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Tailoring of health information

Prevention of obesity and overweight are a major challenge worldwide. They are associated with metabolic syndrome and diabetes (type 2). Health communication attempts to affect the attitudes and health behaviours. Providing information to high risk populations is also important. In the era of e-health communication the use of Internet forms the basis for delivering information in health promotion. Tailoring is a mean to increase the impact of health communication. It aims providing more personally relevant health information compared to general health communication. Tailoring is based on specific characteristics of a person, for example, demographic or physiological factors or health information literacy level. The theoretical basis of tailoring derives from social psychology as well as communication or persuasion studies.

The aim of my research is to increase understanding of the crucial factors to tailor health information. I will also investigate specific characteristics of risk groups, including their information behavior, to define the best means for tailoring health information for them. My thesis will combine four parts and the methods I will be using are content analysis, surveys and interviews. My research is a sub-project of *Health Information Practice and its Impact* –project and the context is prevention of metabolic syndrome, obesity and diabetes (type 2) and a related intervention.