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Conceptual models used to guide the design, evaluation, and D&I of the intervention

I think there are a couple of key concepts and principles that are behind Ozioma, not a single theory but some key concepts. So one of the concepts is tailoring or customization of information. And that relates to a number of core theoretical principles that have to do with how people respond to information and the way they respond to information that's personally relevant to them. And so it's a well established principle that people tend to pay more attention to, and they process more thoroughly information that they perceive to be relevant to them, whether that's relevant to them as an individual, relevant to them as a member of a community, so that's a fundamental principle to Ozioma. I think another principle to Ozioma is the idea of partnership. So if we're going to increase the reach and effectiveness of health information, you don't want to have to do that starting from scratch. So there are partnerships at multiple levels here. There's the partnership, if you will, with these minority serving media outlets, the black newspapers. So understanding what their role is in the community and what their capacity is, to then work through them to reach populations, is a more efficient approach. With the American Cancer Society, another key partnership, knowing that you had to have people on the ground in these communities to do the enhanced localization, well where do you find those people? Well, there are agencies that exist, like ACS, that have that. Let's partner with them. So I think those are two really key principles that drive this approach, assuring relevance of the information and establishing partnerships to make the collection of information and the delivery of that information possible.

I would say that there's kind of a fundamental communication process that underlies a lot of the measures that we chose to evaluate Ozioma. So for information to have an impact, it has to reach people first of all. They have to be exposed to it. And being exposed to it isn't enough, we're exposed to all sorts of things that we don't even pay attention to. So you've got to be exposed to it, you have to pay some attention to it, we know that paying attention to things increases when you believe that it's relevant or meaningful to you. And then do you actually learn something from it and make some sort of change. Do you change the way you think or the way you act, or what you talk about with others because of it. And it's that kind of sequence from exposure to attention to learning something and changing an attitude or belief that we're really trying to capture in the measures of the study.

I would also say that we were driven less here by trying to answer a dissemination research question, as we were to solving a problem of health disparities. And our goal was to provide information to communities most affected by health disparities, in hopes that they would

act on that information and that we could begin to close the disparity gap. And that was really more of a driving force for the project, I think, than answering dissemination research questions.

If the question is, did you use theory X or theory Y or theory Z to sort of guide how you approached this, I think the answer would be no, we didn't do that. If the question is, did we have a, kind of a conceptual model that guided why we did what we did and the way we did it, I would say the answer is yes. But it doesn't – that process doesn't have a name or a publication to cite behind it.

Generalizability was really important to us. So when we selected the samples for both of these Ozioma studies, we tried to get a representative collection of different types of black newspapers in different size communities, in different size media markets. And so we quite intentionally stratified the communities by size and the newspapers by circulation, and then we randomly assigned them to one condition or the other, within those strata, so that whatever we learned would reflect not just some unintended effect of big newspapers or small communities, but black newspapers across all of those different strata.

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