

Chain of good practice in using popular culture in public health

1. Be clear about your health aims
2. Be clear about who the target group are
3. Research into the target groups' attitudes, beliefs and attitudes about the health issue, including
 - a. Where is the target group in the Stages of Change modelⁱ e.g.
 - i. Pre-contemplation, not even considering changing their lifestyle
 - ii. Contemplation, considering changing their lifestyle
 - iii. Preparation, getting ready to change
 - iv. Action, in the process of change
 - v. Maintenance, have changed
 - vi. Relapse, had changed but have gone back to old ways
4. Research into the target groups' interests e.g. comics
 - a. How could they potentially be used for health promotion issues?
 - b. When and where can they be reached e.g. where might the target group pick up a comic?
5. Look into whether the approach has been used before in the health or commercial sectors. What can be learnt from this?
6. What theoretical approaches underpin the work? Why should it bring about a change in health? Theories may be needed both from communication and health education studies. Consider particularly why the target group should be attracted to your particular 'product' in the first place
7. Look into the technicalities about how to actually use the potential approach e.g. how to write a professional standard comic
8. What might the cost-effectiveness be of the potential approach compared with other ideas?
9. Bring all the above information together
10. Work with popular culture professionals, e.g. an experienced comic artist, as well as health professionals. Discuss the best ways to work together. If you are thinking of using unskilled lay people, make sure they are properly trained
11. Decide on evaluation method
12. Pre-test the approach with the target group and make adjustments
13. Put the approach into action and monitor it
14. Carry out an evaluation
 - a. Inputs: What went into the project?
 - b. Process: How was the project carried out? What were systems and relationships like?
 - c. Outputs: What was produced as a result of the project?
 - d. Outcomes and impact: Has there been a behaviour change as a result of your project? Has health improved?
 - e. Cost-effectiveness: Given its cost, did the project deliver compared to other ways the money could have been spent?

(For more on evaluation see www.sexanddrugsandrockandhealth.com/page15.htm)
15. Share any learning

ⁱ PROCHASKA, J. AND DICLEMENTE, C., 1983. Stages And Processes Of Self-change Of Smoking Towards An Integrated Model Of Change. *Journal Of Consulting Clinical Psychology*, 51, Pages 390-395.