

# Content Analysis of Advertisements and News of Skin Lightening Products Focused on Black or African American Women and Community Outreach Program

## Investigators

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## Project Summary

This project supports the United States Food and Drug Administration's Office of Minority Health and Health Equity's education efforts to inform consumers of the risks of using over-the-counter (OTC) skin lightening products that contain harmful ingredients such as hydroquinone and mercury. In phase one, this project seeks to better understand the content and messaging of skin lightening advertisements in magazines and news tailored to Black or African American women and to evaluate the longitudinal changes in these persuasive messaging strategies from the 1940s to the present. In phase two, communication materials on the scientific information about the potential harms and risks of using skin lightening products containing harmful ingredients were disseminated via in-person activities and social media platforms to educate diverse populations and to support communities to make informed decisions regarding the use of skin lightening products.

**Populations Served:** Black or African American

### Goals/Aims:

- To gain an understanding of the persuasive content and themes presented in skin lightening advertisements in magazines for Black or African American women and how they have changed over time.
- To educate diverse populations about the dangers of OTC skin lightening products containing hydroquinone and mercury via social media platforms and in-person activities and help women make informed decisions regarding OTC skin lightening products.
- To develop a "train-the-trainer" manual to enable community leaders to disseminate information on the harms of skin lightening products containing hydroquinone and mercury within their communities.

## Publications/Abstracts/Posters, etc.

- **Content analysis of over-the-counter skin lightening product advertisements from 1940 to 2000** (oral presentation), National Communication Association Annual Meeting, National Harbor, Maryland, November 2023.