

# 1 su 30 e non lo sai: information on Cystic Fibrosis Carrier Test

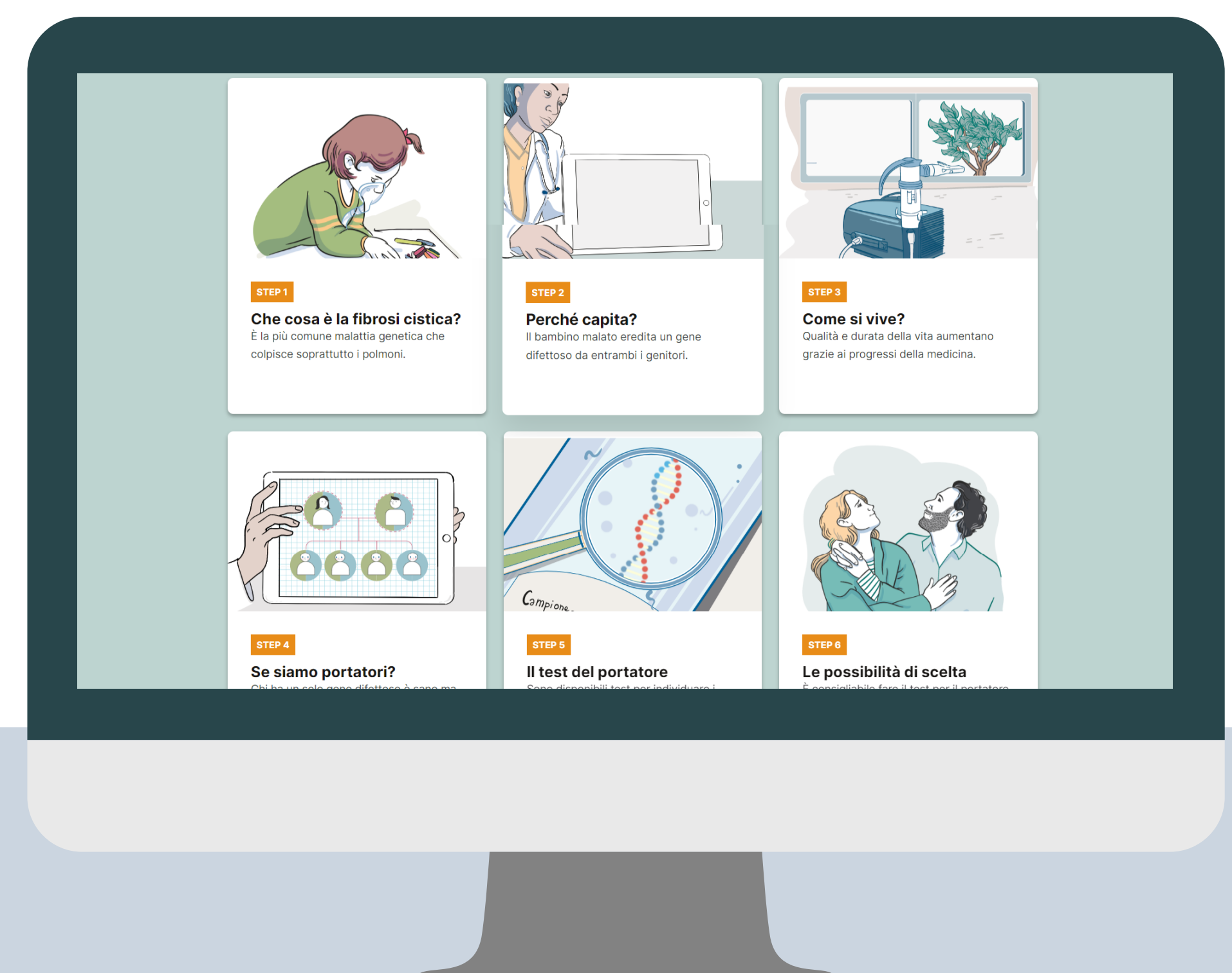
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## Background and rationale

Introducing carrier testing for Cystic Fibrosis (CF) means promoting a conscious parenting choice. This study investigates the main issues, limits and needs of communication related to carrier testing in the general population, as well as the impact and satisfaction of a website and a communication campaign for users.

## Hypothesis and objectives

A website built according to health decision support aids can be a handy tool for communication between health practitioners and patients, increasing CF and carrier testing awareness, even among those who do not have known cases in their families.



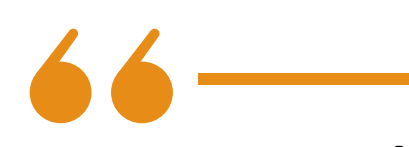
## Essential methods and results

- Scientific literature and online competitors analysis to identify the contents, the narrative format and the textual and visual languages of the website
- 14 semi-structured interviews, a chat conversation (10 participants) and a mini-focus group (sample 3) on a selection of people of childbearing age
- Workshop with Fondazione Ricerca Fibrosi Cistica staff (both of communication and scientific communication department)



### Main themes

The general practitioner: a trustable source of information



However, if I were to find material on my own or this brochure, but on the web, I wouldn't make decisions based on that, no. I would always need a doctor who could somehow go more specific. And then I always need this relationship of trust that I have created.



The practitioner: a profile to be investigated and involved

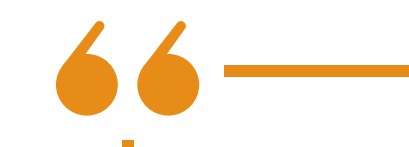


A little-known disease and test

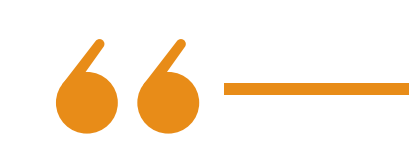
I'd rather have had some information, because to find out only now, because I'm participating in a study and after having a child... It's better to have a little more information campaign, I think

Decision criteria

- General attitude toward health choices
- Risk estimation
- Costs
- Reliability of the test
- How and where the test is done
- Patient's quality of life



Is it worth it or not? Also because there are millions of tests that can be done, in my opinion, it has to be made an assessment of the risk



Since both of us are young and neither of us has mutation in our family or anything like that, it was unnecessary money that we could have put into the baby carriage

### Fondazione Ricerca Fibrosi Cistica Value Promise

To be the reliable point of contact between people and the world of Cystic Fibrosis scientific research



### Insight

1 in 30 is a healthy carrier and doesn't know it



### Brand story

Are you 1 in 30?

Thanks to science, you have a tool to know in advance and approach parenting consciously

### Personas



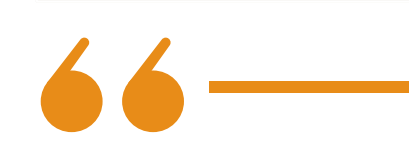
Yes, I would probably do all the genetic testing before getting pregnant if the gynaecologist suggests it even more so.



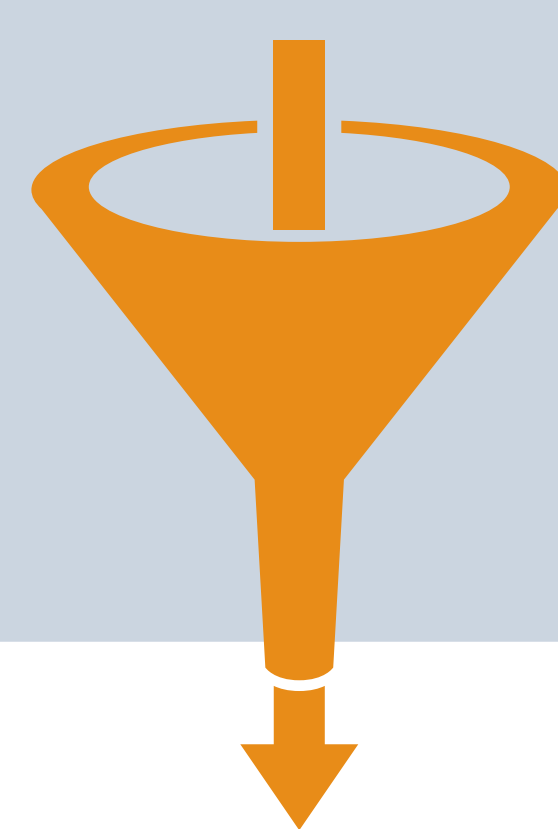
We have to make choices. Then we are also a bit fatalistic, otherwise, I would always be in the hospital doing tests and exams



Then I don't see why not to do it, it's just for the protection of the future person.



This carrier test thing is not known at all. If it had been proposed to me, I would have done it.



## Activation plan definition

Declining the Brand Story based on personas and defining specific strategic communication activities based on the identified touch points for the target population

### Bibliography

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