Your Future **me** Design Thinking Problem Brief

Department:
Department of Health Professions

BSc Physiotherapy
BSc Speech and Language Therapy
BSc Sport and Exercise Nutrition
BSc Nutritional Sciences

Problem Brief:

Opening question:

How can health professions effectively disseminate public health information whilst also considering sustainability and accessibility?

Context:

Dissemination is the targeted distribution of information and materials about an evidence-based intervention to a specific public health or clinical practice audience. Public health evidence-based campaigns are used to raise awareness of important health issues and stimulate groups or individuals to seek information and services. The aim is to change people's knowledge, attitudes, and/or behaviours as well as empowering individuals to improve their health outcomes. Effective dissemination strategies must provide relevant and useful information in a user-friendly format. Health professions are expected to communicate information to diverse social groups using various methods.

Given the social and political landscape, there is a growing need for all health professions to consider the cost effectiveness and sustainability of their resources. However, target populations have varying needs in terms of accessing information in different formats. Therefore, we want you to consider how public health information can be effectively disseminated to diverse target populations, whilst considering the cost effectiveness, ecological impact, and sustainability of the various methods. You must approach this with a human focused and empathetic manner that acknowledges the challenges individuals and communities may face.

Starting points/ prompts:

- What specific methods of communication are available for disseminating public health information and what might be the most effective approach for different populations and environments?

- Consider accessibility in relation to the diverse population groups across Greater Manchester. What barriers might be preventing them from accessing the health

information that they might benefit from? (e.g. elderly and technology) How might you change the method of communication for different population groups to improve accessibility?

- Why is sustainability important? How might information be communicated so that limited resources are maximised, long-term public health outcomes are realised and communities engage in a meaningful way?

- In society today, people come into contact with a lot of misinformation regarding health, particularly online. How can this be accounted for in the dissemination of information?

- In what ways might the political context impact the dissemination of public health information?

- How might you evaluate the effectiveness of dissemination?