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E-HEALTH interventions using avatar videos to address health disparities: Results of online survey evaluations conducted by the research group on disparities in health

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This oral presentation presents results of studies conducted by the Research Group on Disparities in Health (RGDH) where avatar videos have been developed as brief online e-health interventions designed to address health disparities. The avatar videos have provided e-health on topics ranging from HIV risk reduction strategies for MSM, to education on the HIV window period for diverse men, to education on nine methods of pregnancy prevention for African American women, to education on MyPlate and physical activity designed for African American mothers and their children, as examples. The presentation describes the process of designing avatar videos, writing scripts, launching social marketing campaigns to disseminate videos, and conducting online research to evaluate the impact of the videos. The results collected via online surveys are described, while the role of integrated theory in providing a rationale for the e-health interventions is also discussed; specifically, this involves a role for the theoretical constructs involving the stages of change, self-efficacy, diffusion of innovations, as well as a role for assessing knowledge. Numerous original surveys are also reviewed, including data on their having excellent internal consistency, thereby providing access to culturally appropriate research tools for other researchers. Collectively, the links to the avatar videos in the public domain and on special e-health websites, along with the research findings and original research measures, provide a broad introduction to the potential for e-health specifically designed to be culturally appropriate in light of consumer characteristics and needs to have a significant impact on population and community health.

Biography

Barbara C Wallace is a Psychologist, tenured Professor of Health Education, and Coordinator of the Programs in Health Education and Community Health Education within the Department of Health and Behavior Studies, Teachers College, Columbia University. She is Co-Director of the Center for Health Equity and Urban Science Education (CHEUSE), and Director of Health Equity, CHEUSE. Further, she is Director, Research Group on Disparities in Health, as well as Director, Global HELP – Health Education Leadership Program. She is Editor-in-Chief of the online Journal of Equity in Health; author of 7 books/edited volumes, as well as numerous peer-reviewed journal articles.

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