Leveraging Natural Attention Cycles for Targeted Health Communication

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The Monday Campaigns
The Monday Campaigns: Overview

Our goal: To reduce chronic preventable diseases by encouraging individuals and organizations to join together to dedicate the first day of every week to health

Our approach:
• Bottom up viral dissemination of concepts
• Top down recruitment of key influencers and organizations
• No paid media
• No licenses or formal partnerships

SUSTAINABLE PREVENTION
History of the Monday Campaigns

**Meatless Monday** started in 2003 with Johns Hopkins University Center for a Livable Future

- Founded by former ad exec Sid Lerner
- Revival of World War II campaign

Expanded in 2006 to address other health behaviors with Johns Hopkins, Columbia and Syracuse Universities

- nutrition
- physical activity
- tobacco cessation
- overall wellness
Why Monday?

• Monday is a shared cultural experience that provides a social context for change

• Taps into pervasive weekly cycle of planning and renewal that shapes our lives

• There are 52 of them!

*Periodic frequent messages can foster small, incremental steps that build over time*
Preliminary Research

Secondary literature reviews

- Effectiveness of periodic messaging
- Cultural significance of Monday

I see Monday as a day...

- for a fresh start: 40%
- to get my act together: 30%
- to dread: 20%
- like any other: 10%

Online survey conducted by FGI Research among 2000 18+ representative sample. Sampling error is +/- 2% at the 95% confidence level.
Recent Research

**Purpose:** To determine whether health behavior data exhibit regular patterns over time, and if so, what the “periodicities” of these patterns are

**Research Questions:**

• Are individuals influenced more by *weekly* or *monthly* messaging?

• What *medium* is most effective in influencing health behavior change?

• Do certain *health behaviors* lend themselves more to periodic messaging than others?
Why are patterns important?

- Leveraging natural rhythms or trends in human behavior can help make behavior change easier
  - Easier to form new habits when the behavior is not a significant departure from current habits

- Marketers have known this for years, and take advantage of these trends to sell products via timing of campaigns and “nudges”

For example, Prince Spaghetti uses weekly cycle to promote their product
How We Usually Approach Data

• Reports often aggregate data into months or years to demonstrate overall trends
  – Tells us our “reach”
  – Helps us evaluate program outcomes

Example: Quitline Analysis

Another way to look at the data...

- Look at changes over shorter periods of time
- Look for patterns rather than just overall trends
  - stages
  - years
  - seasons
  - months
  - weeks
  - days
  - hours
  - minutes
  - the moment
Why Study Patterns Over Time?

*These patterns can tell us:*

**When** people are open to changing behavior...

...and therefore **when** to concentrate health promotion and outreach (i.e. our **CUES TO ACTION**, per the Health Belief Model)
Example: State Tobacco Quitlines

States Responded (n=30)

Incomplete Data Sets (n=13)

Complete Data Sets (n=17)

Limited Weekend Hours (n=1)

No limited Weekend Hours (n=16)
What is the *month to month* pattern?
What is the *week to week* pattern?

Week-by-week Call Volumes for Sample State Quitline, 2010

![Week-by-week Call Volumes for Sample State Quitline, 2010](chart)

0 1000 2000 3000 4000 5000 6000 7000

1 3 5 7 9 11 13 15 17 19 21 23 25 27 29 31 33 35 37 39 41 43 45 47 49 51
What is the *day to day* pattern?
A Closer Look: Days of the Week

**Weekly Pattern in Quitline Usage:** Across quitlines, calls increase at the beginning of the week and decrease at the end of the week.
Similar Patterns: YMCAs

**Weekly Pattern in YMCA Usage:** Facility utilization increases at the beginning of the week and decreases at the end of the week.
Similar Patterns: Internet Searches

Relative volume of Google searches involving the word “Healthy”

Source: Google Insights for Search
Similar Patterns: Website traffic

Source: Google Trends for Website
According to 2011 nationwide survey, Monday is the most popular day for new health behaviors.
Weekly Trends in Health Behavior

• Motivation and Aggression

• Physical Activity in Children
Implications for Practice

- Promote healthy behaviors at the beginning of the week when people are paying attention (or “open to buy”)
  - Schedule weekly texts/emails at this time

- Consider weekly messaging to augment existing annual promotions

- If you need to scale back hours due to budget cuts or other reasons, do not do it at the beginning of the week!
Mapping to Existing Media

• Many forms of media exhibit weekly cycles that you can leverage for promotion
  – Magazine & newspaper editorial schedules
  – TV news program features
  – Email news digests
  – Blogs and social media
Tips, Emails and Tweets

**Bite for the Better**

Sure calories are an important part of maintaining or losing weight, but so are nutritious, healthy foods. Eating unprocessed foods like fruits, vegetables, beans and whole grains increases your energy, lowers your risk of health problems, helps you maintain a healthy weight and sets a good example for friends and family!

This week focus on making healthy food swaps at every meal. Replace your lunchtime serving of chips with crunchy carrot sticks, or start your morning with oatmeal and fruit instead of a bagel and cream cheese. You’ll soon discover how delicious nutritious foods can be!

**Slow and Steady Wins the Race**

Fitness doesn’t have to be hard work! Start with small changes in your routine and build from there. Walk a Monday Mile after dinner, do crunches during commercials or dance while cooking. Even a little extra movement can improve health and reduce stress.

**Healthy Monday Tip**

Be Environment Conscious: Foolproof your space by getting rid of junk food in the fridge/cabinet. Put good foods where you’ll see them.

http://www.mondaycampaigns.org/home/resources/healthy-monday-tips/
Media Success: Meatless Monday

• Building on the idea of weekly media promotion cycles, Meatless Monday has achieved...
  – Pickup by over 200 bloggers and online media
  – Official “declarations” in numerous cities and counties
  – Participation by hundreds of popular restaurants and food service providers
Meatless Monday Survey

A 2012 nationwide Meatless Monday survey revealed...

35.8% of those aware of the Meatless Monday campaign said it had influenced their decision to cut back on meat

Thanks to Meatless Monday I eat more...
Fruits 65%
Vegetables 73%
Beans 42%
Whole grains 47%
Nuts 38%

Source: Online survey conducted by FGI Research among 1000 18+ representative sample. Sampling error is +/- 3% at the 95% confidence level.
Meatless Monday in 22 Countries
Leveraging the Pattern – Man Up Monday

• Murray State University
  – Successful collaboration with county, state and private industry
  – Data collected from students at the clinic showed:
    • 94% of the students had heard of Man Up Mondays
    • 82% felt the campaign applied to them
    • 53% had come in for testing because they saw the Man Up Monday posters around campus
    • 57% had NEVER been tested for HIV before
Leveraging the Pattern – Move It Monday/Monday Mile

- City of Syracuse
  - 9 walking routes established
  - City declares “Move It Monday”
Leveraging the Pattern – Quit & Stay Quit Monday

- Smokefree Women (NCI)
  - Monday Pledge
  - Monday e-cards
  - Weekly social media content
Quit & Stay Quit
Monday
RECOMMIT TO QUIT.
Program Overview

Three strategies:

• Seven week group counseling curriculum

• “Quit Buddy” system

• Text messaging
Group counseling curriculum

- Based on University of Pittsburgh program
- Participants have contact either in-person or remotely via web conference each Monday
Quit Buddy system

- Every participant selects a Quit Buddy for ongoing support

- Can be a family member, friend, or quit line counselor

- Buddies expected to check-in with each other every Monday
  - Anticipate triggers
  - Discuss progress towards quit goals
  - Strategize about overcoming cravings or slips
Text Program

• Participants opt in

• All messages based on “Monday insight”

• System asks every week whether participant was successful with quit attempt from previous week
  – Participants split into two tracks depending on quit stage (made initial quit attempt vs. no quit attempt)
WE'RE LOOKING FOR A FEW SMOKING HOT MEN AND WOMEN
(Who want to quit.)

Free quit smoking program starts Monday, July 22nd

Dial 2-1-1 or 1-800-346-2211 to sign up!

• Trained personnel from four counties in New York

• Great local media pick-up

• Local information line (2-1-1) handling program participant assignment

• Offering weekly sessions at various times both in-person and as web conference
Future Pilots
Community-wide Application

- Media
- Government
- Retailers & Restaurants
- Community Groups
- Worksites
- Schools
Future Research

• Test messaging at different times of week to see effect on health behavior patterns
  – Determine whether these effects are moderated by extent to which messages contain day-of-week specific content (e.g. “Start your week right by...”)

• Look at exposure delays between promotions and behaviors

• Compare impact of weekly messaging on different health behaviors (e.g. smoking cessation, physical activity, nutrition)

• Investigate effectiveness of weekly messages in different community settings and media
Let's Make

**Monday**

The Day All Health Breaks Loose!
Contact Information

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