

How to Market Prevention to Community Stakeholders and State Legislators

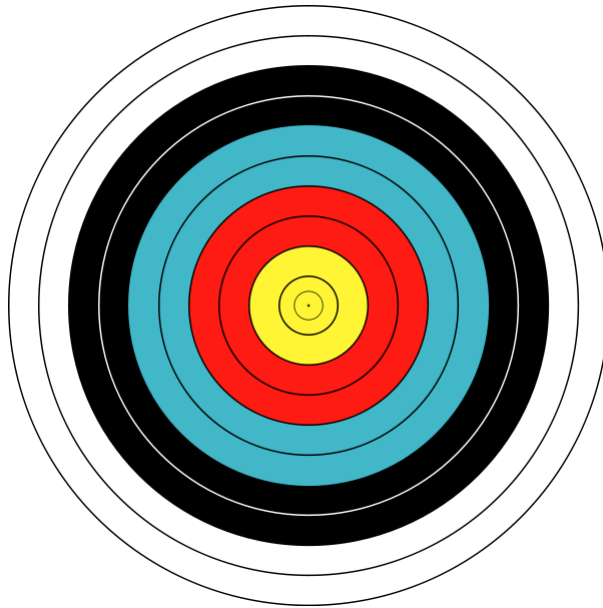


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Strategic Communication

The **RIGHT** message to the **RIGHT** audience at the **RIGHT** time using the **RIGHT** medium for the single purpose of accomplishing a specific **OUTCOME**.



Strategic Communication Planning: 5 Key Guidelines

- **Think strategy before activity.** A common mistake is to focus on a communication activity such as an advertisement, media story placement, or social media campaign before determining the strategic advantage of the activity. Start with the goal in mind, and choose activities based on the outcomes you want to accomplish.
- **Never use a medium for the sake of using it.** The role of any communication channel is to reach and impact a target audience. Never choose a medium because it is popular unless you can ensure reach and impact of the people you're trying to influence.
- **Let audience analysis guide every step.** It is easy to get focused on the message, but messages have power **ONLY** in the way they are interpreted by audiences. Audience analysis and feedback is critical for success.
- **PLAN the entire path from knowledge to action.** Most desired outcomes are ultimately behavioral, which requires but goes beyond knowledge and attitude formation. Make sure your plan takes audiences all the way to the desired outcome.
- **Build capacity at every stage of the plan.** Every time we communicate, we establish a long-term set of perceptions that aids us in our next communication. Each time, you build more capacity for your audience to adopt a message, and progress will come over multiple efforts if your team remains mindful of capacity-building.

Turning Coalition Goals and Objectives into Communication Objectives

Coalition Goal/Objective	Inherent Communication Issues	Intended Communication Outcome	Communication Plan Objectives
E x a m p l e G) Reduce access to minors: (O) Decrease parent provision of alcohol at home party events	Public awareness of current problem Public attitudes re: access to minors Parent attitudes about minor access/knowledge of issues Public willingness to speak up and demand control of access. Policy and enforcement advocacy for tougher laws/penalties	Knowledge: People must know the effect of access to minors locally. Local owners need to know how to card appropriately and manage staff. Attitude: Need to view sales to minors as a bad thing that is not liked by the community.	1) Increase perception of risk for parents supplying alcohol to youth 2) Increase knowledge of effective approaches to hosting great events without alcohol for parents 3) Increase community dialogue on parental access to minors.

MESSAGES AND MESSENGERS IN OUR COMMUNITY

Instructions: Focus on the commonly held beliefs and attitudes in your community that you believe must be addressed in a communication plan. Your coalition’s goals are likely to guide you to these, but also use your own knowledge of your community. These can be both positive and negative messages.

Example 1

The message:	Kids will be kids. It’s not that big of a deal, and they’ll grow out of it. I did!
How I got the message:	A parent I know said it to me when we were talking in the grocery store.
Where the message is circulating:	Comment made on TV, but I also know the school principal has said the same in small social circles.
How is the message being received?	Popular belief, repeated often when the subject comes up. I hear it a lot.

Example 2

The message:	Drinking and driving is really dangerous and needs to stop.
How I got the message:	TV, local billboard, and conversations with friends.
Where the message is circulating:	Everywhere, but especially with parents of new drivers who worry about the other driver.
How is the message being received?	People talk about their worry but don’t connect it to their own or their child’s behavior. No one knows “who” is doing this bad thing.

The message:	
How I got the message:	
Where the message is circulating:	
How is the message being received?	

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Community Audience Assessment Worksheet

GOAL	AUDIENCE	KEY VALUES	INFO SOURCES	OPINION LEADERS
Minor access to alcohol from social hosts	Parents who serve or procure teens	Safety, Control, My Right, Not My Kid	Local newspaper, church, coffee shop, Facebook	Neighbors, pastor, doctor, mayor, school principal

COMMUNICATION STRATEGY 1: Strategizing the Activity

How do we develop beliefs and attitudes?

Processed Experiences. Our most powerful beliefs come from an experience and the way we make sense of it. Often we rely on others to help us make sense of it – we seek reaction and response.

Significant Others. We listen and accept or reject messages from those who are important to us. We tend to believe those who we desire to emulate or please.

Credible Others. There are people in our society or culture that we see as credible sources of information on certain subjects. This differs by generation and culture.

Dialogue. In carefully facilitated dialogue, we can have our beliefs and perspectives challenged by being exposed to different points of view. This is not a debate – we both win by hearing a different perspective on an issue.

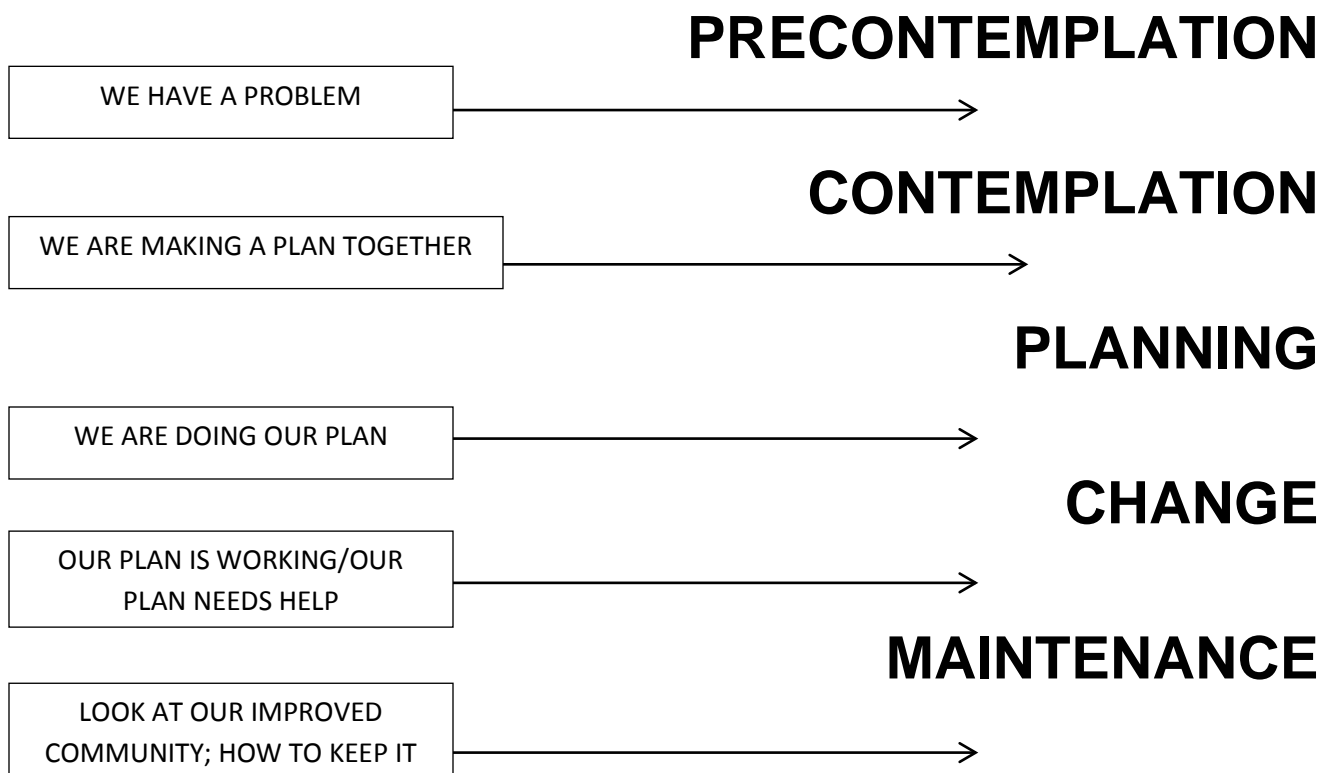
How can we use this to create effective communication strategy?

Create an experience and facilitate the interpretation. How could we help people “live” our message for a while? What could we show them or have them experience that increases their beliefs and attitudes? Even the use of video can be an effective tool to show an audience what you are trying to get them to know or feel about a subject.

Deliver messages through significant and credible others. Equipping parents, teachers, the media, or peers with messages to deliver may be more effective than our delivering it ourselves. Our efforts, then, go to equipping these natural spokespersons to express our messages clearly and completely.

Create opportunities for dialogue and discussion. Community forums, youth forums, social media forums may be effective ways to help an audience change an existing belief or behavior. Forums can be large or small, formal or informal. But they all involve a diversity of perspectives and an opportunity to interact rather than simply listen to a message.

Thinking about mediated messages and the impact on community-driven change



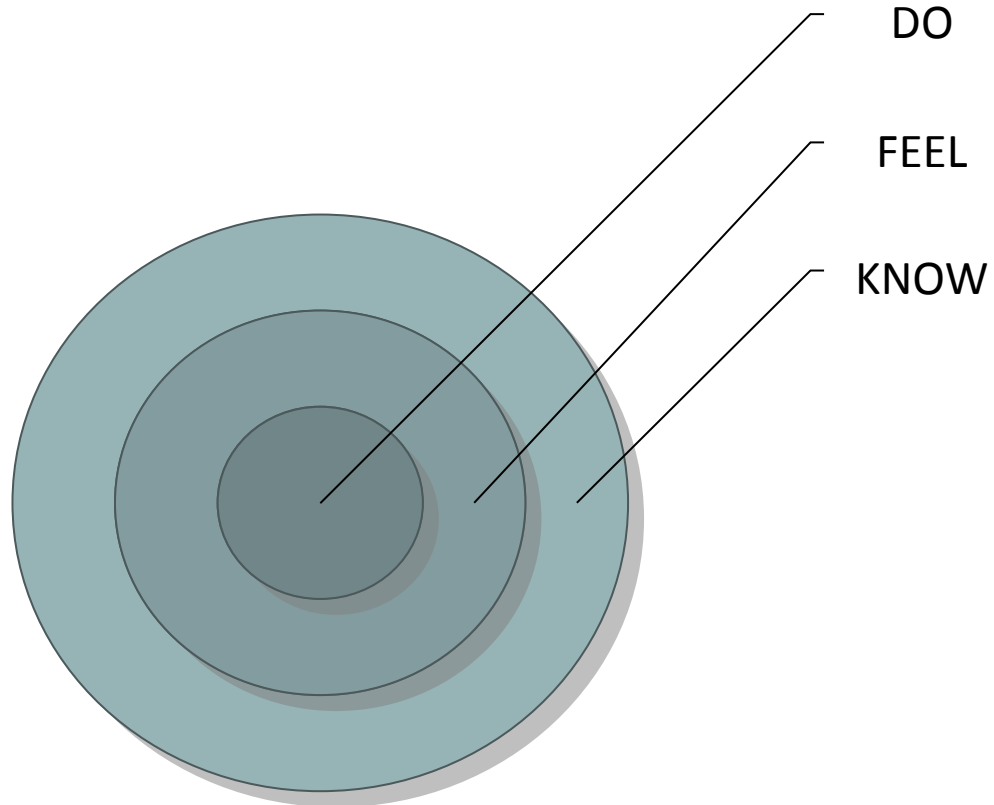
KEY ISSUES FOR COMMUNICATION PLANNING

1. Where is our community regarding high-risk behavior?
2. What kind of communication is needed RIGHT NOW to move the community to the next stage of the process?

PLANNING OUR COMMUNICATION STRATEGIES

Strategic Goal	Communication Objective	Target Audience	Desired Outcome	Activities
Reduce Underage Access	Increase parent refusal to provide	Parents	Less parent-hosted/allowed parties	Community forum Police Ride-along Proud Parents Campaign

COMMUNICATION STRATEGY 2: Strategizing the Message

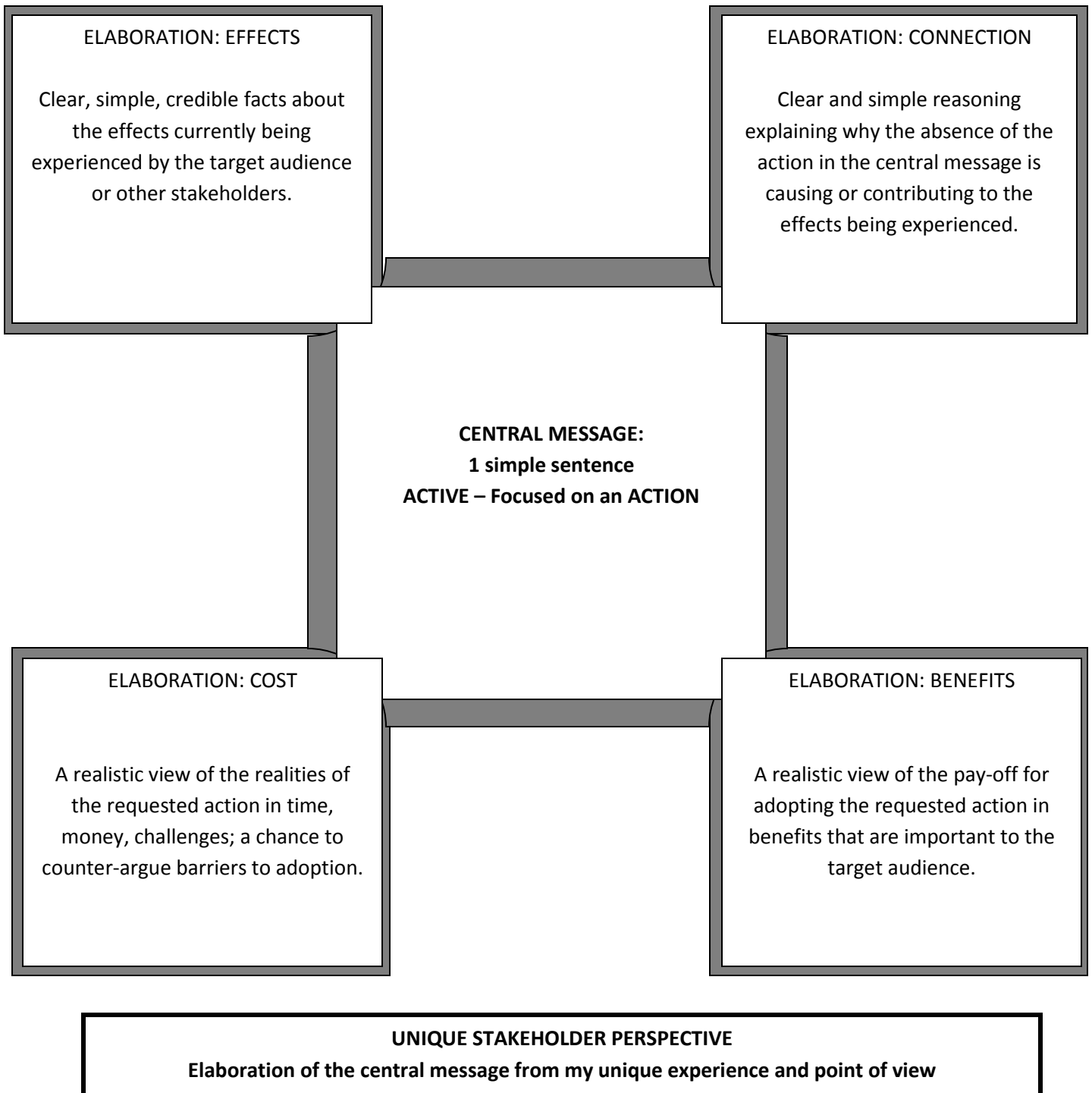


KNOW: Building awareness, then BELIEFS and ATTRIBUTES about a behavior, substance, policy, practice, or person.

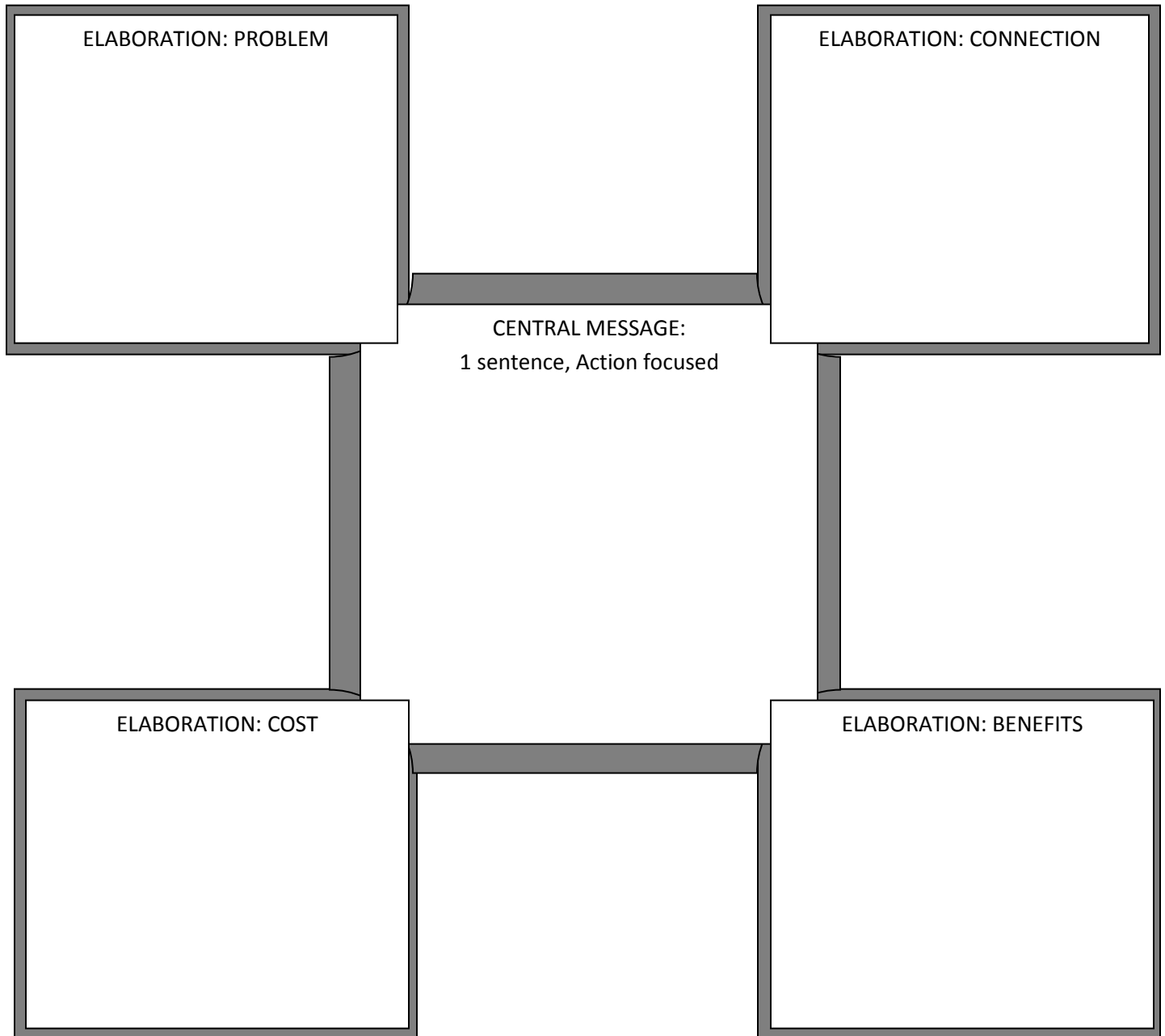
FEEL: Changing or maintaining an ATTITUDE toward a behavior, substance, policy, practice, or person by connecting beliefs to VALUES.

DO: Creating an intention to act in a certain way based on knowledge and attitude.

CREATING MESSAGES FROM THE "MESSAGE BOX"



OUR MESSAGE BOX



UNIQUE STAKEHOLDER PERSPECTIVE
Elaboration of the central message from my unique experience and point of view

Coalition 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	Hot 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:	

Messaging Through News Media

Editors are thinking about WHO to send to cover the story, and HOW to cover the story. You can influence this decision in the way you pitch the story and tell the story.

NEWS

News is organized by world, nation, state, county and city and includes events of prominence. Most news is dramatic and tragic, such as a crime, major car crash, riot, etc., although other government issues are also news such as a recent state legislative or city council vote, an election event, or a recent report/announcement.

NEWS STORIES RELATED TO ALCOHOL PREVENTION:

- New data or report on excessive drinking and its effects (the story is the report)
- Incident involving or connected to acute intoxication
- City council meeting discussing policies related to alcohol control or unwanted behavior
- New law or policy adopted by city, county, or state legislators
- Police report on alcohol-related crime or enforcement effort related to a sports event, concert, party, etc.

FEATURE

Feature stories cover special interest areas such as government, business, health, lifestyle, etc. These are NOT stories of a current event but stories about issues related to the news. Sometimes, this is the “human interest” story behind the news and is often related to news events.

FEATURE STORIES RELATED TO ALCOHOL PREVENTION

- Stakeholder talking about their involvement in a prevention effort.
- Business or homeowner talking about impact of problem on their life/livelihood.
- Young adult talking post-tragedy or post-change.

EDITORIAL

Editorial stories are statements of opinion regarding issues raised in the news or features. Editorials can be created by the editorial board of the newspaper or broadcaster, or can be opinions expressed by columnists/news analysts.

EDITORIALS RELATED TO ALCOHOL PREVENTION

- Support or opposition for a prevention plan or activity.
- Expression of gratitude or concern for a group or individual.
- Call to action to city/local government regarding a need.

Pitching the Story: Essential Elements Worksheet

The story we are pitching (one clear sentence):

1. What makes this story relevant to this community?

2. Who can we get to verify this story?

3. What visual aspects of this story can you supply for us?

4. Who can we interview about this story?

How will we get this story from you?

THE PRESS KIT CHECKLIST

- Press Release with main contact name and phone number.
- Information Sheet with expanded information, organized by relevant questions.
- Media Interview List with names, titles, phone numbers, and one-sentence description of perspective/experience/tie to story.
- Relevant data in easy-to-read chart or table (should be able to be reproduced directly)
- Relevant but eye-catching folder/container to draw attention on a crowded desk.
- Audio-recorded quotation clips (many university communication offices have a call-in or online quote center for downloading spoken quotations for the media.
- Photos, video, or other visual elements.

THE MEDIA CONFERENCE CHECKLIST

- All spokespersons present and prepared 20 minutes prior.
- Press kits for each reporter.
- Time created for individual interviews following formal conference.
- Visuals the media can see/videotape in addition to the speaker.
- Follow-up pitch: What's the next story they'll want to tell?

Preparing Spokespersons for Interviews

1. Provide the spokesperson with the press kit so that they know what has been communicated to the media.
2. Provide a copy of the message box, clearly delineating the central message from the elaborations.
3. Prepare the spokesperson with ways to share their own personal reactions, interpretations, and experiences in alignment with the central message.
4. If possible, provide some information about the reporter or media outlet and their approach to similar stories.
5. Provide a list of questions (and answers) that the spokesperson may encounter in the interview.
6. Make sure the spokesperson has plenty of time to review these materials prior to the interview.
7. You may wish to provide a script for the specific news or announcement for a less experienced spokesperson.

TIPS FOR A SUCCESSFUL MEDIA INTERVIEW

- Greet the reporter and spend a few minutes conversing before the interview starts. This conversation is critical for establishing rapport, and helping both you and the reporter get a sense of what to expect in the interview. Know that the reporter wants to ensure that you are ready for the interview as well, and is assessing you as much as you are assessing them.
- In that conversation, ask the reporter directly what “angle” they are taking on the story, and/or their own experiences or even attitudes about high-risk drinking in college. This will give you a sense of how you may need to direct your interview responses.
- Make sure you fully understand the question being asked before answering. Ask the reporter to repeat the question if needed – they can edit around it.
- Do not feel compelled to focus your response around the question being asked – be sure to weave the planned message into the responses whenever possible.
- Make sure your answer is brief but complete. Remember that in all likelihood, a single 20 second phrase or snippet of the interview will be used, so think about the “sound bite” that is most likely to shine through the editing process.

Evaluating Communication Activities

Item	Outcome	Measures
REACH	Number of people exposed to messages and number of times exposed.	--Media reach statistics --Social media metrics --Survey of awareness
REACTION	Positive or negative feedback or comment; change in knowledge or attitude.	--Direct feedback --Letters to Editor --SM comment/repost --Pre/post survey
RESPONSE	Adoption or rejection of intended outcome	--Behavioral survey --Incident data
MESSAGE SATURATION	Repetition or circulation of message by other parties	--Open survey/key stakeholder interviews --Social monitoring

Using the Evaluation in Future Planning:

Poor Reach: Revise the channel selection for the target audience.

Great Reach, Poor Reaction: Revise the strategy, message, spokespersons. Use feedback to determine unplanned attitude-anchors or salient counterargument for inclusion. Identify if initial negative reaction needs “push-through” or if message needs modification

Great Reach, Great Reaction, Poor Response: Use feedback to determine cause of rejection. Look for unplanned barriers to implementation, and determine if support is needed. Revise messages or add to messages with more implementation strategies.

Great, Great, Great Everything: Congrats! Now – what kind of “booster” may be needed for this message? How might this message be used for the next objective? What can we build off of?

OUR STRATEGIC COMMUNICATION PLAN:

Coalition Goal:			
Communication Objective(s):			
Target Audience		Strategy	
Central Message:			
Channels:		Timeline:	Budget
			Outcome Measures:

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