

# Women's Preventive Health: Where Are You Getting Your Information?

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## Introduction

Women's preventive health is a growing issue needing attention and awareness from women everywhere.

Frankenberger, et.al (2004), as well as numerous other studies, concluded that popular, media based, or testimonial information is more effective in getting information across than scientific information.

In a study done by Clarke and Meiris (2006), background information about preventive health exams revealed that approximately half of deaths from cancer could have been prevented by getting screened earlier.

The purpose of our study was to simulate previous studies, but to use a topic relating to only women including only women participants .

## Method

### Participants

160 women , aged 18-67  
Participants from US and UK

### Procedure

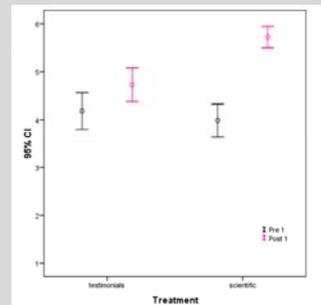
	Pre-Test	Post-Test
Testimonies	Subject 1	Subject 1
Scientific	Subject 2	Subject 2

Each question in the pre- and post-test was designed for a response on a scale from 1-6:

- How well do you know the guidelines of preventive health in relation to mammograms and pap smears?
- How likely are you to get a mammogram when you are supposed to, as specified by the guidelines?
- How likely are you to get a pap smear when you are supposed to, as specified by the guidelines?
- How likely are you to tell a friend or family member that they should get their preventive health exams on time

Responses were compared between each pre-test question against the testimonies vs. scientific and the same was done for the post-test condition.

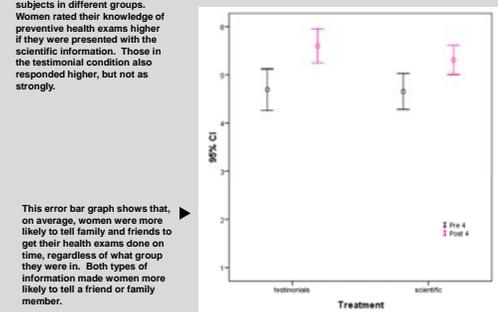
Q1: How well do you know the guidelines of preventive health in relation to mammograms and pap smears?



### How to Read the Error Bar Graphs

- The point on the graph is the average response rating given that specific question and condition. The lines above and below consider the response range between all participants.
- The numbers on the Y-axis show the response rating for the specific question graphed.
- The two treatments are accounted for on the X-axis of the graphs.
- The Y-axis is labeled as 95% Confidence Interval (CI) meaning we believe 95% of the participants includes the true average of the population.

Q4: How likely are you to tell a friend or family member that they should get their preventive health exams on time?



## Results

All four questions had higher responses in the post-test group than in the pre-test.

None of the questions displayed a difference between the scientific information and the testimonials.

About 2/3 of our participants indicated they had some sort of experience with women's health issues.

Incidental findings showed a relationship between past experience and likelihood to follow the preventive health guidelines.

## Additional Research

132 participants, recruited from Facebook, were surveyed.

They answered questions regarding proactivity, reactivity, and past experience.

Women in the reactive and control groups were more reactive in regards to doctor visits.

Those presented with proactive materials were more likely to tell a friend or family member to follow the guidelines.

No major relationships were found between experience and proactivity versus reactivity.

## Discussion

Over all the questions, our hypothesis was supported that pre-test scores were much lower than post-test scores.

The difference in scores among the testimonial and scientific condition did not prove our hypothesis

Our results contradict previous findings by Stanovich (2007), Frankenberger, et al. (2004), and Borgschatz et al. (2009).

Over 3/4 of our participants knew someone that had or has women's health issues (ie tumor, STI, cancer, etc.)

Less than 1/8 of participants had personal experience with women's health issues.

Overall, many of the hypotheses were rejected. This may be due to the lack of a sufficient sample size.

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