



AMERICAN ACADEMY OF FAMILY PHYSICIANS

F O U N D A T I O N

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The Effect of Targeted Video Intervention on Beliefs Regarding Hypertension (G0804)

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Abstract

Researchers have linked media messages such as television programs to multiple problematic health behaviors. The narrative style of many television programs—involving a plot, recurrent characters, entertaining situations, and familiar settings—makes them compelling and likely contributes to the powerful influence these programs can have on behavior. However, narrative messages are not frequently utilized for prosocial purposes. In particular, health education embedded in a narrative context has been neither commonly utilized nor carefully evaluated. Using constructs from two complementary theories of health behavior, family physicians in a large metropolitan region have developed a situation comedy entitled “White Coats” that aims to provide quality patient education. The program currently airs on a local public access channel. The objective of this project is to evaluate the effect of one particular episode of “White Coats” on patient beliefs regarding hypertension.

With permission from the Institutional Review Board of a large university, we will recruit 80 volunteers, either with a history of hypertension or with risk factors for hypertension, aged 18-65 from the patient population at a local family health center. We will randomize individual patients, stratifying for gender and age, into control and intervention arms. Patients assigned to the intervention group will watch one episode of “White Coats” in which two family physicians discuss hypertension with their patients. Patients assigned to the control group will watch a twenty-five minute patient education video of subject matter unrelated to hypertension.

Evaluation will involve self-administered written surveys, which will be completed (1) just before the intervention, (2) just after the intervention, and (3) two months after the intervention. Outcome measures, guided by health behavior theory, will include beliefs involving hypertension. We will also collect demographic information including race and socioeconomic status, as well as relevant covariates such as personal history of hypertension, body mass index, and personal history of diabetes. Initially, we will examine the data collected using exploratory data analysis techniques. Then we will perform analyses with general linear mixed models on each of the five dependent measures. Each linear model will allow us to test the difference between groups, the difference between time points, and any interactions between the groups over time. Because of potential covariance between the dependent measures, a multivariate analysis of variance may also be performed. Additionally we will use Cronbach’s alpha and factor analysis to determine reliability and validity of our measured scales, and based on the exploratory findings we may also be able to perform subgroup analyses.