

Why Print Helps Your Health Promotion Programs Bridge the Digital Divide and Reach Priority Populations



1. According to the 2017 Berkeley IGS Poll*, these California households did not have home broadband internet service:

- 37% of African-American households
- 30% of Asian-American households
- 55% of Hispanic households
- 77% of Spanish-speaking households

2. Older, disabled and poor households in California also have high percentages without home broadband internet services*. This includes:

- 42% of California households age 65 and older
- 40% of the disabled
- 34 % of those earning less than \$40,000/year
- 52% of those earning less than \$20,000/year

3. Less than half of first generation immigrants in California live in households with home broadband service*.

4. An April 2016 report by the California Public Utilities Commission said that 43% of rural households in California cannot get reliable broadband service.

5. Although broadband access has expanded in recent years, increasing numbers of Californians get broadband access only via their smartphones, and that is especially true among the poor. Smartphone-only households are far less likely to use internet for personal health information compared to people who own a desktop or laptop*.

6. A pamphlet doesn't need a computer, internet access or batteries. It can be read anytime, anywhere, by anyone.

Pamphlets are a trusted alternative to the onslaught of online information.

7. Consumers are bombarded with thousands of media ads every day: junk emails, pop-ups, search engine ads. Plus relentless promotions via Facebook, Twitter and LinkedIn.
8. 82% of online advertising is ignored, while print ads (newspapers) are the least ignored of all media (35%). (Harris Interactive Survey, Jan. 2014)
9. People pay attention to the printed page. Studies suggest that print materials form more connections with a person's own memories and personal experiences. Because we can see and touch a pamphlet it can act as a cue for memory.
10. Pamphlets reinforce other messages and media. They can serve as a permanent reminder of your event or presentation and help drive people to your program or website.
11. Pamphlets can be distributed at any gathering and are easily shared. They are great for talking about a difficult subject with another person.



**2017 Berkeley IGS Poll, UC Berkeley Institute of Government Studies, sponsored by the California Emerging Technology Fund.*

Bridge the Digital Divide

Journeyworks pamphlets are a reliable source for accurate information.

- 12. 98% of American users distrust the information they find on the Internet** (*Harris Interactive Survey, June 2012*). And with good reason. There are over one *billion* websites, most of which are neither critiqued nor evaluated, and many of which are outdated.
- 13. You can trust Journeyworks pamphlets to deliver reliable information.** Our pamphlets provide readers with the latest health information from credible sources such as the CDC, SAMHSA and NIH. Every title is well researched, fact-checked, and reviewed by outside professionals.

Pamphlets can help address issues of low health literacy.

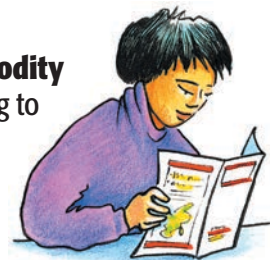
- 14. A lot of online consumer health information is not easy to read.**
- Approximately 80 million adults in the United States have low health literacy. (*Institute of Medicine, July 2012*)
 - Reading levels for consumer health information are often at or above the 9th grade level. (*"Readability of consumer health information on the internet," Journal of Health Communication, 2012*)
- 15. All Journeyworks pamphlets are designed for easy reading. Most are rated between a 4th and 6th grade reading level.** We use simple language, a conversational voice, short sentences and bold headlines to break up text.



Pamphlets are affordable, cost effective and surprisingly "green."



- 16. Materials printed off the Internet aren't really free.** People often underestimate the true cost of inkjet and laser printing. Studies show that when you include costs for paper, ink/toner, fusers, etc., printing costs can average 30¢ to 40¢ for a two-sided color document, not including labor.
- 17. Print is the most recycled commodity in the United States** and, according to the USDA Forest Service, **far more trees are planted** or naturally propagated every year in the U.S. and Canada **than are harvested.**
- 18. Planting new trees helps combat global warming.** For every ton of wood a forest produces, it removes 1.47 tons of CO₂ from the air and replaces it with 1.07 tons of oxygen. (*Society of American Forestry: Managed Forests in Climate Change Policy*.)



Journeyworks Health Promotion Materials.

Small Costs. Easy to Use. Big Results.

Pamphlets are personal, portable, flexible, and they work well to reinforce all types of media. If you want to reach all of your clients, especially those on the other side of the digital divide, pamphlets should be an essential part of your community outreach efforts.

Journeyworks customers have bought over 200,000,000 health promotion pamphlets because they trust our information, our inclusive approach, and the quality of our colorful and friendly designs.

We have over 600 health promotion titles. See them at www.journeyworks.com, call us at **800-775-1998** or take a trip to downtown Santa Cruz to see us. We've been around since 1993.

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