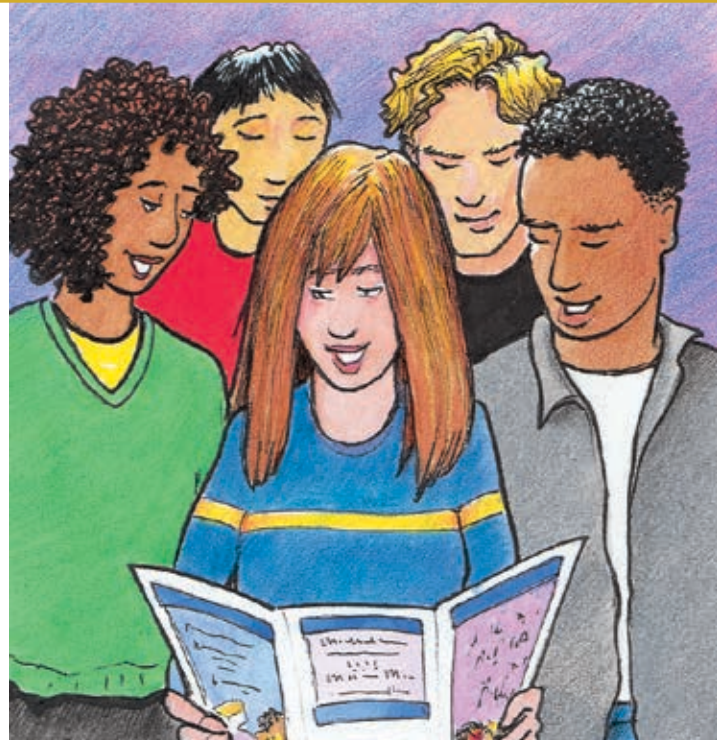


16 Great Reasons to Use Pamphlets in the Digital Age

Pamphlets bridge the digital divide to reach those who most need to be reached.



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

- 1. As of 2016, 27% of adult Americans did not have home broadband internet service.*** That includes:
 - 35% of African-Americans
 - 42% of Hispanics
 - 47% of those earning less than \$30,000/year
 - 37% of the rural population of the U.S.
- 2. In 2016, over 23% of adult Americans did not have a smartphone.*** That includes:
 - 46% of those with less than a high school education
 - 36% of those earning less than \$30,000/year
 - 33% of the rural population of the U.S.
- 3. As of 2016, 31% of Americans did not use any form of social media.*** That includes :
 - 41% of those with less than a high school education
 - 40% of people making less than \$30,000/year
 - 40% of people living in rural areas.
- 4. Seniors are not turning to digital technology for health care.** Only 16% of older Americans are searching for health information online, according to a recent survey of more than 7,600 Medicare patients. Minorities surveyed were about 50% less likely than whites to be using digital health technology. (*Journal of the American Medical Association, Aug. 2, 2016*)
- 5. A pamphlet doesn't need a computer, internet access or batteries. It can be read anytime, anywhere, by anyone.**

- 6. 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.
- 7. 82% of online advertising is ignored, while print ads (newspapers) are the least ignored of all media (35%).** (*Harris Interactive Survey, Jan. 2014*)
- 8. 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.
- 9. 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.
- 10. Pamphlets can be distributed at any gathering and are easily shared.** They are great for talking about a difficult subject with another person.



**Pew Research Center
(Internet, Science & Tech)*

Break Through the Noise!

Pamphlets are a reliable source for accurate information.

- 11. 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.
- 12. 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 and NIH. Every title is well researched, fact-checked, and reviewed by outside professionals.

Pamphlets can help address issues of low health literacy.

- 13. 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*)
- 14. 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."



- 15. 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.
- 16. Print is the most recycled commodity in the United States** with a recovery rate of 77%. (*American Forest and Paper Association, 2016*)



Pamphlets. Small Costs. Big Results.

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

If you would like to see over 700 health promotion products from Journeyworks Publishing, go to www.journeyworks.com or call **800-775-1998** for a catalog and free samples.

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