



## Responsible Marketing Practices Resources for Prevention Specialists

### *Guidelines for Responsible Marketing Practices*

Responsible marketing practices for prevention specialists are essential for promoting accurate information, maintaining ethical standards, and safeguarding public health. Below are guidelines designed for practitioners who communicate to families, educators, and stakeholders who care about how health messages are communicated in social media and other outreach efforts.

*Note the term “marketing practices” encompasses the outreach or communication practices you may use in your roles as prevention practitioners.*

**Focus on accuracy and transparency:** Ensure that all marketing communications and messaging accurately represent the health information, products, or services being promoted. Avoid making false or exaggerated claims. Be transparent about potential risks, limitations, or side effects.

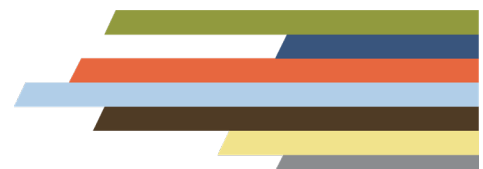
**Commit to referring to evidence-based information:** Base your marketing messages on scientific evidence and reputable sources. Avoid promoting unproven treatments or interventions. Consult with experts and refer to authoritative health organizations or guidelines when crafting your content.

**Use clear and easily digestible language:** When crafting messages, use plain language that is easily understood by your target audience. Avoid using jargon or technical terms that may confuse or mislead people. Ensure that your message is clear, concise, and accessible to diverse populations.

**Practice ethical use of images and testimonials:** When using images or testimonials in your marketing materials, ensure they accurately represent the experiences or outcomes of individuals. Obtain proper consent and avoid misleading or manipulative use of such elements.

**Preserve privacy and protection of personal data:** Handle personal data in compliance with applicable privacy laws and regulations. Obtain informed consent when collecting and using personal information. Safeguard sensitive data and ensure secure storage and transmission.

**Respect cultural sensitivities:** Tailor your marketing messages to respect cultural, religious, and social norms. Be sensitive to diverse beliefs and practices, avoiding any communication



that may offend or marginalize specific communities. *See below for more tips on using inclusive language*

**Collaborate with experts and stakeholders:** Engage with health experts, professionals, and relevant stakeholders when developing your marketing strategies. Seek input, validate your messaging, and ensure that it aligns with the best practices and guidelines of the field.

**Monitor, evaluate, and adjust:** Regularly monitor and evaluate the impact of your marketing efforts. Gather feedback from your audience and adjust your strategies accordingly. Continuously learn and adapt to ensure the effectiveness and relevance of your messages.

**Practice responsible use of social media:** Exercise caution and responsibility when using social media platforms for health communication. Verify the accuracy of information before sharing. Combat misinformation and correct inaccuracies promptly. Encourage respectful and constructive dialogue among users. *See below for more tips on how to create messages in support of limiting screen time*

**Adhere to advertising regulations:** Familiarize yourself with relevant advertising regulations, such as those enforced by governmental bodies or industry associations. Ensure compliance with these rules, including proper disclosure, labeling, and fair competition practices.

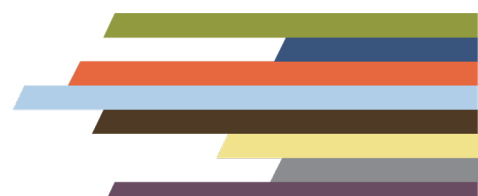
### *Tips for Using Inclusive Language*

Using inclusive language in health care campaigns is crucial for prevention specialists to ensure accessibility, foster trust, address health disparities, avoid stigmatization, and reflect the diversity of the population. Below are tips for practitioners on how to promote equitable access to preventive services and create an inclusive environment where all individuals feel respected, valued, and empowered to take charge of their health.

**Promote accessibility:** Inclusive language ensures that the campaign materials and messages are accessible to a wide range of individuals, including those from diverse backgrounds, cultures, and identities. By using language that is respectful and inclusive, prevention specialists can reach and engage a broader audience, including marginalized communities.

**Foster trust and rapport:** Inclusive language demonstrates respect for individuals' identities, experiences, and perspectives. It helps to build trust and rapport between prevention specialists and the target audience. When people feel respected and included, they are more likely to listen to the message, engage with the campaign, and seek out the recommended preventive measures.

**Address health disparities:** Inclusive language can help address health disparities by acknowledging and addressing the unique needs and challenges faced by different communities. It allows prevention specialists to tailor their messages to specific populations and ensure that the campaign addresses their concerns and experiences. By doing so, it can help bridge the gap in health outcomes and promote equitable access to preventive services.



**Avoid stigmatization:** Inclusive language helps prevent the stigmatization or marginalization of individuals or communities. Certain words or phrases may carry negative connotations, perpetuate stereotypes, or reinforce biases. Prevention specialists need to be mindful of this and use language that is free from judgment, stereotypes, and assumptions. By doing so, they create a safe and supportive environment that encourages individuals to engage with the campaign without fear of stigma or discrimination.

**Reflect diversity:** Inclusive language reflects the diversity of the population and acknowledges the existence of various identities, backgrounds, and experiences. It helps create a sense of belonging and validation for individuals who may have historically been excluded or underrepresented in healthcare campaigns. By using inclusive language, prevention specialists can show that they value and respect all individuals, regardless of their race, ethnicity, gender, sexual orientation, age, ability, or other aspects of their identity.

### *Tips for Promoting Messages Around Limiting Screen Time*

Prevention specialists can demonstrate responsible social media use by weaving in messages about limiting screen time in the following ways:

**Provide educational content:** Create content that educates their audience about the negative effects of excessive screen time on mental and physical health. This can include statistics, research studies, and expert opinions on the topic.

**Set a good example:** Lead by example and limit their own screen time. This can be showcased through their social media content and by sharing tips and tricks on how they manage their screen time.

**Encourage breaks:** Encourage their audience to take breaks from their screens throughout the day. This can be done by sharing ideas on how to take short breaks, such as going for a walk or engaging in light exercise.

**Promote offline activities:** Promote offline activities that their audience can do instead of spending time on their screens. This can include sharing ideas for hobbies, crafts, or outdoor activities that can be done without the use of technology.

**Use responsible language:** Use responsible language in social media posts and promotions messaging. They can avoid using language that suggests the need for constant connectivity or the need to be always online.

### *Resources for Parents, Prevention Specialists & Educators*

#### **Healthy Media Use Practices**

**Creating a Family Media Plan:** The American Academy of Pediatrics provides a tool called the ["Family Media Plan Promotional Materials"](#) that offers resources for promoting healthy media



use in children and adolescents. The site includes references for parents, health care providers, and educators to promote responsible marketing practices and limit screen time. Additional information can be found on their [“Media and Children”](#) page.

**Responsible Media Use:** [“Parenting, Media, and Everything in Between”](#) from Common Sense Media is a resource for parents and educators to promote responsible media use and limit screen time for children and teens. They also offer a [“Digital Citizenship Curriculum”](#) that offers interactive lessons and activities for students that could be very useful for communication professionals as well.

**Campaign for a Commercial-Free Childhood:** [“Fairplay Childhood Beyond Brands”](#) advocates for responsible marketing practices and limiting screen time for children. They provide resources for parents, educators, and policymakers to promote healthy media use. A few highlights:

- [“Safe, Secure, and Smart: A Guide to Choosing Tech for your Preschooler”](#) is a resource designed to help parents make informed, healthy tech decisions for their children.
- [“Screens in Schools Action Kit”](#) was designed to combat damage already done in a world where children are exposed to an unhealthy mindset about screen time.
- [“Your Kids and Instagram Youth: What your Family Needs to Know”](#) is a resource for parents and educators about identifying meaningful outlets for self-expression and connection with their peers outside of social media (especially Instagram).

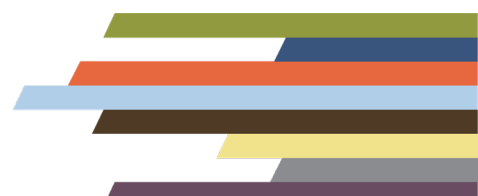
**The Value of Real-World Communication Messaging:** The American Academy of Pediatrics offers a series of Campaigns & Toolkits for specific campaigns, resources for adolescent health care, and media kits for journalists. A few highlights include:

- [#CallYourPediatrician Toolkit](#) that aims to reach parents with timely reminders about the importance of communicating with their child’s pediatrician.
- [“Choosing Wisely”](#) that promotes conversations between clinicians and patients about the use of appropriate tests and procedures.
- [“Climate and Health”](#) is a toolkit to raise awareness of how the environment affects children’s health.

## Marketing to Children and Teens

**Advertising Regulations:** [“Advertising and Marketing”](#) is an Federal Trade Commission (FTC) resource that provides guidance on marketing to children and teens, including recommendations for responsible advertising practices. The FTC also offers resources for parents and educators to teach children about advertising and media literacy. Highlights include:

- [“Advertising and Marketing Basics”](#) with rules and regulations for best practices in advertising message and content creation.



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- [“Health Claims”](#) outlines regulations for organizations so they adhere to requirements around ensuring that advertising claims are backed up with solid proof.
- [“Online Advertising and Marketing”](#) with rules and guidelines to protect consumers and help businesses practice truth-in-advertising standards.

### Inclusive Language

**Inclusive Language in Health Care:** Multiple resources provide guidance on using inclusive language to reduce inequities, limit message confusion, and resonate with people from all backgrounds and communities. Three highlighted resources include:

- [“Equitable Health Care Requires Inclusive Language”](#) by Nkem Chukwumerije published in Harvard Business Review
- [“Inclusive Language in Healthcare: Improve Outcomes with Better Communication”](#) by Roxanne Bellamy published in The Diversity Movement
- [“Using Inclusive Language in your Marketing Efforts”](#) presentation slides from Vanessa Hintz, PsyD, a licensed clinical psychologist, workshop leader, and keynote speaker. Published in the American Psychological Association. The site offers downloads for both Dr. Hintz’s presentation and transcript.

### Responsible Social Media Use

**PTTC Guide to Social Media:** [“The Prevention Practitioner’s Guide to Social Media”](#) provides prevention practitioners with guidance regarding what to promote and which platforms to use for a variety of prevention activities.

**HIPAA Compliance in Outreach:** “Healthcare Advertising Regulations you Need to Know” by Laura Hogg at Media Place Partners provides tips about healthcare advertising regulations around HIPAA (The Health Insurance Portability and Accountability Act of 1996), FDA, FTC, truth in advertising laws, and the Stark Law. <https://www.mediaplacepartners.com/healthcare-advertising-regulations-you-need-to-know/>

**Youth, Social Media, and the Impact on their Mental Health:** Multiple resources provide guidelines about the effects of social media use on youth mental health. Four highlighted resources on this important topic include:

- [“Surgeon General Issues New Advisory About Effects Social Media Use Has on Youth Mental Health”](#) from ASH Media at HHS.gov
- [“Ten Things to Know About How Social Media Affects Teens’ Brains”](#) by Cory Turner published by



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- [“The Surgeon General’s Social Media Warning and A.I.’s Existential Risks”](#) Hard Fork podcast episode published in The New York Times
- [“We Need to Talk about Teens, Social Media, and Mental Health”](#) by Michaelleen Doucleff et al published by NPR

