

# **Evaluation Report: “Choose Your Fish”**

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## I. Background

This report describes work performed under a subgrant from the Minnesota Department of Health (MDH) with funding by the Environmental Protection Agency (EPA) Great Lakes Restoration Initiative (GL00E01161). The research described herein was conducted by the HealthPartners Institute and engaged the participation of HealthPartners patients and members. The ultimate purpose of this project is consistent with the parent EPA grant: to improve messaging that will assist women of childbearing age in decision making about safe fish consumption for themselves and their families. It represents iterative and data-driven methods incorporating member and patient feedback at each stage. The unique partnership between HealthPartners and MDH will allow for the distribution of fish consumption materials through HealthPartners care group and health plan channels, as well as through broader community health initiatives. Earlier phases involved conducting surveys about the types of fish consumption messages that resonate most with our target audience and holding focus groups to explore barriers and facilitators to eating safe fish, as well as desired modes of reception of this type of information. Based on these data and building on the rich Great Lakes Restoration Initiative research, we designed both a brochure and a mobile-responsive website to educate women about safe fish consumption and provide lifestyle support, such as recipes, instructions for handling fish, and shopping lists. After alpha versions of the materials were developed, we: 1) conducted a random sample survey among women in our target population who were potentially exposed to the materials; 2) asked questions via myVoice, an online panel of HealthPartners patients and members; and 3) presented the alpha materials to members of HealthPartners Patient Council to gather actionable feedback. Feedback was used to inform content and design of the final versions of the brochure and website.

The purpose of this report is to summarize findings from the evaluation of the brochure and website. Results outlined in this summary were used to inform revisions to the alpha brochure and website.

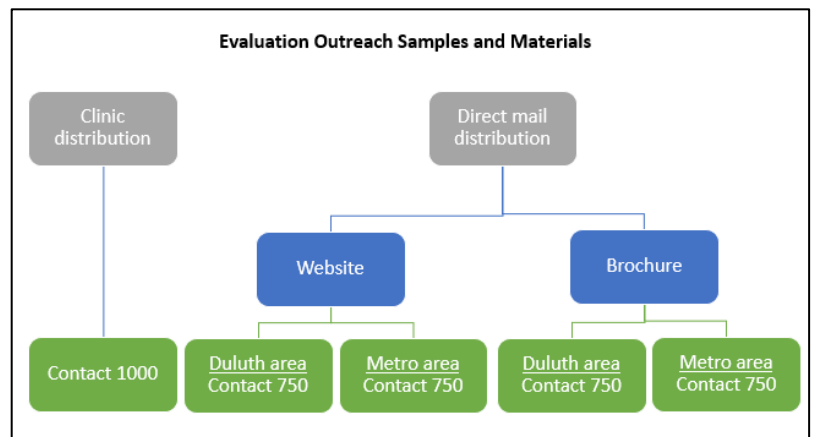
## II. Methodology

The alpha brochure and website were evaluated using three distinct methods: 1) Random sample survey to women, 2) myVoice patient and member online panel; and 3) HealthPartners Patient Council.

### Evaluation Survey

The evaluation survey asked women questions about the appearance and content of the alpha fish brochure and/or website. Data were collected from three subsamples of the target population: Clinic sample, Direct Push Brochure sample, and Direct Push Website sample (Figure 1).

The clinic sample was comprised of women who visited one of two HealthPartners clinics (Park Nicollet Clinic – Meadowbrook or HealthPartners St. Paul Clinic) during the brochure distribution period (June 27-Sept. 2, 2016). Women who were at either clinic



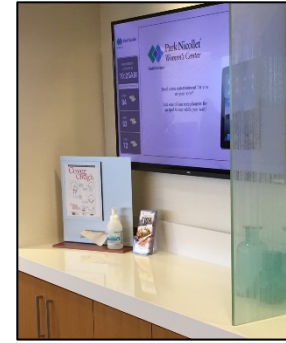
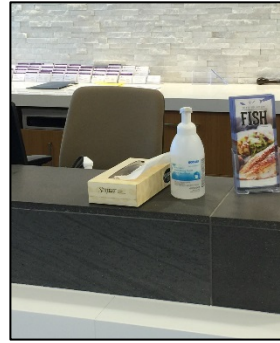
**Figure 1.** The evaluation survey sample was comprised of the Clinic sample from the Twin Cities metro area and two Direct Push samples, from either the Twin Cities or Duluth metro areas.

for their first prenatal visit received the brochure in their prenatal visit packets from a rooming nurse. At the Park Nicollet Clinic, brochures were also available in the front lobby as well as in a back waiting room (Figures 2 and 3).

The Direct Push Brochure and Direct Push Website samples were randomly selected from a population of women between the ages of 18 and 40 who are HealthPartners members. In order to receive input from women in both the Twin Cities and Northern Minnesota, both samples were stratified by location: half lived in the Duluth metro area and the other half lived in the Twin Cities metro area. See Figure 1 for sample details.

The 4000 women in all 3 samples were mailed a letter giving them information about the project and asking them to evaluate the material(s): the Clinic sample was asked to evaluate the brochure they should have received at their recent clinic visit (Figure 4); the Direct Push Brochure sample was asked to evaluate the brochure enclosed with their letter (Figure 4); and the Direct Push Website sample did not receive a brochure but rather was asked to visit and evaluate the website, ChooseYourFish.org (Figure 5).

The letters instructed women to evaluate the material(s) by completing a survey online using a unique pin number. Women were also given a phone number to call if they wished to opt-out of the survey. Phone follow-up was completed over a 10-week period with individuals who hadn't opted out or completed the survey online within 7 days of the mailing.



Figures 2a, 2b. Brochures in front lobby of Park Nicollet Clinic - Meadowbrook

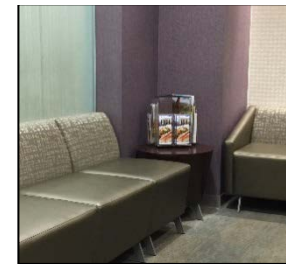


Figure 3. Brochures in back waiting room of Park Nicollet Clinic - Meadowbrook



Figure 4. Front and back covers of alpha "Dish up some Fish" brochure

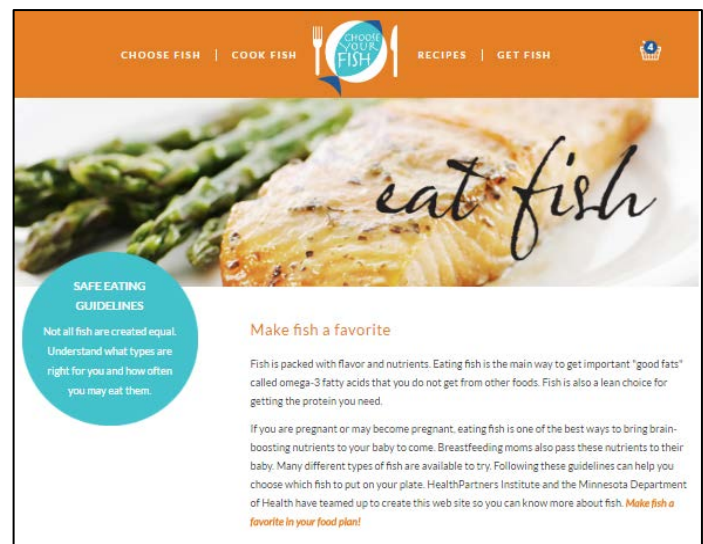


Figure 5. Home page of website, ChooseYourFish.org

While all letters contained similar instructions, the letters were framed in two different ways: the *altruistic* letter asked women to complete the survey to “help improve women’s health” and the *egoistic* letter told women that “we need [their] input!” In total, there were six different forms of the letter mailed to individuals, some combination of letter appeal (altruistic and egoistic) and sample (Clinic, Direct Push Brochure, and Direct Push Website). See Appendix A for an example of each letter type.

The survey itself asked about brochure and website design and content, preferred and trusted sources of fish consumption information, and fish consumption patterns. Which and how many survey questions women were asked depended on their answers to previous questions. For example, if women in the Direct Push Brochure sample said they had not viewed the brochure, they did not receive any questions about the brochure and were only asked about preferred and trusted sources of fish consumption information and fish consumption patterns.

Data collection was halted midway through telephone fielding due to lower than anticipated response rates. These response rates combined with anecdotal interviewer feedback prompted a thorough debrief with interviewers on what parts of the survey introduction and questions were particularly difficult to get through. We heard that the overall length and way the study was framed were off-putting to potential respondents. As a result, the introduction was revised to clarify the survey purpose, and the survey was shortened. The frame was shifted to de-emphasize “childbearing” as a defining feature of why the sample was selected and to highlight this opportunity to help other women, regardless of one’s current fish consumption patterns. While some questions were removed, care was taken not to remove any questions associated with our primary outcomes (brochure and website content and design) or to change the wording of any existing questions. The final revised survey is in Appendix B. Data collection resumed for four weeks with a similar methodology—online survey with phone follow-up—for members in the Direct Push Brochure and Direct Push Website samples. The clinic sample was not followed-up with because significant time had elapsed between their clinic visit and this period of data collection.

#### *myVoice Panel*

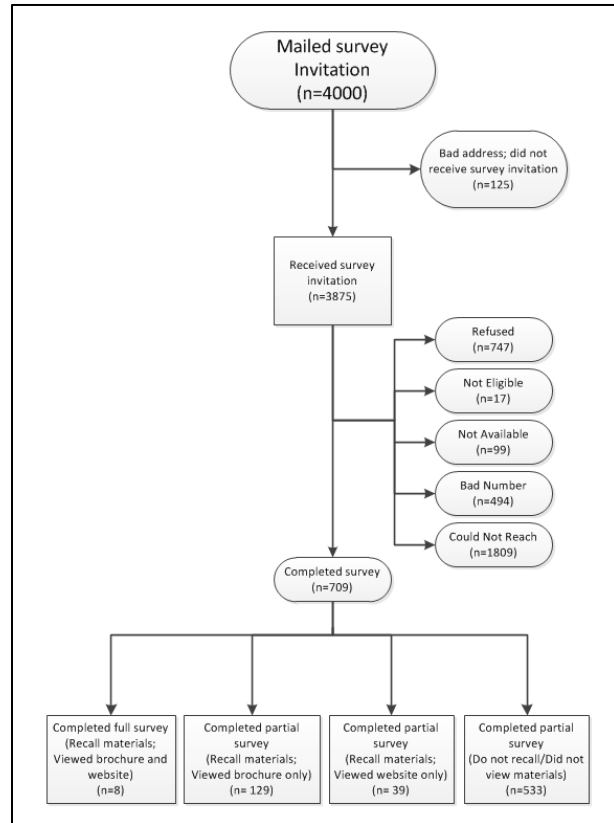
myVoice is an online panel of about 1,200 HealthPartners members and/or patients who are willing to share their insights about certain topics online 1-2 times per month. We tapped into this resource by asking panelists about their awareness of and trust in the HealthPartners Institute to help inform branding of the brochure and website.

#### *HealthPartners Patient Council*

Patient Council is a forum for gathering member and patient feedback on health plan and clinic topics. This group of 15 health plan members meets in-person 10 times per year. Members of our project team attended a meeting to share details about this project and to ask for feedback from attendees. A handout with background information on the project was distributed, followed by a brief overview of the project and a discussion about the materials. See Appendix C for the summary handout and discussion questions.

### III. Results

Overall, 709 women took part in evaluating the brochure and/or website with roughly the same number of respondents in each of the sample groups (Figure 6, Table 1). Most survey respondents who reviewed the brochure reacted positively. The number of issues identified were few and addressable (Table 2). For example, numerous respondents who saw the brochure did not visit the website because they weren't aware that it existed. In response, we rearranged the design and font of the URL on the brochure to draw attention to it. In addition, respondents suggested shortening the brochure or making it less "wordy"; in response, we shortened paragraphs and simplified some of the language. To clarify the target audience for the brochure, we added "Recommendations for Women and Children" to the front page, along with some additional edits in the fish consumption guidelines. Finally, the brochure panels were rearranged to highlight the "Choose your Fish" guidelines and minimize the visibility of the "Fish to Avoid" panel, while still positioning it such that it would not be missed. Table 2 summarizes changes made to the alpha brochure based on the online evaluation survey, myVoice panel, and Patient Council feedback. The survey respondents who reviewed the website had no actionable items for us to address so website edits are not included.



**Figure 6.** Consort diagram describing completion and final call status for entire study sample.

Sample Group	Number of responses	% of total responses
Clinic sample	247	35%
Direct Push Brochure sample	225	32%
Direct Push Website sample	237	33%

**Table 1.** Response totals and percentages for each sample.

**Table 2.** Summary of changes to alpha brochure based on evaluation results

<b>Feedback/Observation</b>	<b>Brochure incorporation</b>	<b>Source of feedback</b>
Respondents were not aware of the website	Incorporated a larger font and a shaded box to highlight website	Evaluation survey
Brochure was “wordy”	Shortened paragraphs; simplified language	Evaluation survey
Respondents were unclear who the recommendations were for	-Subtitle added to front cover: “Recommendations for Women & Children” -Recommendations for men, older boys, and women who are not and will not become pregnant were removed from guidelines and placed in “For More Information” section -Brackets around “These recommendations are for women...” were removed from guidelines so words stand out more	Evaluation survey
Respondents were discouraged by immediately visible “Fish to Avoid” panel	Panels were rearranged so “Fish to Avoid” was not the first visible panel upon opening	Evaluation survey
Fish sticks and sandwiches were not included in alpha guidelines	These two items were added to the brochure and website fish consumption guidelines	Other
New EPA fish consumption guidelines referenced a 4oz serving size	Note referencing our portion size assumptions was added to the guidelines	EPA
Brochure title was misleading	Title was changed from “Dish up some Fish” to “Choose your Fish”	HealthPartners Patient Council
Respondents were not as familiar with HealthPartners Institute	Cobranded version of brochure uses the HealthPartners logo	myVoice panel

Evaluation survey

Out of 4,000 women, 709 individuals responded to the evaluation survey (response rate of 21%). Figure 6 shows the final call and completion status for the study sample. Table 1 shows the number and percentage of survey responses by sample group.

To understand the extent to which our responders represent the population from which they were drawn, we compared the age and region (Duluth or Twin Cities metro) of responders to nonresponders. Responders tended to be slightly older (31 years) than nonresponders (29 years). Although this difference is statistically different, the practical significance is low due to the 2-year age difference being unlikely to drive differing opinions related to the questions in the survey. Demographic information is detailed in Appendix D.

Evaluation survey results are presented in tables below as percent of total respondents for each question, and as percent of respondents from each sample group (Clinic/Direct Push Brochure/Direct Push Website). Open-ended survey responses not included in the text of this report can be found in

Appendix E. Table columns may not total 100% due to rounding. The total number of respondents for each question varies because: 1) women could choose not to answer any question they didn't want to, and 2) which and how many questions women were asked depended on which sample women belonged in and whether or not they viewed the materials. Responses are presented for each survey question and have been grouped by deliverable and topic in the following pages:

1. Brochure Design
2. Brochure Information
3. Brochure: General
4. Website Information
5. Website: General
6. Brochure + Website: Source of Information
7. Brochure + Website Impact

### **1. Brochure Design**

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The following results fall under the category of Brochure Design. Overall, 90% of 135 respondents reported they would not change anything about the way the brochure looks. There were many comments about the “easy to understand” layout that “gets across important information but does not overcrowd the page,” and one respondent commented that “the ‘Choose your Fish’ section is nice and easy to interpret.” Of those that said they would change something, suggested changes included “simplification so [the] main take-home points stand out better.” Overall sentiment was captured in this statement from one respondent:

*I thought it was well done, I thought the overall brochure flowed together nicely, and it was strategically put together and I appreciated it.*

1a. Would you change anything about the way the brochure looks? (n=135)

Response	Overall	Clinic	Direct push brochure	Direct push website
No	90%	91%	90%	NA
Yes	10%	10%	10%	NA

### **2. Brochure Information (utility, amount, clarity)**

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The following results deal with the utility, amount, and clarity of information in the brochure. Ninety-three percent of 135 respondents found the information very or somewhat useful, and 59% learned something new. The majority of respondents said that the information was not at all difficult to understand, and that there was about the right amount of information included. One person said, “*It wasn't that there was too much information...*” but alluded to how the information was presented. Other comments on brochure design included:

*I really did not read the page that had what looked more [like] paragraphs than the pages that had bullet points.*

*It was not at all difficult for me to understand, but I think the amount of detail and the way it is laid out run the risk it being passed-over by some of the less-informed women who perhaps need this information the most.*



2a. How useful did you find the information in the brochure? (n=135)

Response	Overall	Clinic	Direct push brochure	Direct push website
Not at all useful	7%	10%	7%	NA
Somewhat useful	54%	29%	59%	NA
Very Useful	39%	62%	35%	NA

2b. What about the amount of information in the brochure? Would you say it was... (n=136)

Response	Overall	Clinic	Direct push brochure	Direct push website
Too little information	1%	0%	1%	NA
Somewhat too little information	4%	5%	4%	NA
About the right amount of information	87%	91%	86%	NA
Somewhat too much information	7%	5%	8%	NA
Too much information	2%	0%	2%	NA

2c. Would you say that the information in the brochure was...? (n=136)

Response	Overall	Clinic	Direct push brochure	Direct push website
Not at all difficult to understand	96%	100%	96%	NA
Somewhat difficult to understand	4%	0%	4%	NA
Very difficult to understand	0%	0%	0.0%	NA

2d. Did you learn anything new? (n=137)

Response	Overall	Clinic	Direct push brochure	Direct push website
No	33%	38%	32%	NA
Yes	59%	62%	59%	NA
Not sure	8%	0%	10%	NA

### 3. Brochure: General

The following are general questions and responses regarding how the respondents interacted with the brochure. Many respondents looked at the brochure because they were interested in the topic, wanted to help either themselves or their family stay healthy, or for other reasons. A few women specifically mentioned that they looked at the brochure because they were pregnant or knew someone who was, and that this brochure was very applicable to them. Fifty-nine percent of 136 respondents saved the brochure, and 35% shared it with someone else. One woman mentioned sharing a picture of “Choose Your Fish.”

Women generally thought the content was important:

*I've had two kids, and when I was pregnant, there was a lot of 'can I eat this, can I not?' Going out for sushi is something I couldn't do. Also, I live by a lake so knowing what is safe from there is and was important. I have kids now, too, so knowing what is safe for them is important.*

*As a mother of two young children, I have often googled mercury levels of fish in the past 6 years of pregnancy and/or nursing, and I would have really loved to have a brochure like this on hand to refer to.*

3a. Why did you look at the brochure? Was there anything that was specifically of interest? (n=137)\*

Response	Overall	Clinic	Direct push brochure	Direct push website
The instructions told me to	20%	0%	23%	NA
I wanted to help improve messages	15%	14%	15%	NA
I wanted to help me/family stay healthy	22%	43%	18%	NA
Healthcare provider - must be important	9%	14%	8%	NA
MDH logo	4%	0%	5%	NA
Interested in topic (eating fish)	34%	48%	31%	NA
Interested in topic (healthy eating)	5%	5%	5%	NA
Interested in topic (non-specific)	7%	0%	8%	NA
Brochure looked interesting	19%	5%	22%	NA
I liked the pictures	8%	0%	10%	NA
Other	31%	14%	34%	NA

\*This question was "Check all that apply" format, so columns may total >100%

3b. About how long did you spend looking at the brochure? (n=137)

Response	Overall	Clinic	Direct push brochure	Direct push website
<2 minutes	30%	33%	29%	NA
3-4 minutes	30%	38%	28%	NA
5-6 minutes	31%	14%	34%	NA
7-10 minutes	8%	5%	9%	NA
11-15 minutes	1%	5%	0%	NA
≥15 minutes	1%	5%	0%	NA

3c. How many times did you pick up the brochure? (n=137)

Response	Overall	Clinic	Direct push brochure	Direct push website
1	53%	48%	54%	NA
2	36%	33%	36%	NA
3	6%	10%	5%	NA
≥4	5%	10%	4%	NA

3d. Did you save the brochure? (n=136)

Response	Overall	Clinic	Direct push brochure	Direct push website
No	41%	5%	48%	NA
Yes	59%	95%	52%	NA

3e. Did you share this information with anyone else? (n=137)

Response	Overall	Clinic	Direct push brochure	Direct push website
No	65%	48%	68%	NA
Yes	35%	52%	32%	NA

**4. Website Information (amount, utility, clarity)**

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A total of 47 individuals reported looking at the website with 92% indicating the information on the website was somewhat or very useful. There was about the right amount of information for 85% of respondents, and all agreed that it was not at all difficult to understand. Among those who thought there was too little information on the website, one person requested more information about environmental impact; sustainability was a theme that appeared a few other times throughout the open-ended responses. Another respondent requested more information about fish preparation:

*I eat sushi on a regular basis. I would have liked info on if the way the fish is prepared makes a difference.*

One women stated explicitly that she liked the recipes but didn't find the fish cooking tips as useful:

*The recipes were great, but the whole section on 'cook fish', I would never spend my time on.*

**5. Website: General**

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The following are general questions and responses regarding engagement with the website. Many respondents reported that they visited the website because the instructions told them to (60%) or because they were interested in the topic; only 5% of women from the Direct Push Brochure sample visited the website, and 4% of women in the Clinic sample visited the website. Many of the women who received the brochure said they weren't aware of the website:

*"[I] did not realize there was a website. That should maybe be more prominent to drive people to the site if it's important. It was buried at the bottom of a section I didn't pay much attention to."*

One reason for visiting the website was *"To see if there was any more expanded information. The URL is catchy."*

5a. Why did you look at the website? Was there anything that was specifically of interest? (n=47)\*

Response	Overall	Clinic	Direct push brochure	Direct push website
The instructions told me to	60%	0%	14%	69%
I wanted to help improve messages	19%	0%	29%	18%
I wanted to help me/family stay healthy	23%	0%	14%	26%
Healthcare provider - must be important	9%	0%	0%	10%
MDH logo	0%	0%	0%	0%
Interested in topic (eating fish)	43%	100%	29%	44%
Interested in topic (healthy eating)	0%	0%	0%	0%
Interested in topic (non-specific)	2%	0%	0%	3%
Website URL sounded interesting	4%	0%	29%	0%
Other	9%	0%	43%	3%

\*This question was "Check all that apply" format, so columns may total >100%

5b. About how long did you spend looking at the website? (n=47)

Response	Overall	Clinic	Direct push brochure	Direct push website
<2 minutes	28%	100%	14%	28%
3-4 minutes	23%	0%	14%	26%
5-6 minutes	15%	0%	14%	15%
7-10 minutes	21%	0%	0%	26%
11-15 minutes	4%	0%	29%	0%
≥15 minutes	9%	0%	29%	5%

5c. How many times have you visited the website? (n=47)

Response	Overall	Clinic	Direct push brochure	Direct push website
0*	6%	0%	0.0%	8%
1	81%	100%	86%	80%
2	11%	0%	14%	10%
3	2%	0%	0%	3%
≥4	0%	0%	0%	0%

\*3 respondents reported visiting the website 0 times, although they responded “yes” to an earlier question asking if they visited the website.

5d. Did you watch any of the videos on the website? (n=47)

Response	Overall	Clinic	Direct push brochure	Direct push website
No	94%	100%	86%	95%
Yes	6%	0%	14%	5%

5e. Did you save the website url? (n=47)

Response	Overall	Clinic	Direct push brochure	Direct push website
No	94%	100%	86%	95%
Yes	6%	0%	14%	5%

5f. Did you share this information with anyone else? (n=47)

Response	Overall	Clinic	Direct push brochure	Direct push website
No	79%	100%	71%	80%
Yes	21%	0%	29%	21%

## 6. Brochure + Website: Source of information

This survey also asked about where respondents would like to receive fish consumption messaging, and who they trust as a source for this type of information. Response was much higher in this category because almost everyone who participated was asked these questions, even if they did not view the materials. Fifty-three percent agreed they would like to get information like this from their health care provider at clinic visits and 57% from their health plan. MDH, HealthPartners, and providers were all very highly trusted as sources of information about safe fish consumption. Most women (60%) trusted all three sources—MDH, HealthPartners, and provider—equally. Responses from the three sample groups were very similar for fish consumption messaging and trust. The six questions are below:

6a. I would like to get information about things like safe fish consumption from my health care provider at clinic visits in the future (n=667)

Response	Overall	Clinic	Direct push brochure	Direct push website
Strongly disagree	9%	4%	13%	9%
Somewhat disagree	18%	15%	20%	19%
Neither agree nor disagree	21%	18%	19%	24%
Somewhat agree	36%	40%	36%	34%
Strongly agree	17%	23%	12%	15%

6b. I would like to get information about things like safe consumption directly from my health plan in the future (n=667)

Response	Overall	Clinic	Direct push brochure	Direct push website
Strongly disagree	8%	7%	9%	7%
Somewhat disagree	16%	14%	17%	17%
Neither agree nor disagree	19%	15%	18%	24%
Somewhat agree	38%	40%	39%	37%
Strongly agree	19%	25%	16%	16%

6c. I trust the Minnesota Department of Health for information about safe fish consumption (n=665)

Response	Overall	Clinic	Direct push brochure	Direct push website
Strongly disagree	1%	1%	2%	1%
Somewhat disagree	4%	5%	4%	3%
Neither agree nor disagree	6%	5%	6%	7%
Somewhat agree	31%	28%	34%	33%
Strongly agree	57%	61%	55%	56%

6d. I trust HealthPartners for information about safe fish consumption (n=668)

Response	Overall	Clinic	Direct push brochure	Direct push website
Strongly disagree	1%	1%	<1%	1%
Somewhat disagree	3%	1%	2%	4%
Neither agree nor disagree	6%	4%	7%	8%
Somewhat agree	33%	34%	34%	32%
Strongly agree	57%	60%	57%	55%

6e. I trust my provider for information about safe fish consumption (n=666)

Response	Overall	Clinic	Direct push brochure	Direct push website
Strongly disagree	1%	1%	1%	1%
Somewhat disagree	2%	1%	2%	4%
Neither agree nor disagree	6%	2%	6%	10%
Somewhat agree	29%	25%	35%	28%
Strongly agree	61%	71%	57%	58%

6f. Concordance in trust rating among MDH, HealthPartners, and provider

Relative Trust Category	N	Percent
MDH = HP = Provider	394	60%
(HP = Provider) > MDH	66	10%
Provider > (MDH = HP)	52	8%
(MDH = HP) > Provider	47	7%
(MDH = Provider) > HP	35	5%
MDH > (HP = Provider)	35	5%
HP > (MDH = Provider)	8	1%
Provider > HP > MDH	6	1%
HP > Provider > MDH	5	1%
MDH > HP > Provider	5	1%
MDH > Provider > HP	3	<1%
Provider > MDH > HP	2	<1%
HP > MDH > Provider	1	<1%

**7. Brochure + Website Impact**

Respondents were asked about their behavior change after viewing the fish consumption materials. The majority of women (85%) said that their fish consumption stayed the same. Most women (92%) said they understand which and how many fish they can safely eat after reviewing the materials. Seventy-two percent would definitely or maybe eat fish if they were pregnant or planning to become pregnant.

7a. Since receiving the fish materials, would you say that the amount of fish that you eat has...? (n=174)

Response	Overall	Clinic	Direct push brochure	Direct push website
Decreased a lot	1%	0%	1%	0%
Decreased somewhat	4%	19%	1%	5%
Stayed the same	85%	71%	87%	85%
Increased somewhat	9%	5%	10%	8%
Increased a lot	1%	5%	0%	0%
Not applicable / do not recall	2%	0%	2%	3%

7b. After reviewing the materials, do you feel that you understand which and how much fish you may safely eat? (n=174)

Response	Overall	Clinic	Direct push brochure	Direct push website
No	3%	0%	4%	3%
Yes, definitely	57%	86%	54%	50%
Yes, somewhat	35%	14%	35%	45%
I don't know	5%	0%	7%	3%

7c. After reviewing the materials would you eat fish if you were pregnant or planning to become pregnant? (n=175)

Response	Overall	Clinic	Direct push brochure	Direct push website
No	21%	5%	24%	23%
Yes, definitely	47%	81%	40%	49%
Maybe	25%	14%	30%	18%
I don't know	7%	0%	7%	10%

*myVoice Panel*

Panelists were asked about their awareness of the HealthPartners Institute and their recognition of and trust in HealthPartners and HealthPartners Institute logos. Of the 433 panelists sent the survey, 215 responded (49.6%). Seven percent were aware of the HealthPartners Institute. When comparing the HealthPartners and HealthPartners Institute logos on educational materials, panelists were:

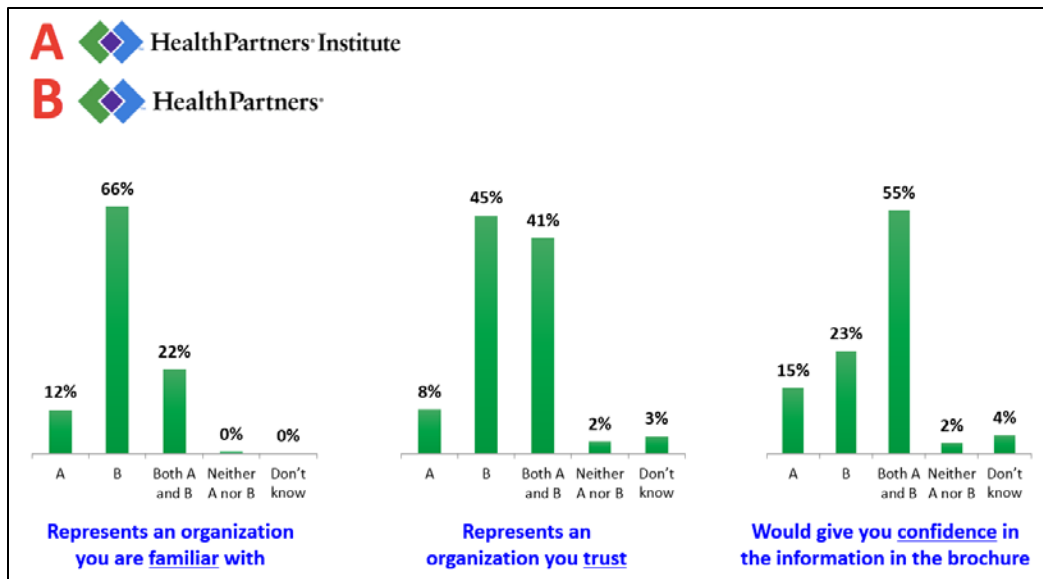
- More familiar with the HealthPartners logo
- More trusting in the HealthPartners logo
- Confident in the information branded with either logo

These findings led us to use the HealthPartners logo on the co-branded brochure.

1. Have you heard of the HealthPartners Institute before this myVoice activity?

Response	n	%
Yes	15	7%
No	187	87%
Don't know	13	6%

2. We are developing health education materials for women and families. Part of this is a brochure that covers: health benefits of eating fish, what types of fish are better to eat, how often to eat fish, including recommendations for women and children. The brochure will include one of these logos. Which logo...



### HealthPartners Patient Council

At a HealthPartners Patient Council meeting, members (n=12) were asked about their awareness of the HealthPartners Institute. Similar to the myVoice panelists, few on the Patient Council knew about the Institute, further solidifying our decision to use the HealthPartners logo on the brochure. Patients were also asked for feedback about the alpha brochure. It was suggested that the brochure title, “Dish up Some Fish,” in combination with the fish photo on the cover and recipe on the back page, could mislead people to believe that the brochure contained only recipes. Respondents suggested changing the name of the brochure to more accurately describe its contents. Based on this feedback, along with a desire to further unify the brochure and website materials, the brochure title was changed to “Choose Your Fish.”

## **IV. Summary**

Women we heard from who had a chance to review the materials generally found the materials useful with the right amount of information. Overall, 92% of women understood safe fish consumption after viewing our materials. Seventy-two percent would “definitely” or “maybe” eat fish if they were pregnant/planning to become pregnant, and fish consumption increased among 10% of respondents.

Specific improvements for the brochure were identified (Table 2) and incorporated into the final version of the “Choose Your Fish” brochure (Appendix F) and new ChooseYourFish.org website. Importantly, this evaluation confirmed the added value in the partnership between HealthPartners and the Minnesota Department of Health. We learned that although 60% of women trust MDH, HealthPartners, and their provider equally, there are some women who trust one more than another. By co-branding, we were able to establish two different health organizations as sources of this information and assure our audience of its legitimacy.

A statewide press release on May 8, 2017, announced the new brochure and launching of the website, initiating a burst of traffic to the site from a variety of media sources internal and external to MDH and HealthPartners. Between the beginning of the evaluation survey and the press release (August 12, 2016-May 7, 2017), there had been 848 users of the website. Then on May 8 (date of press release), there were 858 visitors to the site, 94% of whom were new visitors. Altogether, there have been 2,491 site visitors between the media launch and the completion of this report (May 8-June 27, 2017).

Moving forward, the “Choose Your Fish” brochure is now available for broad dissemination throughout the state, some versions specific to tribes and regions in Northern Minnesota and along the North Shore of Lake Superior. The brochure has been incorporated into HealthPartners’ educational material ordering system online; to date, 600 brochures have been ordered from various clinics and OB-GYN departments throughout the HealthPartners care system. The Director of Community Health at HealthPartners requested 100 brochures for distribution at community events and has shown interest in partnership for future dissemination strategies. Internally, up to 100 additional brochures have been distributed to leaders in both the care group and health plan, and future distribution pathways are being explored (see Next Steps below). The importance of this project was succinctly summed up by one evaluation survey respondent:

*I think it’s awesome that HealthPartners is getting into improved nutrition and focusing on more prevention rather than illness. Kudos to this study.*



## V. Next Steps

Future dissemination opportunities to women of childbearing age exist broadly through the HealthPartners organization, targeting patients, members, and employees alike. Multiple strategies will be employed to disseminate the physical brochure as well as to raise awareness of the website; we are partnering with our Disease and Case Management and Health Promotions Departments, as well as others in various stages of development. Additional opportunities exist using HealthPartners various social media platforms (Facebook, Twitter, etc.), and in the design of web-based campaigns that can be targeted to specific audiences. To better understand HealthPartners' experience with targeted marketing campaigns, the study team met with Joe LaceyGutz, Senior Director of Health Solutions Marketing Communications. His team has led targeted digital marketing campaigns using HealthPartners vast data assets. He shared tips from practical experience in refining messaging tailored to subpopulations of interest and also strategies to enhance the likelihood that targeted populations will act upon the messages they receive.

In future project phases, we will be able to apply these action-oriented learnings, such as:

- Target sub-populations using various social media platforms using demographic data available through media provider
- Monitor effectiveness of targeted campaigns in driving traffic to [chooseyourfish.org](http://chooseyourfish.org)
- Utilize both demographic and psychographic data elements available in HealthPartners data warehouse to refine the messaging and enhance the call to action to utilize the safe fish consumption guidelines

## VI. Appendix

### Appendix A: Cover Letters

#### Clinic Sample, Altruistic



Date

Dear HealthPartners Member:

**Help improve women's health!** HealthPartners Institute is working with the Minnesota Department of Health (MDH) on a research study to evaluate health education materials for **women like you**. You may have received these materials at a recent clinic visit. We aim to understand how materials are distributed, their impact, as well as your thoughts about these materials. The results will be used to determine how we can best inform members like you about important health topics. As part of this study we would like to ask you questions about your recent visit and specific health education materials that you may have received. The questions should take no more than 10 minutes to answer. The survey is part of a larger research project funded by the Environmental Protection Agency (EPA) and led by the Minnesota Department of Health (MDH).

Your participation in this study is voluntary and will not affect the care provided by your clinic, your insurance coverage or your relationship with your providers. We hope you will choose to take part. Your answers to our questions will be used to help make health education materials more effective. Your identity will be kept completely confidential, and the information you give us will never be associated with your name in any publications, papers or presentations. Agreeing to complete the survey is your documentation of consent to participate in this research study.

To complete this survey, please go to this link: **hpthinkfish.org** and enter this PIN «pin».

If we do not hear from you in the next 7 days, we will call you and ask you to complete this survey over the phone. You may opt out of the survey at that time. If you would prefer that we do not contact you again about this survey, please call us at 952-967-5358 and tell us.

If you have any questions about the survey or the research project, feel free to call the Survey Research Center at 952-967-5358.

Thanks in advance for your help!

Sincerely,

Handwritten signature of Tom Kottke in black ink.

Tom Kottke, MD  
Medical Director for Wellness  
HealthPartners



#### **What are we asking you to do?**

- Visit [HPThinkFish.org](http://HPThinkFish.org) to answer questions about your recent visit
- Enter your unique PIN: «pin»

#### **Who is participating?**

Other women like you who want to help HealthPartners and the Minnesota Department of Health improve health education materials

#### **What do you get?**

The opportunity to give feedback on important health messages

Handwritten signature of Patricia McCann in black ink.

Patricia McCann  
Research Scientist  
Minnesota Department of Health



Clinic sample, Egoistic



Date

Dear HealthPartners Member:

**We need your input!** HealthPartners Institute is working with the Minnesota Department of Health (MDH) on a research study to evaluate health education materials for **you and women like you**. You may have received these materials at a recent clinic visit. We aim to understand how materials are distributed, their impact, as well as **what you think** about these materials. The results will be used to determine how we can best inform members like you about important health topics. As part of this study we would like to ask you questions about your recent visit and specific health education materials that you may have received. The questions should take no more than 10 minutes to answer. The survey is part of a larger research project funded by the Environmental Protection Agency (EPA) and led by the Minnesota Department of Health (MDH).

Your participation in this study is voluntary and will not affect the care provided by your clinic, your insurance coverage or your relationship with your providers. We hope you will choose to take part. Your answers to our questions will be used to help make health education materials more effective. Your identity will be kept completely confidential, and the information you give us will never be associated with your name in any publications, papers or presentations. Agreeing to complete the survey is your documentation of consent to participate in this research study.


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Thanks in advance for your help!

Sincerely,

  
Tom Kottke, MD  
Medical Director for Wellness  
HealthPartners

**What are we asking you to do?**

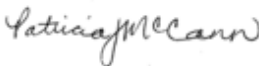
- Then visit [HPTThinkFish.org](http://HPTThinkFish.org) to answer questions
- Enter your unique PIN: «pin»

**Who is participating?**

Other women like you interested in learning about how to stay healthy

**What do you get?**

Current information about safe fish consumption as well as the opportunity to be heard.



Patricia McCann  
Research Scientist  
Minnesota Department of Health



Direct Push Brochure Sample, Altruistic



August 12, 2016

Dear HealthPartners Member:

**Help improve women's health!** HealthPartners Institute is working with the Minnesota Department of Health (MDH) on a research study to develop and evaluate health education materials about safe fish consumption. As part of this study, we have developed the enclosed brochure. The brochure includes guidelines for safe fish consumption. **You can help us make these materials more useful for other women like you** by reviewing the brochure and then answering a few survey questions for us.

Your participation in this study is voluntary and will not affect the care provided by your clinic, your insurance coverage or your relationship with your providers. We hope you will choose to take part. Your answers to our questions will be used to help make health education materials more effective. Your identity will be kept completely confidential, and the information you give us will never be associated with your name in any publications, papers or presentations. Agreeing to complete the survey is your documentation of consent to participate in this research study.

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Thanks in advance for your help!

Sincerely,

Tom Kottke, MD  
Medical Director for Wellness  
HealthPartners



**What are we asking you to do?**

- Review the enclosed brochure
- Then visit [HPThinkFish.org](http://HPThinkFish.org) to answer questions
- Enter your unique PIN: «pin»

**Who is participating?**

Other women like you who want to help HealthPartners and the Minnesota Department of Health improve health education materials

**What do you get?**

The opportunity to give feedback on important health messages

Patricia McCann  
Research Scientist  
Minnesota Department of Health



Direct Push Brochure Sample, Egoistic



Date

Dear HealthPartners Member:

**We need your input!** HealthPartners Institute is working with the Minnesota Department of Health (MDH) on a research study to develop and evaluate health education materials about safe fish consumption. As part of this study, we have developed the enclosed brochure. The brochure includes guidelines for safe fish consumption. **You can learn more about this** by reviewing the brochure and then answering a few survey questions for us.

Your participation in this study is voluntary and will not affect the care provided by your clinic, your insurance coverage or your relationship with your providers. We hope you will choose to take part. Your answers to our questions will be used to help make health education materials more effective. Your identity will be kept completely confidential, and the information you give us will never be associated with your name in any publications, papers or presentations. Agreeing to complete the survey is your documentation of consent to participate in this research study.

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If you have any questions about the survey or the research project, feel free to call the Survey Research Center at 952-967-5358.

Thanks in advance for your help!

Thanks in advance for your help!

Sincerely,

  
Tom Kottke, MD  
Medical Director for Wellness  
HealthPartners



**What are we asking you to do?**

- Review the enclosed brochure
- Then visit [HPTThinkFish.org](http://HPTThinkFish.org) to answer questions
- Enter your unique PIN: «pin»

**Who is participating?**

Other women like you interested in learning about how to stay healthy

**What do you get?**

Current information about safe fish consumption as well as the opportunity to be heard.



Patricia McCann  
Research Scientist  
Minnesota Department of Health



Direct Push Website Sample, Altruistic

August 19, 2016



Dear HealthPartners Member:

**Help improve women's health!** HealthPartners Institute is working with the Minnesota Department of Health (MDH) on a research study to develop and evaluate health education materials about safe fish consumption. As part of this study, we have developed a website called [ChooseYourFish.org](http://ChooseYourFish.org). The website has guidelines for safe fish consumption as well as helpful tools for choosing, cooking and shopping for fish. **You can help us make these materials more useful for other women like you** by visiting this website and then answering a few survey questions for us.

Your participation in this study is voluntary and will not affect the care provided by your clinic, your insurance coverage or your relationship with your providers. We hope you will choose to take part. Your answers to our questions will be used to help make health education materials more effective. Your identity will be kept completely confidential, and the information you give us will never be associated with your name in any publications, papers or presentations. Agreeing to complete the survey is your documentation of consent to participate in this research study.

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If you have any questions about the survey or the research project, feel free to call the Survey Research Center at 952-967-5358.

Thanks in advance for your help!

Sincerely,

Tom Kottke, MD  
Medical Director for Wellness  
HealthPartners



**What are we asking you to do?**

- Visit [ChooseYourFish.org](http://ChooseYourFish.org)
- Then visit [HPTThinkFish.org](http://HPTThinkFish.org) to answer questions
- Enter your unique PIN: «pin»

**Who is participating?**

Other women like you who want to help HealthPartners and the Minnesota Department of Health improve health education materials

**What do you get?**

The opportunity to give feedback on important health messages

Patricia McCann  
Research Scientist  
Minnesota Department of Health



Direct Push Website Sample, Egoistic



August 19, 2016

Dear HealthPartners Member:

**We need your input!** HealthPartners Institute is working with the Minnesota Department of Health (MDH) on a research study to develop and evaluate health education materials about safe fish consumption. As part of this study, we have developed a website called [ChooseYourFish.org](http://ChooseYourFish.org). The website has guidelines for safe fish consumption as well as helpful tools for choosing, cooking and shopping for fish. **You can learn more about this** by visiting this website and then answering a few survey questions for us.

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If you have any questions about the survey or the research project, feel free to call the Survey Research Center at 952-967-5358.

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Sincerely,

  
Tom Kottke, MD  
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**What are we asking you to do?**

- Visit [ChooseYourFish.org](http://ChooseYourFish.org)
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- Enter your unique PIN: «pin»

**Who is participating?**

Other women like you interested in learning about how to stay healthy

**What do you get?**

Current information about safe fish consumption as well as the opportunity to be heard.



Patricia McCann  
Research Scientist  
Minnesota Department of Health



Appendix B. Final Evaluation Survey

Thank you for agreeing to take part in this survey about healthy eating and fish consumption.

If Direct Push Brochure sample:

1. Do you recall recently receiving a brochure called “Dish up some Fish”?
  - a. Yes → go to Q2
  - b. No → skip to Q24

If Direct Push Website sample:

1. Do you recall recently receiving a letter requesting you visit the website ChooseYourFish.org?
  - a. Yes → skip to Q13
  - b. No → skip to Q24

**Brochure questions:**

2. [If yes to Q1], Did you look at the brochure?
  - a. Yes
  - b. No
  
- 2a. [If no to Q2] Was there any reason why you did not look at the brochure? Check all that apply.
  - a. Not interested in topic generally
  - b. Do not like fish/seafood
  - c. Not interested in helping/participating in a research study
  - d. Did not have time
  - e. Did not like the look of the brochure
  - f. Not sure what was being asked of me
  - g. Do not have internet
  - h. Already feel like I know enough about fish consumption
  - i. Other, specify: \_\_\_\_\_

➔ If no, skip to question 13

3. [If yes to Q2] Why did you look at the brochure? Was there anything that was specifically of interest? Check all that apply.
  - a. The instructions told me to
  - b. I wanted to help improve messages
  - c. I wanted to help me/my family stay healthy
  - d. If it came from my health-care provider/nurse/health plan it must be important
  - e. I saw MDH logo
  - f. I was interested in the topic – mention eating fish specifically
  - g. I was interested in the topic – mention healthy eating specific specifically
  - h. I was interested in the topic – no specific mention of fish or eating healthy



- i. The brochure looked nice/interesting/inviting/etc.
  - j. I liked the pictures
  - k. Website url sounded interesting
  - l. Other, specify: \_\_\_\_\_
4. [If yes to Q2] About how long did you spend looking at the brochure? If you looked at it on more than one occasion, add the times together.
- a. Less than 2 min
  - b. 3-4 min
  - c. 5-6 min
  - d. 7-10 min
  - e. 11-15 min
  - f. 15+ min
5. [If yes to Q2] How many times did you pick up the brochure?
- a. 0
  - b. 1
  - c. 2
  - d. 3
  - e. 4 or more
6. [If yes to Q2] Did you learn anything new?
- a. Yes
  - b. No
  - c. Not sure/don't know
7. [If yes to Q2] How useful did you find the information in the brochure?
- a. Not at all useful
  - b. Somewhat useful
  - c. Very useful
8. [If yes to Q2] What about the amount of information in the brochure ...? Would you say it was...
- a. Too little information
  - b. Somewhat too little information
  - c. About the right amount of information
  - d. Somewhat too much information
  - e. Too much information
- 8a. [If too little or somewhat too little information] What other information would you like to see?
- a. \_\_\_\_\_

8b. [If too much or somewhat too much information] What information did you think was unnecessary?

a. \_\_\_\_\_

9. [If yes to Q2] Would you say the information in the brochure was...?

- a. Not at all difficult to understand
- b. Somewhat difficult to understand
- c. Very difficult to understand

9a. [If very or somewhat difficult] In your opinion what part was difficult to understand?

---

10. [If yes to Q2] Would you change anything about the way the brochure looks?

- a. Yes → What would you like to see changed?
- b. No → What would you want to make sure does not change?

11. [If yes to Q2] Did you save the brochure?

- a. Yes
- b. No

12. [If yes to Q2] Did you share this information with anyone else?

- a. Yes
- b. No

### **Website questions**

13. Did you go to the website? (If direct push brochure sample, "Did you visit the associated website, "ChooseYourFish.org"?)

- a. Yes
- b. No

13a. [If no to Q13] Was there any reason why you did not visit the website? Check all that apply

- a. Not interested in topic generally
- b. Do not like fish/seafood
- c. Not interested in helping/participating in a research study
- d. Did not have time
- e. Did not like the look of the brochure
- f. Not sure what was being asked of me
- g. Do not have internet
- h. Already feel like I know enough about fish consumption
- i. Did not know there was a website
- j. Other, specify: \_\_\_\_\_

→ If no, skip to question 24

14. [If yes to Q13] Why did you look at the website? Was there anything that was specifically of interest? Check all that apply
- a. The instructions told me to
  - b. I wanted to help improve messages
  - c. I wanted to help me/my family stay healthy
  - d. If it came from my health-care provider/nurse/health plan it must be important
  - e. I saw MDH logo
  - f. I was interested in the topic – mention eating fish specifically
  - g. I was interested in the topic – mention healthy eating specific specifically
  - h. I was interested in the topic – no specific mention of fish or eating healthy
  - i. The brochure looked nice/interesting/inviting/etc.
  - j. I liked the pictures
  - k. Website url sounded interesting
  - l. Other, specify: \_\_\_\_\_
15. [If yes to Q13] About how long did you spend looking at the website? If you looked at it on more than one occasion, add the times together.
- a. Less than 2 min
  - b. 3-4 min
  - c. 5-6 min
  - d. 7-10 min
  - e. 11-15 min
  - f. 15+ min
16. [If yes to Q13] How many times have you visited the website?
- a. 0
  - b. 1
  - c. 2
  - d. 3
  - e. 4 or more
17. [If yes to Q13] Did you learn anything new?
- a. Yes
  - b. No
  - c. Not sure/don't know
18. [If yes to Q13] How useful did you find the information in the website?
- a. Not at all useful
  - b. Somewhat useful
  - c. Very useful
19. [If yes to Q13] What about the amount of information in the website...? Would you say it was...
- a. Too little information

- b. Somewhat too little information
- c. About the right amount of information
- d. Somewhat too much information
- e. Too much information

19a. [If too little or somewhat too little information] What other information would you like to see?

- a. \_\_\_\_\_

19b. [If too much or somewhat too much information] What information did you think was unnecessary?

- a. \_\_\_\_\_

20. [If yes to Q13] Did you watch any of the videos on the website?

- a. Yes
- b. No

20a. [If yes to Q20] Which types of videos did you like or find useful? Check all that apply

- a. Videos that showed me how to do something related to fish
- b. Videos that had other people talking about their experience with fish

21. [If yes to Q13] Would you say the information in the website was...?

- a. Not at all difficult to understand
- b. Somewhat difficult to understand
- c. Very difficult to understand

21a. [If very or somewhat difficult] In your opinion what part was difficult to understand?

---

22. [If yes to Q13] Did you save the website url?

- a. Yes
- b. No

23. [If yes to Q13] Did you share this information with anyone else?

- a. Yes
- b. No

**[Entire sample]**

24. Please state the extent to which you agree or disagree with the following statements.

Do you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree...

- a. I would like to get information about things like safe fish consumption from my health care provider at clinic visits in the future

- b. I would like to get information about things like safe consumption directly from my health plan in the future
- c. I trust the Minnesota Department of Health for information about safe fish consumption
- d. I trust HealthPartners for information about safe fish consumption
- e. I trust my provider for information about safe fish consumption

**Now we are interested in asking a few questions about you and what you like to do generally. As a reminder, your responses are confidential and will not be associated with your name.**

25. How often do you usually eat fish of any kind? Remember, this includes fresh, frozen, and canned types of fish.
- a. Never
  - b. Less than once per month
  - c. Less than once per week
  - d. About once per week
  - e. About twice per week
  - f. More than twice per week
26. [If yes to Q2 or Q13] Since receiving the fish materials, would you say that the amount of fish that you eat has...?
- a. Decreased a lot
  - b. Decreased somewhat
  - c. Stayed the same
  - d. Increased somewhat
  - e. Increased a lot
  - f. Not applicable - do not recall the materials [don't read]
27. [If yes to Q2 or Q13] After reviewing the materials, do you feel that you understand which and how much fish you may safely eat?
- a. Yes, definitely
  - b. Yes, somewhat
  - c. No
  - d. I don't know
28. [If yes to Q2 or Q13] After reviewing the materials would you eat fish if you were pregnant or planning to become pregnant?
- a. Yes, definitely
  - b. Maybe
  - c. No
  - d. I don't know

29. Do you or does anyone in your household fish?
- a. Yes, for a living
  - b. Yes, as a hobby
  - c. No

We're curious to learn why you decided to complete this survey.

30. I did this survey because I knew that my suggestions could help other women in the future
- a. Strongly agree
  - b. Somewhat agree
  - c. Neither agree nor disagree
  - d. Somewhat disagree
  - e. Strongly disagree

31. I did this survey because I knew that my suggestions could help HealthPartners
- a. Strongly agree
  - b. Somewhat agree
  - c. Neither agree nor disagree
  - d. Somewhat disagree
  - e. Strongly disagree

32. I did this survey because I like to share my opinion with others
- a. Strongly agree
  - b. Somewhat agree
  - c. Neither agree nor disagree
  - d. Somewhat disagree
  - e. Strongly disagree

33. Open-ended: What was your main reason for completing this survey?

**[If yes to either Q2 or Q13]**

34. Thank you for your feedback. Is there anything else that you would like to share with us about the brochure/website?

---

---

**[Entire sample]**

Thanks again. Your responses are very important.

Appendix C: HealthPartners Patient Council Handout and Discussion Questions

**Safe Fish Consumption Project**  
**Patient Council Meeting – Thursday Jan 26, 2017**  
**Abigail Katz and Jeanette Ziegenfuss**

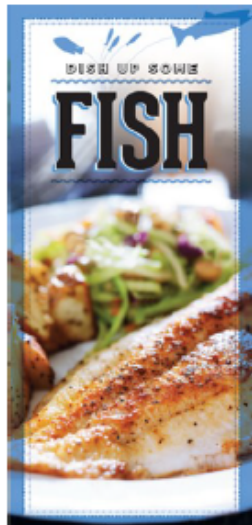
**Agenda:**

1. HealthPartners Institute
2. Who we are and why we are here
3. Background on Safe Fish Consumption project
4. Questions and discussion

**Project timeline:**



**Brochure:**



**Website: [www.chooseyourfish.org](http://www.chooseyourfish.org)**



**Questions for Patient Council**  
**Thursday Jan 26, 2017**

1. Warm up: Thinking about materials like these... Have you received materials like these before?
  - a. (Assuming yes) How did you receive them?/Who did you receive them from?
2. How would you want to receive materials like these in the future? Where would they catch your attention?
  - a. Probe for format: Email? Paper copy? On Facebook? Something else memorable like a magnet?
  - b. Probe for source:
    - i. What would you think about getting them from your doctor?
    - ii. What would you think about getting them directly from your insurer (HealthPartners) via an email or direct mailing?
    - iii. What about from an employer?
    - iv. At a health fair?
    - v. Anywhere else?
3. Now thinking specifically about HealthPartners, what do you think about us delivering messages like this?
  - a. What would this convey to you about the values of HP?
  - b. What would the downside(s) be?
  - c. What do you think about the role of the Institute in doing research to inform things like patient education?
    - i. Potential probes:
      1. Is it important?
      2. How do you feel about HealthPartners now that you know the Institute exists?
4. Finally, what would you think about seeing the Institute logo compared to the HP logo on a brochure like this?
  - a. Potential probes:
    - i. Would either make you more or less likely to look at this content?
    - ii. To trust this content?



Appendix D: Demographic information

Letter appeal

	Overall		All Responders	
	N	%	N	% of all responders
Altruistic	1934	50	364	51
Egoistic	1941	50	345	49

Age

	Overall	All Responders
Mean ± SD	29.6 ± 6.2	31.1 ± 5.5
Median (IQR)	30 (10)	31 (8)
Min   Max	18   40	18   40

Region

	Overall		All Responders	
	N	%	N	% of all responders
Duluth	1449	37	208	29
Metro	2426	63	501	71

Clinic

	Overall		Clinic Responders	
	N	%	N	% of clinic responders
HealthPartners St. Paul Clinic	521	52	134	54
Park Nicollet Clinic	473	48	113	46

Clinic visit type

	Overall		Clinic Responders	
	N	%	N	% of clinic responders
Initial prenatal	32	3	13	5
Initial consult	66	7	15	6
Office visit	588	59	124	50
Postpartum visit	70	7	14	6
Routine prenatal	238	24	81	33

Details about clinic visit types, which are assigned for billing purposes by a coder who reviews the record after the visit:

- Initial Prenatal Visits are the longest, most complete and usually include pregnancy education
- Initial Consults and Office Visits are likely not with the provider of prenatal care, but with a different provider, maybe for a medical issue distinct from the pregnancy or a complication of pregnancy that needs specialist input
- Postpartum Visits usually take place 4 to 6 weeks after the birth
- Routine Prenatal Visits are check-in visits once a month until around the eighth month, then more frequently

How often do you usually eat fish of any kind? Remember, this includes fresh, frozen, and canned types of fish. (n=706)

	<b>Overall</b>	<b>Clinic</b>	<b>Direct push brochure</b>	<b>Direct push website</b>
Never	13%	12%	14%	12%
<1x / month	23%	22%	22%	25%
<1x / week	25%	26%	23%	25%
1x / week	27%	28%	27%	26%
2x / week	9%	8%	11%	9%
>2x / week	3%	4%	4%	3%

Do you or does anyone in your household fish? (n=707)

	<b>Overall</b>	<b>Clinic</b>	<b>Direct push brochure</b>	<b>Direct push website</b>
No	53%	58%	51%	49%
Yes, for a living	<1%	<1%	<1%	<1%
Yes, as a hobby	47%	42%	48%	51%

## Appendix E: Open-ended responses

### **Brochure Design**

Would you change anything about the way the brochure looks?

If yes, what would you like to see changed?

- Flow chart for gender/age to frequency of eating certain fish
- The opening page where it starts off with Fresh, frozen or canned. It looks goofy and that area does not flow when you read it. I had to read it a couple of times.
- Simpler language
- Upon opening first flap 'Fish to Avoid' is the first panel that I noticed. I would maybe put that panel in a different location possibly later in the opening of the brochure - it seems a bit off-putting to have that be the first thing I noticed inside the brochure.
- It is too busy and visually cluttered. Needs simplification so main take-home points stand out better. Make website address really pop out-in bold with much larger font. Add QR code.
- The 'fish to avoid' should be in a more prominent location - grouped together along with the other three categories. I would definitely keep the three boxes listing the species of fish and their corresponding mercury levels, but I think the Fish to Avoid needs to be visually included alongside of these.
- The brochure is long... too many panels to flip through. Consider condensing the 3 panel choose your fish section into a smaller space and reducing the size or removing the image to reduce the length of the brochure. Consider removing the images in the bought or caught section to reduce the length of the brochure.
- Less pictures of the fish

If no, what would you want to make sure does not change?

#### *Recommend not changing: Layout*

- Nice layout and content in general was good
- The layout was easy to understand and got me motivated
- The layout was really easy to follow
- Nice image layout. Nice 'Choose your fish' layout
- It was well laid out and sectioned off pretty well. There were pictures.
- Graphically it was well designed, right amount of information, key facts, it was compelling
- Layout, pictures, order of information
- The colorful engaging color scheme
- The front
- I thought it was interesting enough to draw someone's attention; enough to entice someone to want to read it
- I think it is laid out in a way that gets across important information, but does not overcrowd the page.
- The headings were very clear and made it easy to find info one was looking for.
- The bullet points make it easy to read, additional links

*Recommend not changing: Photos*

- The photos are great, and I like how it is broken down into sections with different information. I also like the placement of the salmon recipe on the back.
- I liked the photos in the brochure. I also liked on the back that there was a recipe for fish.
- Pictures
- Easy to read and includes pictures
- It was well laid out and sectioned off pretty well. There were pictures.
- Nice pictures

*Recommend not changing: Recipe*

- The photos are great, and I like how it is broken down into sections with different information. I also like the placement of the salmon recipe on the back.
- Visuals look very good and the brochure has a user-friendly layout. Also, great to include the recipe on the back when it is folded up, so someone might think, 'Hey a recipe' and pick it up for practical reasons, then be 'tricked' into learning more about fish and health.
- I don't know but whatever [was] on the back page interested me the most

*Recommend not changing: Guidelines*

- The 'Choose Your Fish' figure
- I like the 'choose your fish' section and fish to avoid
- The recommendations
- The Choose Fish section. Clear and easy to read and understand at a glance.
- The 'choose your fish' section is nice and easy to interpret
- The chart showing frequency of different fish consumption
- There were some graphics in the brochure and I think they were helpful
- Simple lists referring to amounts of mercury and frequency of eating said types.
- The quick summaries in the boxes. Very easy to read and understand.
- The chart they had about how often you should eat different kinds of fish.
- I like how it cleanly separates out types of fish into categories based on the mercury content, suggests how often to safely eat of each category, and identifies what baseline is being used to set those suggestions. I also like how it marks based on omega-3 fatty acid content available in certain types of fish.
- The frequency about eating fish during a week, that was really helpful
- The easy to understand and read 'choose your fish' graphic about how often to eat what types of fish.
- I liked how everything was laid out, from which fish you can eat and how often

*Recommend not changing: Easy to read/understand*

- Easy to read
- I thought that it was simple and easy to understand for all people.
- Easy to read and includes pictures
- It was easy to read and easy to understand.
- It stays pretty short and sweet, and that it doesn't get any longer
- I remember there being nice bulletin points.

- Overall it looked pretty easy to read, and it attracted me to it. I would say keep everything the same.

*Recommend not changing: Information*

- Information was surprising and I wouldn't want it to be watered down at all. Make sure you're telling the accurate story even if it is surprising.
- Graphically it was well designed, right amount of information, key facts, it was compelling
- I thought the info was relevant
- Almost everything - it's all very useful information
- Everything was informative, keep it the way it is

*Recommend not changing: Fish to avoid*

- The fish to avoid section

*Recommend not changing: Other*

- No/NA (8)
- I don't know (4)
- I can't remember (3)
- It looked great
- Liked the brochure
- It had lots of fish
- The fact that it was directed to women
- The part where it mentions pregnancy and breastfeeding doesn't change, I really think it's helpful for women to understand

**Brochure Information**

What about the amount of information in the brochure? [If too little or somewhat too little information]  
What other information would you like to see?

- Risk of elevated mercury levels/mercury poisoning
- I wish there was more information on the specific health benefits of fish
- A recipe with recommended fish and other healthy ingredients
- I like a lot of facts

What about the amount of information in the brochure? [If too much or somewhat too much information] What information did you think was unnecessary?

*Recipe (1)*

*Overwhelming/ a lot of information*

- Just too long for a brochure; all info was good but just too much
- There was just a lot and I wasn't expecting it so I skimmed it and it seemed lengthy so I went on to this survey.
- All the information is necessary, but it's just a large brochure with a lot of info

- It seemed too long and overwhelming. I read the entire thing only because I knew there would be a questionnaire and because reading comes easily to me, but I doubt most people would spend more than 30 seconds on it. It needs to be simplified so the take-home points really stand out. Too much extraneous information which could be offered online instead- highlight the website better and include a QR code to scan.
- It wasn't that there was too much information. I think it was more how it was written. I really did not read the page that had what look liked more paragraphs then the pages that had bullet points.
- Overall it's a lot to remember, with all the different kinds of fish and categories of mercury levels. Easier to keep it accessible as a resource to quick grab rather than memorizing the general limitations
- It was overall a little overwhelming. There is just a lot of information and not a lot of white space on some parts of the brochure.

#### *Specific sections*

- Bought or caught section wasn't helpful -- too much information about species, size, and source. I was just going to read the 'Choose fish' section to get the info on which fish was safe to eat and how much. Parmesan salmon recipe - I don't eat dairy, and I already eat a can of tuna a week, so, I won't use this.
- Choose your fish section & bought or caught sections could both be shorter

#### *Other*

- I think there should be less emphasis on what to eat and how often, and more emphasis on what to avoid. It is certainly valuable to emphasize the importance of fish as part of a nutritionally sound diet, however, I would change the overall tone of the brochure to reflect maximum frequency of Very Low, Low, and Medium mercury-containing-fish rather than suggesting they be eaten a certain number of times per month. This would also simplify things, and I think more women would pay attention to a more simplified format. As a mother of two young children, I have often googled mercury levels of fish in the past 6 years of pregnancy and/or nursing, and I would have really loved to have a brochure like this on hand to refer to.

Would you say that the information in the brochure was...[If very or somewhat difficult to understand]  
In your opinion, what part was difficult to understand?

- Who can eat what fish at what frequency. Can there be a separate line for pregnant/nursing women and kids, and another line for everyone else
- How many servings of fish I should eat as opposed to how many servings I can eat. Also the 'bought or caught' section is super vague.
- The arrows on the Choose Your Fish section
- It was not at all difficult for me to understand, but I think the amount of detail and the way it is laid out run the risk it being passed-over by some of the less-informed women who perhaps need this information the most.
- The choose fish part took several readings to figure out

Did you learn anything new from the brochure? [If yes] What did you learn?

- Fish to avoid
- Mercury level vs species

- I learned that it is safe to eat higher amounts of fish than I previously thought. I also learned there was a difference between light tuna and white albacore tuna. I was interested to learn that there is more mercury in fish in northeastern MN than southern or central parts of MN.
- Difference in white tuna vs. light canned tuna; Which fish are very low in Hg (so I can eat more of it) vs. low or medium in Hg; Since I'm not having kids, I can eat more than what is recommended by these guidelines
- I learned that some types of fish contain more Mercury than others.
- What types of fish are healthier than others and recommended servings
- Which fish have very low mercury, low mercury, medium mercury and which fish have most. How often you can eat each one. That humans can get rid of mercury.
- I was surprised by the recommendation frequencies for eating fish. They are higher than I thought they would be.
- How often to eat MN lake fish
- That I'm eating too much canned albacore tuna.
- Which types of fish have high mercury levels.
- Which fish species in Minnesota have higher rates of mercury bioaccumulation, that Muskie are not safe for pregnant women or young children to eat, the wide difference in mercury rates between farm-raised and wild-caught catfish, the differences between white and albacore tuna in mercury levels and nutrition, which fish are high in Omega-3s, and that for women who do not plan to become pregnant and for adult males, the recommendations are different.
- Which fish to avoid and what to eat with the amounts
- That the fish I eat, canned white albacore tuna, is considered 'medium mercury' to be eaten 3 times every month. I eat 1 can of tuna a month, so....maybe I'm eating too much or I'm eating just enough.
- Muskie is high in mercury
- How often to eat and which fish are in those categories
- Various mercury levels of fish
- Fish recommendations from MN lakes.
- To eat more fish
- More info on mercury levels
- The frequency of specific types of fish to eat in a one-week span
- How often you should eat each kind of fish listed.
- Amount of times per week that I should eat fish caught in northeastern MN lakes and which fish contains least amounts of mercury
- What types of fish I should be eating and how often. I did not realize that different sources had different mercury levels.
- Types of fish to eat and how frequently - in particular, the distinction in tuna was important to me and I will be able to remember that while grocery shopping.
- I learned that fish is good for me canned or frozen (not just fresh). I also learned that different types of fish have different levels of mercury.
- It's more dangerous than I thought to eat fish (because of the mercury levels).
- How often certain fish should be eaten. Also why there are varying levels of mercury across fish.
- That light tuna has three times less Mercury than white tuna.
- The differences in canned tuna and levels of mercury - what kinds of fish can be eaten more frequently as opposed to on a limited basis
- What kinds of fish to avoid during pregnancy, how much I can eat and how often.

- Which dish to eat and how much can be eaten each week
- Which types of fish are most healthy to eat on a regular basis.
- What fish to eat and what not to eat
- Amounts and types of fish to eat and avoid during pregnancy.
- That trimming skin and fat can help reduce contaminants

### **Brochure: General**

Did you look at the brochure? [If no] Was there any reason why you did not look at the brochure?

- Allergic to fish
- I don't eat a whole lot of fish.
- I've been called before so just dismissed it.
- No because I have seen one similar to it

Why did you look at the brochure? Was there anything that was specifically of interest (other)?

*Don't know/don't remember*

- I don't remember.
- I don't remember. I look through all my mail.
- I just did.
- Not that I remember
- I just looked at it because it was in the mail.

*Didn't look*

- I didn't really look at it
- Glanced over it
- No I don't eat fish

*Am/know someone who is pregnant*

- My sister was pregnant
- I am pregnant and just looked through the mail
- I was pregnant at the time and I was being extra cautious because we eat a lot of fish.
- I eat different kinds of fish on a regular basis and since I'm pregnant and know that I shouldn't eat certain types of fish right now, I wanted to know what my limits should be

*Curious*

- Curious of why it was being sent
- To check out what it's all about
- I just wanted to see what was in it.
- Always interested in what to eat related to seafood

*Could be useful*

- I thought it might be useful
- I thought there could be some useful information.
- Just for general information purposes.



- I have children and may be interested in having more in the future.
- I'm a midwife so I also wanted to know about them for my patients
- I don't know how to cook fish and I am trying to learn it.

#### *Eat a lot of fish*

- We eat a lot of fish in our house.
- Wanted to see if guidelines had changed
- It reminded me of what I got when I was pregnant.
- I got one when I was pregnant and was interested in seeing if anything had changed
- I had been part of a focus group for this so I wanted to see if what I have seen changed since the focus group

#### *Other*

- I'm a vegetarian so I just wanted a good laugh
- Because it said it was for research
- My background is in education and nutrition.
- It had lots of images of fish
- I was surprised to learn that males could have more fish than females.

#### **Website Information**

What about the amount of information in the website? [If too little or somewhat too little information]

What other information would you like to see?

- More about pregnancy
- I would have loved to have access to the recipes.
- A little more detail about why fish is healthy -- explanation seemed brief
- I eat sushi on a regular basis. I would have liked info on if the way the fish is prepared makes a difference.
- Information about environmental impact
- Information within the website without directing me to another website

What about the amount of information in the website? [If too much or somewhat too much information] What information did you think was unnecessary?

- The recipes were great, but the whole section on 'cook fish', I would never spend my time on

Would you say that the information in the website was...[If very or somewhat difficult to understand] In your opinion, what part was difficult to understand?

- [No responses]

Did you learn anything new from the website? [If yes] What did you learn?

- How to thaw fish
- What types of fish are lowest in mercury, why that's important, and tips for cooking/recipes.
- Safe temp for eating

- I learned some of the sources of methylmercury. I also learned that PCBs were banned in 1976 but remain in the Great Lakes and Mississippi River system. I learned more about safely thawing fish.
- How farm raised might be low in mercury but not toxins/pcbs based on their feed
- Recipes
- Benefits of regularly eating fish. Unfortunately, the link for recipes was not working when I visited the site.
- How to cook fish
- I didn't know fish in Minnesota was high in mercury compared to other options.
- Which fish are higher/lower in mercury
- Recipes
- That I am likely eating too much canned tuna fish in one week.
- To buy light tuna not albacore for less mercury levels.
- Recommended types and frequency of fish consumption. New Fish Recipes to try.
- Ways to prepare fish/different recipes
- What fish you can eat a lot and what you shouldn't. i.e. only eat walleye once a month
- That swordfish and muskie have higher levels of mercury.

**Website: General**

Did you look at the website? [If no] Was there any reason why you did not look at the website?

*No time*

- Just not yet, I will look it.
- Busy, not a computer person
- I was on vacation.
- Busy
- I didn't have time, I was busy feeding my kids when I read it
- No time yet
- Will be looking at it soon just have not had the time to do so yet.
- Just have not had time to check it out yet

*No (1)*

*Forgot*

- Forgot
- I forgot to do it.
- Didn't remember. Wasn't convenient to look at the time

*Not applicable*

- No but I'm also not pregnant
- I don't eat a whole lot of fish.
- I don't eat that much fish.
- I do not eat fish because I am vegan, and my husband cooks his own fish.
- Vegetarian; we do not eat fish in our household.

- Allergic to fish
- I'm a vegetarian
- I haven't eaten more fish since then.

*No reason/don't know*

- Not specifically
- No reason
- No, just didn't think I needed to.
- There was no motivation
- Do not have a particular reason.
- Not sure
- Didn't think about it.

*Not important*

- Did not feel like it was important
- Was not of importance to me.
- It wasn't a huge priority.
- I didn't feel like I needed to right now and I know where to go if I have questions.

*Brochure was enough*

- I felt like the brochure was enough.
- I was fine with what I read. I didn't need to explore more.
- Learned enough from the brochure
- Already read the brochure

*Didn't know there was a website*

- Did not know there was such a website
- Didn't notice it on brochure
- Did not realize there was a website. That should maybe be more prominent to drive people to the site if it's important. It was buried at the bottom of a section I didn't pay much attention too.
- Did not see it listed

*Other*

- Just went on to this survey
- We have dial up. It would take forever to get to that website.
- I already participated in what appeared to be the same study about a year ago.
- May go use the website to find a recipe after I try the Parmesan Salmon recipe. What else is on the website?

Why did you look at the website? Was there anything that was specifically of interest (other)?

- Thought I may have to answer questions based on information on the website.
- To see if there was any more expanded information. The URL is catchy.
- I am searching for sustainable options

- Going out to dinner and looking at different fish and mercury content. Browsing other fish that I don't usually eat

Is there anything else that you would like to share with us about the brochure/website?

*No (22)*

#### *Recipes*

- I found the recipes to be the most useful. I want my family to eat more fish but find it difficult to cook.
- I feel like some of the other recipes on the website may be better for the back of the brochure. I think it's great that the recipe had limited ingredients and easy steps, but it is kind of 'fancy' with ingredients like horseradish you have to drain. I love to cook, but have not seen that before, and am not sure where I would find that in a grocery store.

#### *Sustainability*

- I would like to see different perspectives. This focuses mostly on contaminants in fish, which is important, but doesn't discuss the differences or benefits of wild caught vs. farm raised, etc for people with concerns about food sustainability. It gives good information but still leaves questions that I have to look up elsewhere. I like when comprehensive information is available in one place.
- Would be good to add link to where fish should come from- the responsible fishing stuff

#### *Liked it*

- It was very well written.
- I thought it was well done, I thought the overall brochure flowed together nicely, and it was strategically put together and I appreciated it.
- I'm a vegetarian and do not eat fish (so I'm not your target audience), but I thought the information was clear and well-organized.
- I think this is a very useful tool for people.
- The design is awesome. The little fish jumping out...on the first page looks great, I really like the Choose Fish pages. Everything looks very professional and well put together.

#### *Not applicable to me*

- You didn't ask if person taking survey eats fish. I'm a vegetarian so this content isn't relevant to me.

#### *Suggestions*

- If you're trying to encourage people to eat fish then you definitely need a re-write. I personally felt discouraged by the brochure from eating it- presented it as too 'dirty' from contaminants and parasites and poisoned with mercury- very unappetizing. And I had previously decided to make seafood my main source for occasional animal protein.
- It's an informative brochure with important information. I didn't necessarily assume these specific recommendations came directly from HealthPartners or MDH, but it might be helpful to have the source of these recommendations listed. I'm not sure if or how the FDA's recommendations compare either but would be curious to know.

- Both appear to present information about this important topic in an accessible way. The only thing I noticed was that it is easier in the vertical website format to emphasize that the first two columns are one OR the other and the third column is AND or in addition to the two groups above. That was not as clear with the format of the brochure. I'm not sure what the fix would be for this, but it was something I noticed. Thank you for this great work!
- I like the idea of occasional informational handouts such as the Safe Fish Consumption mail I received. I like perusing information on my own and then will ask questions as necessary. I do not believe I would be as interested if this topic were brought up in a unrelated clinic visit.
- No, if you can send info about health eating or a farmer's market to the people, I think it will be useful for people.

*Other*

- I'm bored.
- I was surprised about walleye being high in mercury.
- I feel like I've seen this information before.

**CHOOSE  
YOUR  
FISH**

**RECOMMENDATIONS FOR  
WOMEN & CHILDREN**

**Parmesan Salmon**

Try this easy, tasty recipe for serving up a good source of omega-3s. Salmon has a rich, buttery taste and tender, large flakes. Serve with brown rice and a mixed green salad for up to 4 people.

**What you need**

- 1 pound salmon fillet (not steak)
- 2 tablespoons grated Parmesan cheese
- 1 tablespoon horseradish, drained
- 1/3 cup plain nonfat yogurt
- 1 tablespoon Dijon mustard
- 1 tablespoon lemon juice

**How to prepare**

1. Arrange the fillet, skin side down, on foil-covered broiler pan.
2. Combine remaining ingredients and spread over fillet.
3. Bake at 450°F or broil on high for 10 to 15 minutes, until you can easily flake the fillet with a fork. Do not overcook fish.

**Other options**

Grill on foil sprayed with cooking oil for 10 to 15 minutes. Use tilapia instead of salmon.

**FOR MORE RECIPES**

Visit **ChooseYourFish.org** to learn how to select and cook fish.

 HealthPartners

 **DEPARTMENT OF HEALTH**

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