largely the audiences targeted by the top three technologies utilized to deliver public health messaging, e-mail, website, and social media, with smartphone applications as one of the least utilized technologies. The focus of messaging of health education, health promotion and prevention, as well as healthcare reminders. The health topics addressed through messaging is largely physical activity and nutrition, injury prevention, and tobacco, with cancer and oral health the least addressed health topics. Other topics addressed indicated all topics related to wellness are addressed throughout the year.

Feasibility of Technology Use: The effectiveness of technology used to deliver messaging varies, with achieving desired health outcomes and social media engagement as the top two used, however worksites also use page view, response rate and referrals/enrollments in evidence-based programs as other effectiveness measures. However, some worksites do not have the ability to measure page views or do not use a measurement. Individual staff persons and a communications team deliver messaging, with human resources identified as other staff persons assigned to deliver messaging. Staff are tasked with posting, developing content, and scheduling delivery of messaging, with one site who evaluates messaging. Content is primarily shared from other sources, followed by determined in advance and contributed from other organization staff.

Effectiveness Measurement

“I can see how many people looked at my e-mails, but there is no measurement as to how the information is used.”

-Worksite Staff

Worksites indicated they do not use tools to manage delivery of messaging via social media, however Facebook, and School Messenger was indicated by one worksite. Internet access was identified as the primary barrier to using technology to deliver messaging, followed by budget, and lack of tools (e.g. technology).

Additional Information to Inform Technology Use for Public Health Messaging: Half of respondents indicated no challenges with using technology to deliver messaging to address areas of chronic disease, while some indicate challenges with focusing on a specific disease, finding the right media and content to deliver, or having the ability to reach everyone and leave a positive impact. However, worksites have experienced successes using technology to deliver messaging, including distribution of event information, registration and participation for wellness screenings, Quit Tobacco Program, or staff weight loss using wellness tips received from internal e-mail system and participation on local fitness events. Technology is challenge for some worksites to use, however it is utilized when feasible.