

A photograph of two women engaged in a conversation outdoors. The woman on the left, wearing glasses and a blue jacket, is gesturing with her hand while speaking. The woman on the right, wearing a purple scarf and a dark jacket, is listening attentively. In the background, other people and city buildings are visible, suggesting a public space like a park or plaza.

What Community Engagement Taught Me About Health Communication

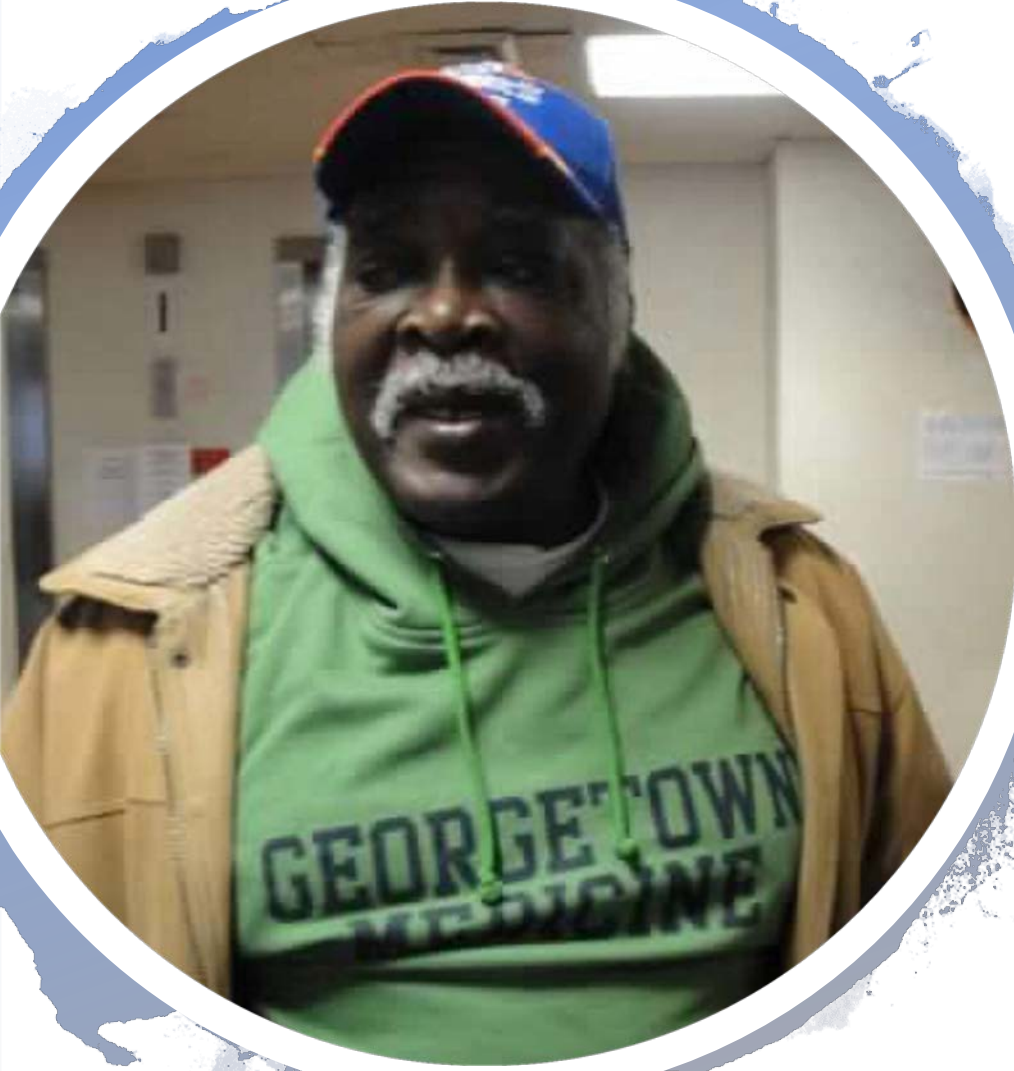
Lisa K. Fitzpatrick, MD, MPH, MPA
Founder, Grapevine Health

Overview

- Health literacy and Dr. Lisa
- Dr. Lisa on the Street
- Grapevine Health
- Suggestions from the field
- So what now? Calls to action



When health communication goes wrong



How does someone like me access someone like you on a regular basis?



Digital health research study⁺

- **Medicaid patients in Washington, DC**

- Ward 8

- **Objectives**

- **Assess:**
 - Mobile phone ownership
 - Interest in digital health engagement
 - Trusted sources of health information



The
**COMMONWEALTH
FUND**

- **Findings**

- Mobile phone ownership nearly ubiquitous
- Engagement with digital health tools low but interest high
- People trust health information from friends and family more than doctors

⁺ <https://www.commonwealthfund.org/blog/2018/time-now-case-digital-health-innovation-poor-and-underserved>

Grapevine Health

- Patient Engagement
- Health Literacy
- Community Outreach





Suggestions from the field



Speak so you can be heard

Health communication feedback

- “If I can’t understand you I don’t trust you.”
- “My doctor has an accent. I have an accent so it’s like I have to translate twice. I can get about 50% of it.”
- “[The doctor] didn’t explain it but he wrote gastroparesis on my paper. I didn’t know that word but I know paresis means something don’t work. My stomach was hurting so was he saying my stomach is broken?”





**Value trust.
It is a currency that matters**

Medicaid cancer audit

- Cancer is 2nd leading cause of death in the District*
 - Prostate, breast, lung, colon
- Only 47% treated in FY'17 and '18**
- 20% have metastasis at diagnosis



The poster features a black header with a white icon of a heart inside a speech bubble and the text "GRAPEVINE HEALTH". Below this is a large yellow arrow pointing right, containing the word "CANCER" in a large, bold, serif font. To the right of the arrow are four photographs: a man looking up, a woman reading, a man with a beard and sunglasses, and a woman with sunglasses. At the bottom right is a pink ribbon logo with the text "OUTREACH + EDUCATION" and "THELMA D. JONES BREAST CANCER FUND".

CANCER

Have you been told you have cancer but have not been treated?

We want to talk to you!

Call or text us @202-270-5647 to join a group chat or talk 1 on 1 with a doctor

OUTREACH + EDUCATION
THELMA D. JONES
BREAST CANCER FUND

*District of Columbia Community Health Needs Assessment, DC Department of Health, 2014

**Health Equity Report for the District of Columbia 2018, DC Department of Health



Show up and engage where people are



Cancer Messages and Misconceptions

- Uniformly fatal, i.e. a death sentence
- Contagious
- Stigmatizing
 - Hushed tones
- Treatment is experimental
 - Clinical trials are scary!
- Screening saves lives
- Importance of family history



Embrace social media

7:24 AM
facebook.com

When you wake up in the morning and your legs are covered in hives and you try not to panic. I have two hours to self-diagnosis myself into an anxiety attack before urgent care opens.

Like Comment

why go to urgent care when every ER is open right

4 Replies · 19 mins

Google is making me wonder if this 2am anchovy snack could be the cause???? But I've had anchovies on my salads with no problem.

Like Reply · 24 mins

Or the 8 Atomic Fireballs? Don't judge me. Lol!

Like Reply · 1 · 20 mins

The internet is not your friend for urgent medical conditions 😂. FYI, allergic reactions can pop up after you've eaten that food. I discovered I had a super serious allergy to an antibiotic after taking it for 9 days. If urgent care opens in an hour - go - they might see you w/o the opening appt bc allergic reactions are time sensitive depending on symptoms. If it doesn't open soon go to the ER girl!

Like Reply · 1 · 17 mins · Edited

Thanks! 😊

go to INOVA mount vernon. there's never a wait, the staff is great, and it's not that far

Like Reply · 1 · 23 mins

Do you have any Benadryl? You can take that while you wait for urgent care to open to relieve symptoms

Like Reply · 14 mins

I was going to wait to take anything so they could see what it is. I've taken some pictures.

Like Reply · 14 mins

Write a reply...

Yup, taking a shower and getting dressed. These suckers are spreading on my hips now.

Like Reply · 14 mins

Def hit the ER or the place Stephen mentioned. Sending good thoughts to a speedy recovery.

Like Reply · 12 mins

Write a reply...

Go to NOVA ASAP please mam and thank you

Like Reply · 1 · 11 mins

Lisa Fitzpatrick Call me

Add Friend

Suggested Groups

HII I'M TIFFANY
I started this LIVE SHOW to questions, receive...

Dream Catchers : LIVE R w/ The Budgetnista
10 friends · 262,517 members

WE STAND T
10~31~2

NYC The place to be.....
33,138 members

English (UK) · English (US) · Português (Brasil) · Français

Privacy · Terms · Advertising · Cookies · More · Facebook © 2017

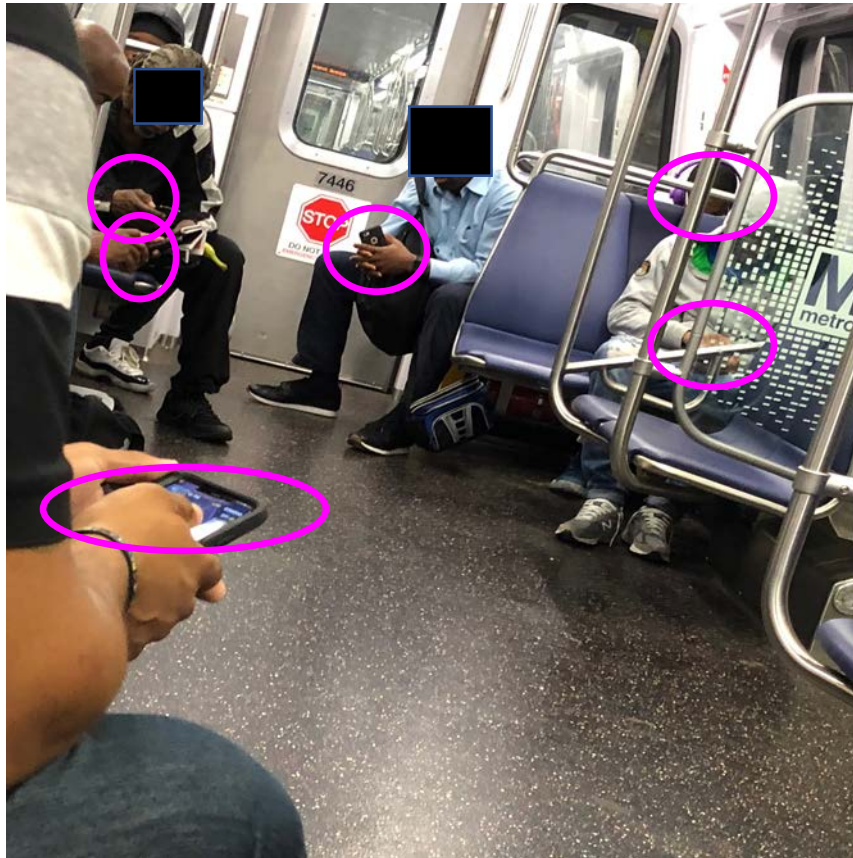
4:58 PM
facebook.com

Dr. Lisa Fitzpatrick I've called a nurse advice hotline in the past and this experience of using #TeleHealth was WAY BETTER for the following reasons:

1. When you call the nurse advice line you already don't feel good and you are clearly worried enough to call. So when you are trying to navigate the computer directory to even get to the nurse hotline your worry turns to anxiety that can then turn to frustration. So before you even get to the nurse you can already be in a heightened and negative emotional space. I like the idea of taking advantage of technology in such a way that you can have an avenue to feel like the resource is closer than a phone call or more personal than a voice.
2. And as well-trained a representative from a nurse advice line can be, they are still a stranger. They can't show me their face over the phone, I can't see if they have kind eyes or they are smiling. And I think when you are feeling sick or have a medical issue the bedside manner is just as important as the medical advice. In this experience, seeing your profile picture during our convo reminded me this is a real person and not just an MD and this real person was really concerned about me. I think integrating other social media/tech aspects such as Facebook Live really would bring that to life.
3. When I have called a nurse advice line, I had to describe what was going on and I had to describe what I was seeing. I'm not an expert and I don't know what to look out for. Our interaction was limited by my powers of observation. When I was able to speak to Dr. Fitzpatrick I was about to provide her with photos in real time of my hives. We were able to discuss what was going on AND I was able to provide unbiased evidence of my symptoms. That was boss!
4. Using tech/social to get medical advice is helpful because it 1) creates easier access 2) builds off of a platform and/or experience that I am already familiar with. I don't have to learn anything new.
5. Duh, it's convenient?!
6. This experience is also holding me accountable for looking into this allergy situation because 1) you were so nice to help me 2) I now have a record of what happened when I had the reaction and 3) since you helped me it is inspiring me to take the next step and find out what is causing this allergic reaction.
7. It was fast and I was able to get the info from my home, which is where you want to be when you are feeling sick or having an allergic reaction.
8. It's just a really great idea?! The word is changing, technology is changing and while this experience may not eliminate the need to ever go to urgent care or see a doctor in person (which you should still do when necessary) it did provide another (and in my opinion, way better) avenue to get sound medical advice from a medical professional that you can trust. That's how you build a foundation of care.

Now pretty please, make this happen! 😊

There's a captive audience on social media



Promoting Practical Health, Inc.

**CONFUSED ABOUT HEALTH ?
DON'T LIKE HOSPITALS?
HELP US UNDERSTAND
WHY!**

202-702-8175

CALL OR TEXT US

OR EMAIL YOUR QUESTIONS TO
DCDIGHEALTH@GMAIL.COM

People have asked...

- Can you get sex disease from a toilet seat?
- Can eating potato chips raise my blood pressure?
- I can't understand what my doctor said
- How do I know if I have the flu?
- Is it okay to take my meds every other day, to save money?

FREE HEALTH COACHING BY A BOARD CERTIFIED PHYSICIAN!

<http://promotingpracticalhealth.org>

GRAPEVINE HEALTH



CANCER

You been told you
cancer but have not
treated?

Want to talk to you!

Text us @202-270-5647
Join a group chat or talk 1
on 1



grapevinehealth



grapevinehealth What questions do you have about cancer? Write them below! [#cancer](#) [#healthliteracy](#) [#healthinformation](#)

1d



What if the problem is ...
you don't know what to ask given
the numerous types but are
concerned that that pain may be
the beginning stage and all your
doctor is doing is prescribing
painkillers without adequate
testing or that lump may be more
than just keloids or muscle
irritations but the doctors are
doing what patients believe is
assembly line medicine.

20h



2 likes

1 DAY AGO



Putting it to use

- Train organization top to bottom in health literacy
 - What language are we using? Taking for granted? **(Includes physicians)**
 - Demystify cancer treatment and research
- Assess barriers to social media use in your organization
 - Real vs. perceived vs. uncharted territory
 - Benefits outweigh risks for delivering health information
- Understand the patient/consumer/customer
 - How do you gauge trust? Does your organization value trust?
 - Find ways to get proximal, view the problem, ask about the solution

Thank you

- info@grapevinehealth.co
- <https://grapevinehealth.co>



Lake Kariba, Zimbabwe
Photo credit: Lisa K. Fitzpatrick