

# Using Infomercials to Promote Health

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# Gibraltar

- Location:- South-west Europe



- Land Area:- 6-7sq km
- Climate:- Mediterranean, warm summers and mild winters with a characteristic '*Levante*' breeze and cloud
- Population:- approximately 30,000 (Multi ethnic)



# Interesting facts about Gibraltar



NATIONAL DAY 10<sup>TH</sup> SEPTEMBER



# Our Health Promotion Unit

- Started in 1998
- Runs under the Director of Public Health
- 1 HPO till 2013 when the 2<sup>nd</sup> HPO post was officially approved

# Advertising

- Health Minister at the time (1998) was enthusiastic about HP via TV 'infomercials' and a separate ring-fenced budget was set aside for HP

**BUT**

- Advertising was difficult due to financial implications and modest resources (Cost per advertisement at the time was about £7000)

# What is an infomercial?

- A combination of 2 words-  
“Information” and “Commercial”
- a long advertisement or elaborate sales pitch
- came to prominence during the 1980s in the US (first Known use: 1981)

# How are infomercials used?

- Infomercials are generally aired on TV during off-peak hours
- Advertising rates at these times are generally lower which enables companies to buy more exposure time

# Our Infomercial Experience

- 1<sup>st</sup> infomercial produced in 1999
- in-house by an RGN stemming from his interest/hobby
- **FREE!**



# Our 1<sup>st</sup> Infomercial

- Smoking during pregnancy

# Thereafter ...

- HPO managed to find someone to design infomercials at a much lower cost (£1500-£2000)
- This led to the production of several infomercials (Smoking)-
  - \*Children's Views on Smoking
  - \*Passive smoking
  - \*Smoking in Pregnancy
  - \*The Smoke Cessation Clinic
  - \*Quit the Habit
  - \*Passive Smoking and Young Children

# 'Smoking in Pregnancy' (49sec)

CLIP OF THE INFOMERCIAL WAS SHOWN

# How do we go about it?

- Decide on a **topic**
- Plan **content**
- Prepare **storyboard**
- Obtain a **price quote**
- **Discussion** with appointed designer
- Allow for **amendments**

# 'Quit the habit' (39sec)

- Patient suffering from breathing problems due to smoking

CLIP OF THE INFOMERCIAL WAS SHOWN

# What happens next...?

Plan TV broadcast to tie in with:-

- Global or local health awareness events
- Commencement of a new screening programme
- Specific health message

**Duration of infomercial is crucial**

Under 1min (preferably 35-45sec)

# An example of a Storyboard

<p><b>IMAGE FADE IN</b></p> <p>Lady with scar and several images over the years</p>  <p><b>FADE OUT</b></p>	<p><b>TEXT FADE IN</b></p> <p><i>"I wish I had known then... right choice..."</i></p> <p><b>FADE OUT</b></p>	<p><b>IMAGE FADE IN</b></p> <p>Melanoma</p>  <p><b>FADE OUT</b></p>	<p><b>TEXT FADE IN</b></p> <p><i>"Everyone is at risk of malignant melanoma... consequences can be devastating"</i></p> <p><b>FADE OUT</b></p>	<p><b>IMAGE FADE IN</b></p> <p>Mole changes</p>  <p><b>FADE OUT</b></p>
<p><b>TEXT MESSAGE FADE IN</b></p> <p><i>"Get to know your moles...consult your GP as soon as possible"</i></p> <p><b>FADE OUT</b></p>	<p><b>IMAGE FADE and TEXT FADE IN</b></p>  <p><b>I</b></p> <ul style="list-style-type: none"> <li>❖ <i>"Prevention is better than cure..."</i></li> <li>❖ <i>Apply sunscreen factor 30+ frequently</i></li> <li>❖ <i>Seek shade where possible</i></li> <li>❖ <i>Wear loose long sleeve clothing when possible when exposed to the sun</i></li> <li>❖ <i>Wear wide-rim hats</i></li> <li>❖ <i>Use UV protective sunglasses"</i></li> </ul> <p><b>FADE OUT</b></p>	<p><b>FADE IN</b></p> <p>REMEMBER!</p> <p><i>"YOU HAVE A CHOICE...PLEASE MAKE THE RIGHT ONE"</i></p> <p><b>FADE OUT</b></p>	<p><b>FADE IN</b></p> <p>GHA Logo</p>  <p>Contact Number</p> <p><b>FINAL FADE OUT</b></p>	

# 'Skin Cancer and Sun Safety' (1.07min)

- An infomercial showing a patient with malignant melanoma due to prolonged sun exposure

CLIP OF THE INFOMERCIAL WAS SHOWN



# AAA Screening Programme (0.35sec)

- Abdominal Aortic Screening Programme

CLIP OF THE INFOMERCIAL WAS SHOWN

# Change4Life (0.38sec)

- The ill-effects of excess dietary sugar

CLIP OF THE INFOMERCIAL WAS SHOWN

# Diabetes (0.38sec)

- Complications of Diabetes

CLIP OF THE INFOMERCIAL WAS SHOWN

# 'Passive Smoking and Young Children (1.12min)

- The adverse effects of smoking on young children

CLIP OF THE INFOMERCIAL WAS SHOWN

# Summary

- Infomercials are:

**SHORT- SHARP –EFFECTIVE**

- What matters is that:

**THE MESSAGE GETS ACROSS**

- **Our aim**

- \* Build up an ‘infomercial bank’

- \* at least 5 new infomercials every year



**Thank You**