

# Why Pamphlets in the Age of the Internet?

In this age of new media and expanding options for getting your health promotion message to a target audience, you may ask why still use pamphlets? It is a good question and here are 18 answers.

- 1. Pamphlets help you reach the people who most need to be reached.**  
There is still a significant digital divide in the United States.
- 2. A quarter of the U.S. population does not have a computer.**  
30% of Hispanics and African-Americans do not have a computer. 40% of adults earning less than \$30,000 a year do not have a computer. More than half of people without a high school education do not have a computer. (*Pew Research Center Internet and American Life Project, August/Sept 2010 Tracking Survey*)
- 3. Many people do not have high-speed Internet access.**  
Slower connections make it hard to access many informational websites. 60% of households earning less than \$25,000 do not have high-speed (broadband) access at home. 70% of households where the head of household doesn't have a high school education do not have broadband access. 50% of Hispanic, American Indian and African American households do not have broadband access. (*U.S. Dept of Commerce Report Nov 2010, data from 2009*)
- 4. Some people just won't use the Internet.**  
Of the 21% of adults who do not use the Internet at work or home, 90% say they are not interested in going online. (*Pew Internet survey "Home Broadband" May 2010*)
- 5. People pay attention to the printed page.**  
Studies suggest that print-based materials may be more integrated into the brain. According to the web-usability expert Jakob Nielsen, "The online medium lends itself to a more superficial processing of information. You're just surfing the information. It is not deep learning." But 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.
- 6. Nearly 2 out of 3 workers (64%) prefer ink on paper to a computer screen for reading.**  
Even more (68%) say they feel more comfortable when they have something on paper rather than on screen. (*Harris Interactive Survey July 2009*).
- 7. Emails are gone in a flash.**  
Banner ads are gone in a flash. Pamphlets live on.
- 8. Pamphlets reinforce other messages and other media.**  
They can make your lecture, PowerPoint presentation or educational video more memorable. They can help drive people to your program or website. Clients will hold onto pamphlets as a permanent reminder of your topic or event.
- 9. You can hand out pamphlets at any gathering.**  
Or you can mention a URL and hope people go to it later. (Many won't.) But people will take a pamphlet and your message with them.

10. **Pamphlets can be read at the right time and place.**  
They can be looked at when a person is ready for the information, when they have some private time, or when they want to share with a partner or family member.
  11. **Pamphlets are great for talking about a difficult subject with another person.**  
Having a pamphlet in hand can be the perfect way to get a conversation started or provide a fact-based point of reference in a sensitive or emotional discussion.
  12. **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 all consumables (paper, ink/toner, fusers etc.) printing costs average 30¢ to 60¢ for a two-sided color document. That doesn't include the prorated purchase costs of the printer. Such printing is also time-consuming and of lower quality than professional printing. (*Cost estimates from Hewlett-Packard report, March 2010*)
- And there are even more reasons to specifically use Journeyworks pamphlets.**
13. **Journeyworks pamphlets provide reliable information.**  
With so much information on the Internet, it isn't always easy for people to know if what they are reading is true. Our pamphlets provide readers with the latest health information from credible sources such as the CDC and NIH. Every title is well researched and fact checked.
  14. **Journeyworks pamphlets are easy to read.**  
All of our pamphlets are analyzed with both FRY and Flesch-Kincaid reading level tests. Most are rated between a 4th and 6th grade reading level. We use simple, non-technical language; a conversational, active voice for ease of reading; short sentences; and bold headlines to break up text.
  15. **Journeyworks pamphlets use culturally appropriate text and illustrations.**  
We are sensitive to issues of age, gender, sexual orientation and culture. All of our titles are reviewed by both health professionals and the intended audience.
  16. **Journeyworks pamphlets can be customized to your needs.**  
Adding program information is easy and affordable and content or art can be changed to suit your needs.
  17. **Journeyworks pamphlets are especially cost effective.**  
For as little as 23¢ a pamphlet, you can reach thousands of people. Plus we use quality recycled paper and fold, bind and ship directly to you.
  18. **When you buy from Journeyworks you also get great service.**  
We will go out of our way to get you what you need, when you need it. And our guarantee is as simple and jargon-free as our materials: if you're not happy, we're not happy.

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**JOURNEYWORKS PUBLISHING**  
P.O. Box 8466 • Santa Cruz • CA 95061  
800 • 775 • 1998 www.journeyworks.com

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