How to Market Prevention to Community Stakeholders and State Legislators

Participant Worksheets

Thomas Workman, Ph.D Principal Researcher, Health & Social Development, American Institutes for Research

Kentucky School of Alcohol & Other Drug Studies

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Our State/Community Story of Prevention

What are we trying to prevent?

Why is it important that we prevent it?

What has happened that makes this important right now?

What will happen if we don't do anything about it?

What is the improvement to the quality of life for our state or community if we are able to prevent it from happening so often?

Change Agent Assessment

CHANGE AGENT	KEY PLATFORM	ACTIONS TO DATE	POLITICAL CHALLENGES

What data do I have to show the effect of the problem?

Problem	Shows itself by	Data set and owner
Drunk driving	Car crashes/injury/death	Morbidity and mortality statistics State Patrol, city police, Dept of Transportation, Health Dept.

From Problem to Action

Choose one current problem facing your community and "walk it back" from the symptoms to the core problem.

Symptoms	Cause	Cause	Inherent Cause

Now move the problem to an action.

Policy-Education-Enforcement-Design

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Public Interest Inventory

Issue/Problem:

Recommended Action:

Stakeholder Group	Interest	Bridge	Key Champions

"MESSAGE BOX"

Audience:

ELABORATION: PROBLEM	ELABORATION: CONNECTION

CENTRAL MESSAGE:
1 sentence, Action focused

ELABORATION: COST	ELABORATION: BENEFITS

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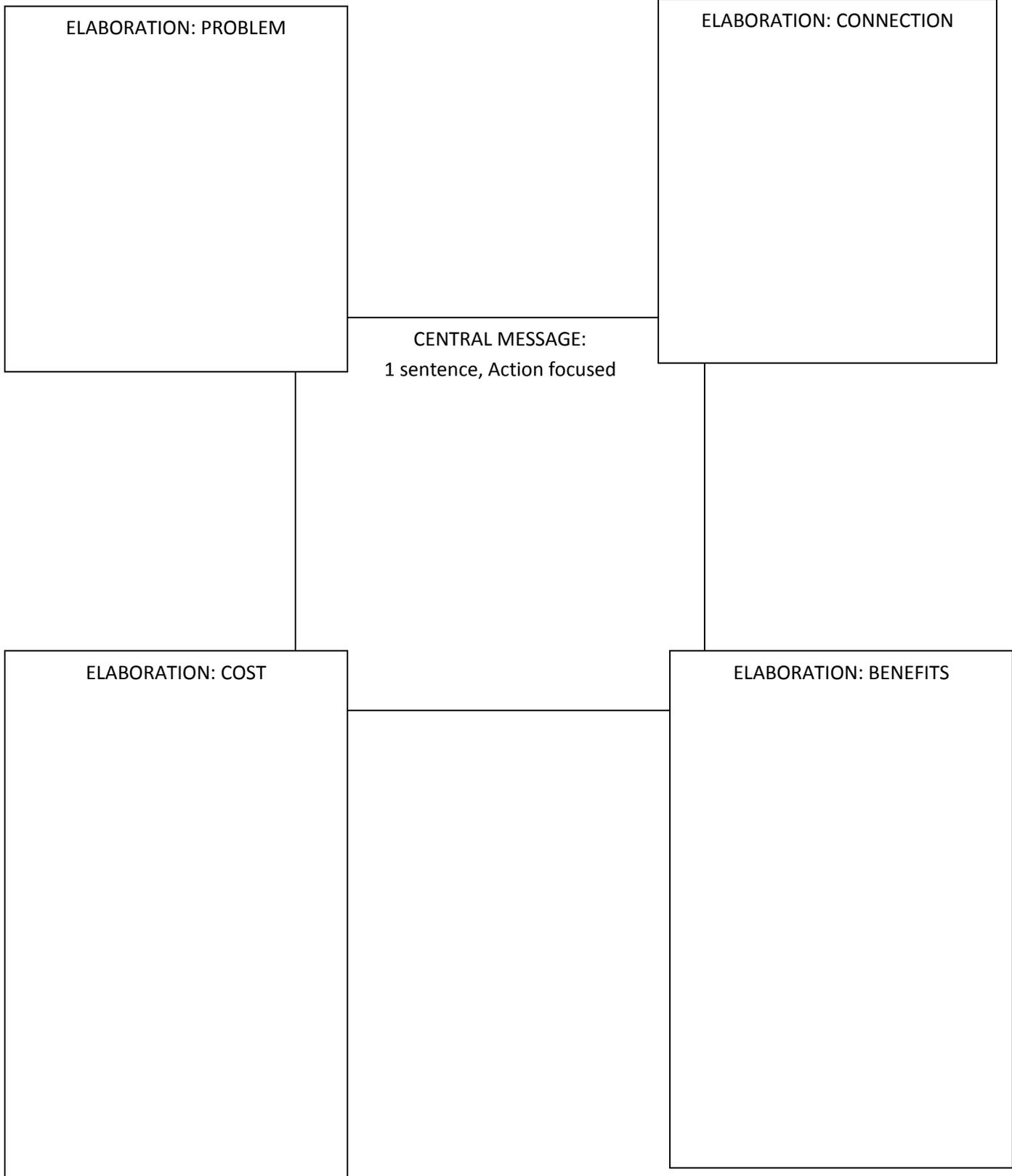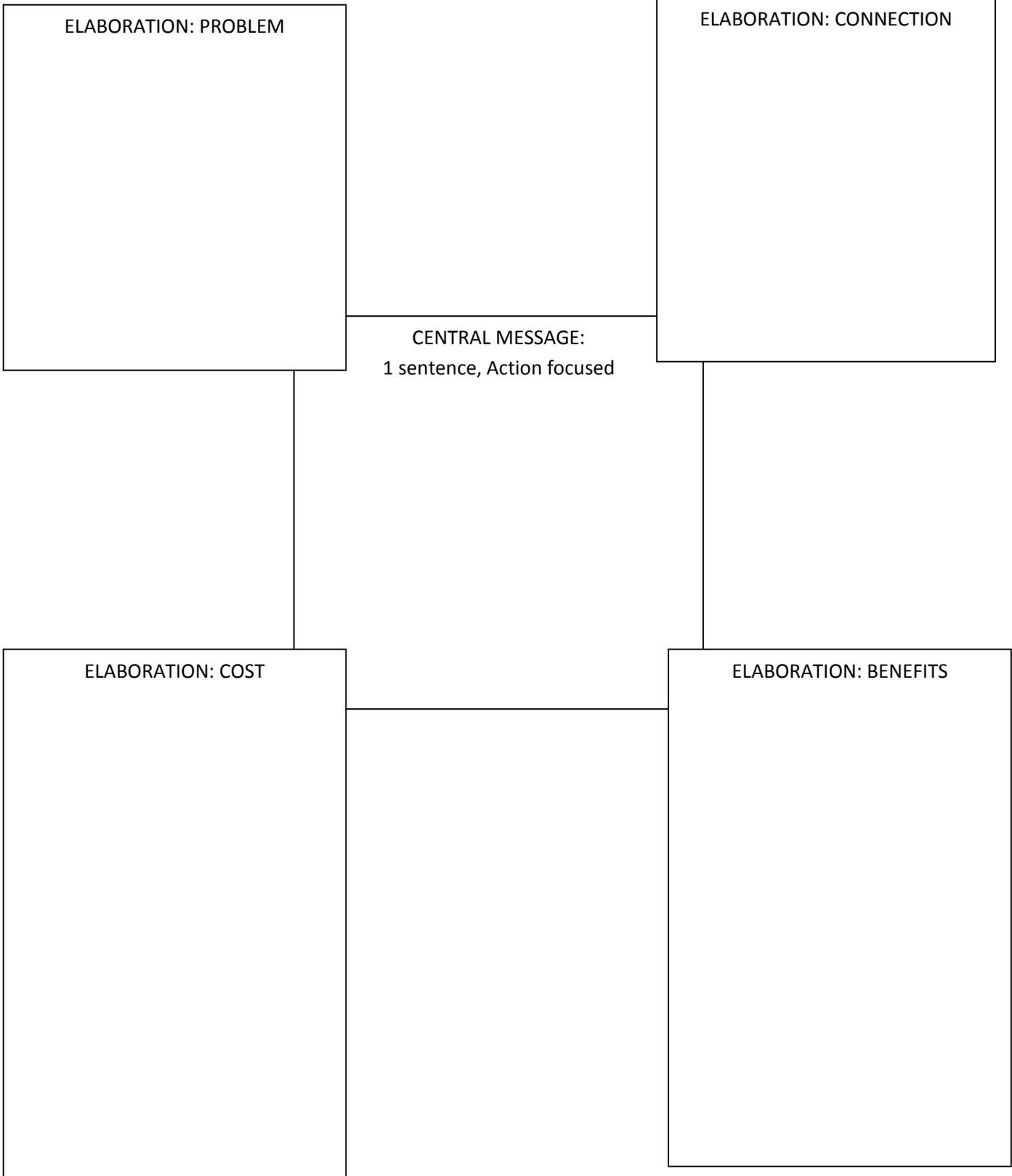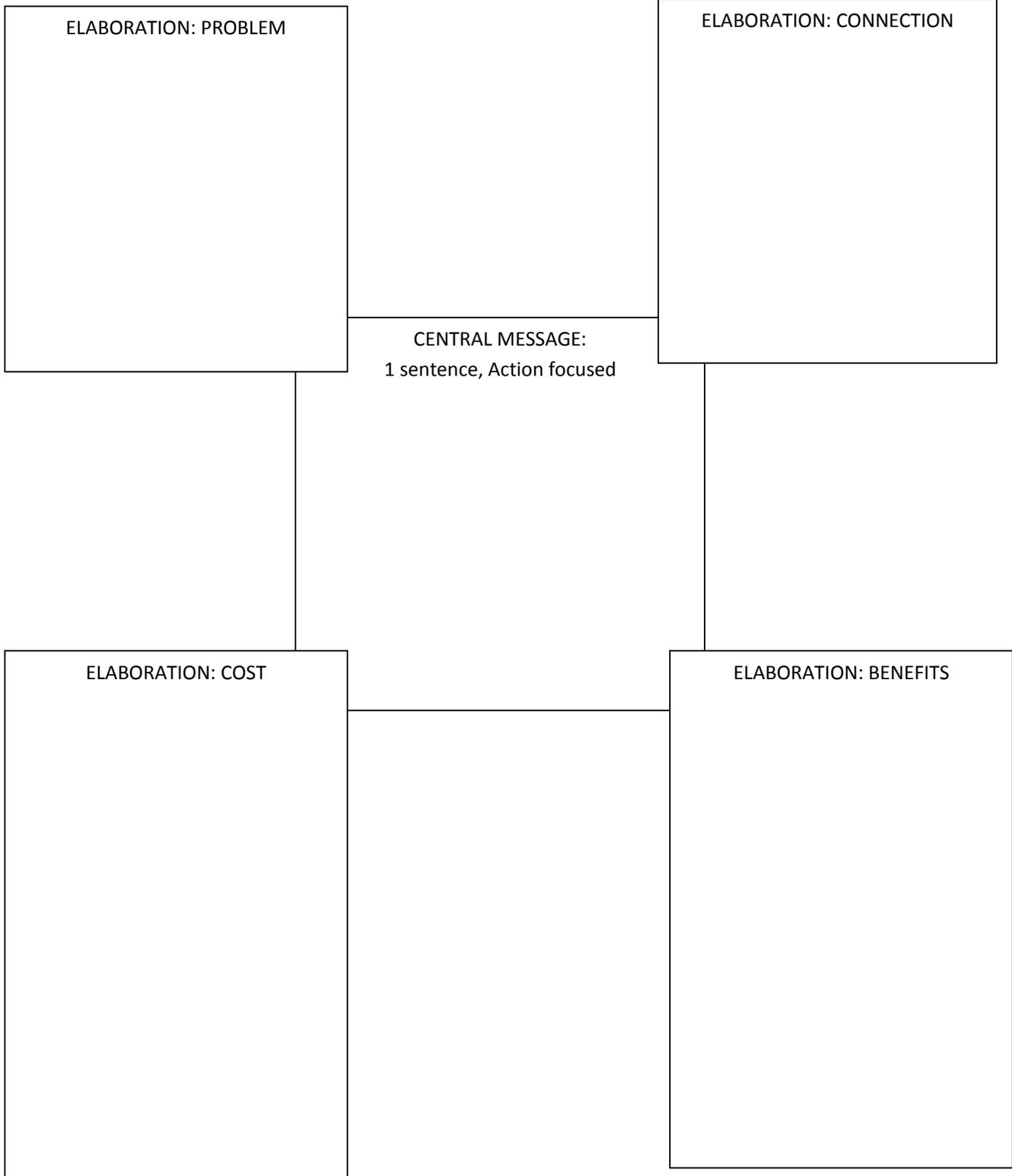
Spokesperson Inventory

NAME	REPRESENTS	PERSPECTIVE	NEEDS
Cindy Brown	South neighborhood Association	Victim of crime due to parties and youth	Nervous with big crowds, needs script

Choosing the Correct Channel

Types of Channels	Advantages	Challenges
Word of Mouth	#1 most successful channel; friends tell friends, and are most believed.	Works both ways – bad news or negative attitudes spread as fast as good ones. Limited control of message
News Media	Authoritative and believable, good reach across the community	Gate-keeping by reporter, editors limit the story; must have visuals, and stories very short
Direct-to-Audience	More time/space to tell the story; focused and targeted reach	Hit or miss; often ignored
Community Media	Full control of message, high visibility, can be seen multiple times	Hit or miss, and often ignored, interest must be built slowly for stickiness
Advertising	Full control of message	ROI may be limited; audience may sense bias
Social Media	Closest to word of mouth; messages can be broadcast and spread by interaction	Limited control of message, and messages need continuous interaction to "stick"

Channel selection worksheet

MESSAGE:	
TARGET:	
GOAL:	
BUDGET:	
PERSONNEL:	
Best Choices for channel:	

Strategic Communication Plan

Action:	

Champions:		

Message:

Audience	Channel	Audience	Channel	Audience	Channel
Spokesperson		**Spokesperson**		**Spokesperson**	

Materials Needed

Timeline					
Date	**Activity**	**Date**	**Activity**	**Date**	**Activity**
Date	**Activity**	**Date**	**Activity**	**Date**	**Activity**

Celebrating Your Heroes

Hero	Contribution	Meaningful Acknowledgement	Timing