



Faculty of Design

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## Circulating Health Information toward Health Action

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Supervised by Peter Jones

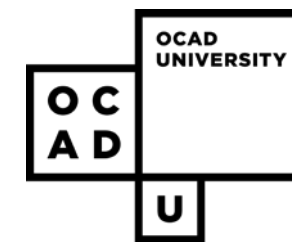
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# Circulating Health Information Towards Health Action: A Design Approach to Translating Clinical Guidelines for Population Impact

C-CHANGE Team Education  
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**Where does the public encounter health information?**  
Exposure to health information occurs through different channels based on background, comfort with technology and experiences with the healthcare system. Essential services that are accessible to most Canadians include primary care clinics, pharmacies, grocery stores, public transit and social media.

**How the public influence the production of health information?**  
Through complex interactions with health system information resources and healthcare providers (see Figure 1). Patient and caregiver interactions with their providers and increasing use of online channels may be leveraged towards health information design and dissemination.

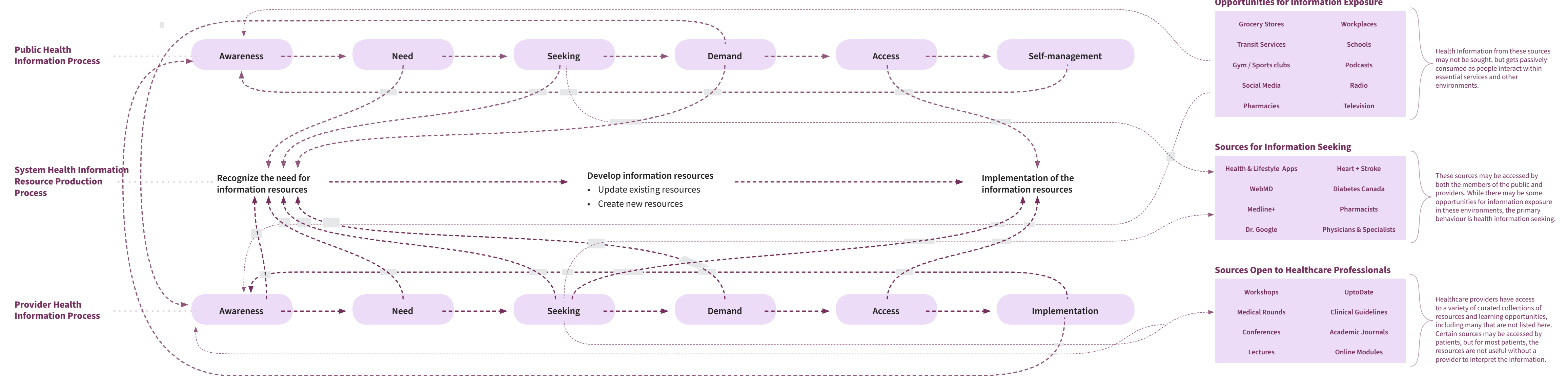


Figure 1: Health Information Flow

## How do we help people learn to self-manage their cardiovascular risk when, where & how they need it, during and beyond the pandemic?

### Background

Cardiovascular disease (CVD) is the most prevalent chronic disease in Canada, with 4 in 5 Canadians having at least one CV risk factor (Tobe et al., 2011). The Canadian Cardiovascular Harmonized National Guideline Endeavour (C-CHANGE) guidelines harmonizes over 400 recommendations from nine clinical practice guidelines to improve the prevention and treatment of CVD in primary care (Tobe et al., 2018).

### Research Question

C-CHANGE clinicians engaged a team of multidisciplinary healthcare design students to formulate design proposals for knowledge translation of the guidelines. The research question explored was: *how might we help people learn to self-manage their CV risk through knowledge translation of the C-CHANGE guidelines?*

### Methods

Interviews were conducted with patients and clinicians in a primary care clinic and a specialty hypertension clinic to generate insights. Clinicians (primary care and specialist) participated in two co-design sessions. An initial participatory design workshop aimed to understand and define the complex information pathways through producing journey maps of patient and clinician information seeking. A second co-design session developed proposals on opportunities for intervention in the system, aided by the use of personas, storyboards and voting exercises.

### Findings

Research findings were summarized in a system map illustrating the complex processes of how people learn to self-manage their CV risk (see Figure 1). Based on interview data, four personas were created to represent different segments of the population (see Figure 2). Personas are exposed to health information from publicly accessible channels. Promoting actionable lifestyle recommendations from the C-CHANGE guidelines (i.e., diet and exercise recommendations) at multiple touch points across these channels, and tailoring how that information is designed and presented is expected to engage the broader population.

### Next Steps

Early research findings support a multifaceted service design proposal that will be developed and evaluated in the context of the pandemic and beyond. Our-service blueprint (see Figure 2) illustrates components of the proposed service. We propose short bursts of lifestyle-oriented health information designed to improve population health. Providing brief messages that promote incremental lifestyle changes across multiple accessible channels is expected to help people act and maintain lifestyle changes. A public-facing website, at [circulatehealth.ca](http://circulatehealth.ca) is proposed as an interactive online repository of evidence-based health information to support the service.

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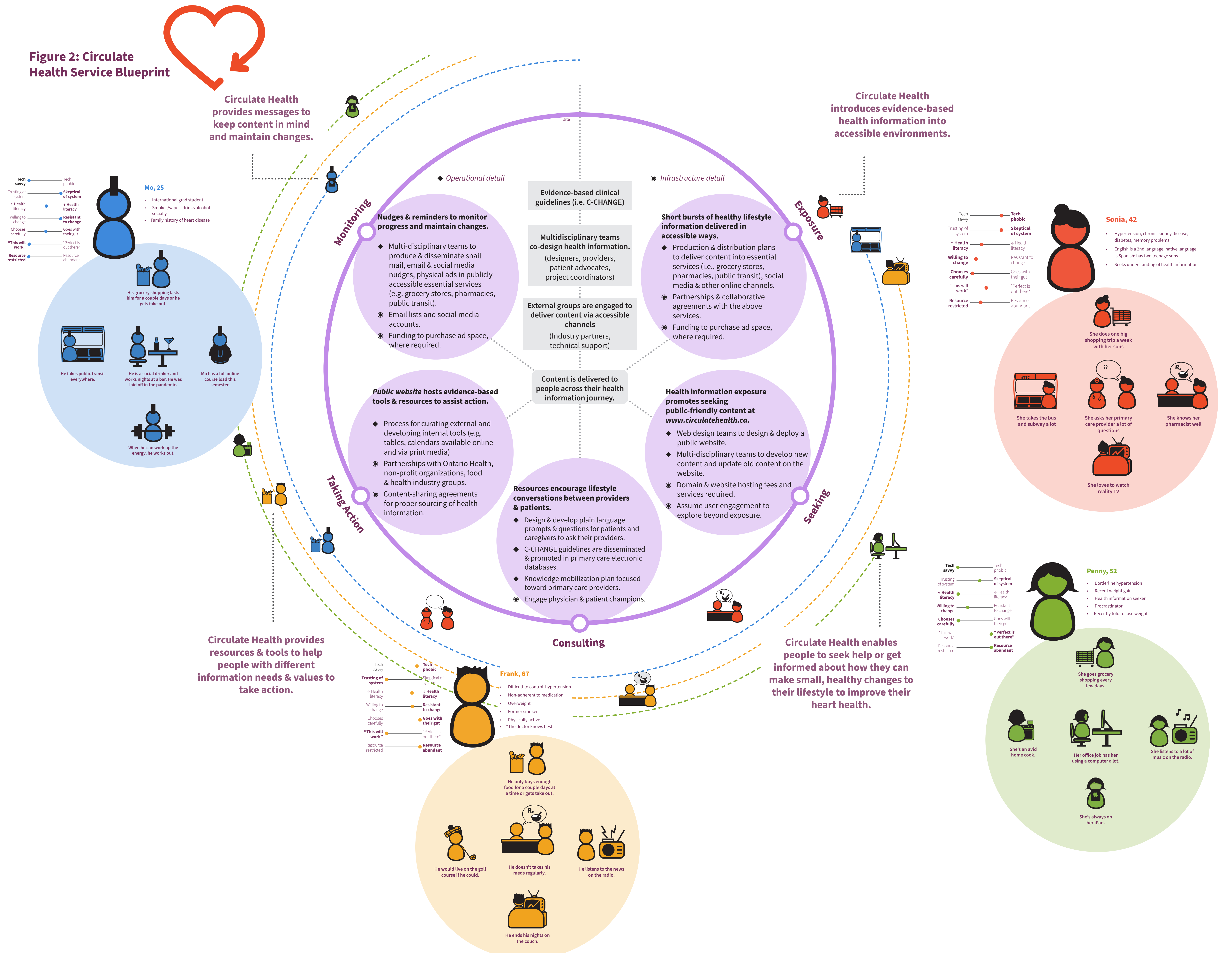
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Figure 2: Circulate Health Service Blueprint



Circulate Health provides messages to keep content in mind and maintain changes.

Circulate Health introduces evidence-based health information into accessible environments.

Circulate Health provides resources & tools to help people with different information needs & values to take action.

Circulate Health enables people to seek help or get informed about how they can make small, healthy changes to their lifestyle to improve their heart health.