Hello I am Angela Makris and I am a final year Masters of Public Health Student with a concentration in Social Marketing and I presented a poster at the 2018 AUCD Conference, November 11-14th in Washington, DC. I was sponsored by the College of Behavior and Community Sciences which enabled me to attend the conference. What will follow is an overview of the research and the learnings I gleaned from attending the conference.
The conference had over 900 attendees from across the nation, including academics, graduate students, trainees and people working in community settings.
My poster title is Social Marketing interventions to Primary Care Physicians to Decrease Health Disparities for Patients with a Disability in a Primary Care Setting. A Scoping Review.

I conducted the scoping review because people with disabilities account for approximately 18% of the US population but remain an unrecognized health disparity population. Adults with disabilities are high users of primary care. They make three times as many visits to the family doctor as their non-disabled contemporaries, and yet they report three times as many unmet needs and attitudes of providers towards people with disabilities remain a significant deterrent to good quality care.

The study purpose for the scoping review was to determine how social marketing has been used within the primary health care setting as a tool for medical provider behaviour change to decrease healthcare disparities for patients with a disability.

The review is significant because by identifying opportunities for social marketing research and practice to change medical provider behaviour, we will be able to inform interventions to decrease health disparities in the disability sector.
The scoping review found no papers to have a social marketing focus based on Andreasen’s Social Marketing Benchmark Criteria (SMBC) to change physicians’ attitudes or behaviors towards people with disabilities.

What was found was that there is a need to ensure that healthcare professionals receive training opportunities that help ‘demystify any associated anxieties fears and apprehensions when dealing with this patient group.'
Four papers used social marketing, but for changing clinical behavior related to management and procedures only.

Overall the scoping review found that social marketing is underutilized for medical provider behavior change. A possible reason for the underutilization of social marketing within the sector, could be based on the medical model of disability that places an emphasis on impairment as the driver of disablement.

With an increase of disabled persons across the lifespan, almost every physician providing direct patient care will likely see an increase number of persons with a disability. Therefore for future research the social marketing community should collaborate with medical education colleagues to positively impact the way continuing education about people with disabilities is conducted to decrease health disparities in patient care.
This is the poster presentation at the Conference. The only one discussing disability and social marketing.
Poster presentation

The presentation can be found on youtube with closed captions
https://www.youtube.com/watch?v=CusXv-7EdTg

Please click on the link for a video of the poster presentation
The AUCD Conference was a wonderful opportunity to mingle with people who have a passion to better the lives of people with disabilities who work in research or on the front line. The conference provided me with valuable feedback on my poster and research area. So much so that like-minded academics would like to collaborate further on future social marketing and disabilities research.

Attending the conference exposed me to diverse research styles and a deeper understanding of the needs people with disabilities have in the primary care sector, as well as how diverse public health issues are being addressed through behavior change interventions, which I am not usually exposed to in a general public health setting. Some of these processes are transferable, and I hope to be able to apply them in future research projects.
The scoping review would not have been possible without the guidance of Dr. Mahmooda Pasha from the College of Public Health and Dr Elizabeth Perkins from, the College of Behaviour and Community Sciences. I would also like to thank Laura Rodriguez Lopez who coordinated the travel grant process and helped me navigate the various elements that needed to be addressed as a travel grant recipient, and finally I would like to thank the Florida Center for Inclusive Communities for the opportunity to attend the 2018 AUCD Conference thanks to their Travel Grant. If anyone would like more information about the study my email is on the screen. Thank you.