

# How to Market Prevention to Community Stakeholders and State Legislators

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# Workshop Objectives

- Develop an understanding of the key facets of social marketing and message development as they relate to communities and legislators.
- Utilize communication tools to assist in developing marketing messages for the community and state legislators.
- Utilize data, narratives, and interest bridges to enhance messages that focus on local issues and interests.
- Promote specific local and state actions based on community prevention goals.

# Describing Prevention

- Reducing the incidence, prevalence, or severity of **negative outcomes** through the use of interventions

# Marketing Prevention

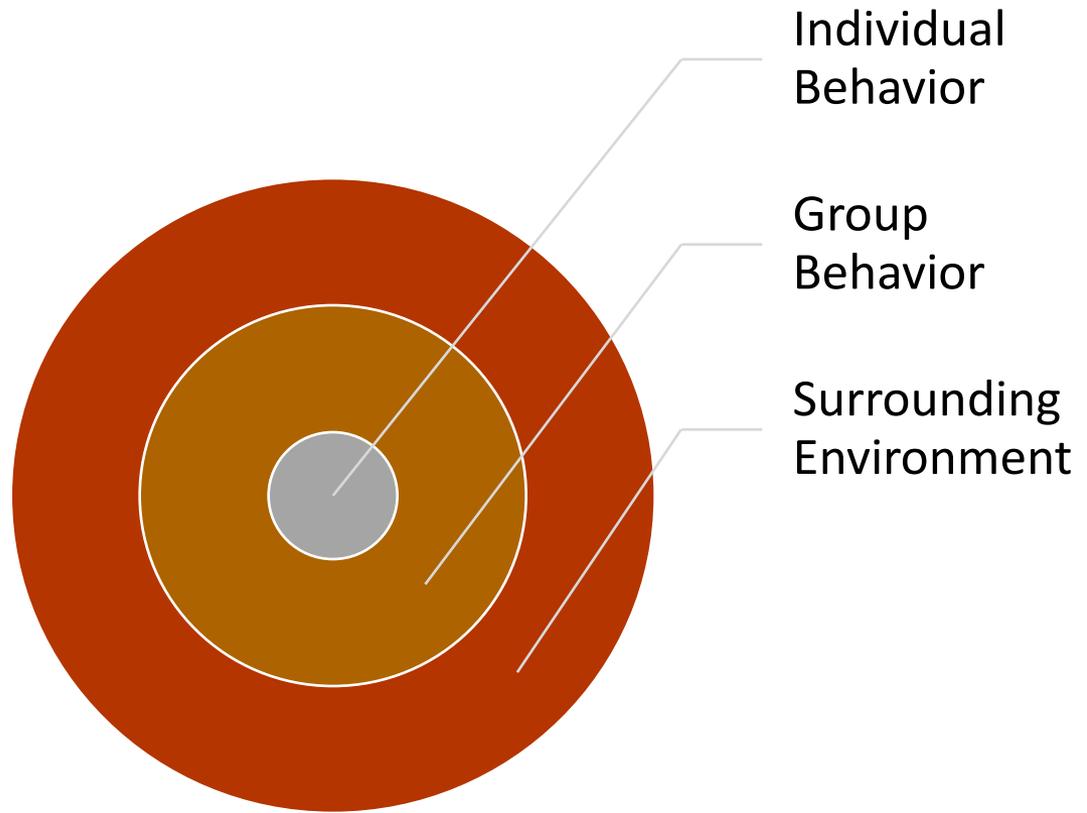
- Identifying the **BENEFITS** of avoiding negative outcomes relative to the **COSTS** of intervention

# Tell Me a Story

- A missed opportunity for prevention that resulted in a tragedy.
- An improvement in a life or lives of people in the community that resulted from a prevention effort.
- An environment that was prone to alcohol or other drug problems that is now prone to moderation and abstinence.

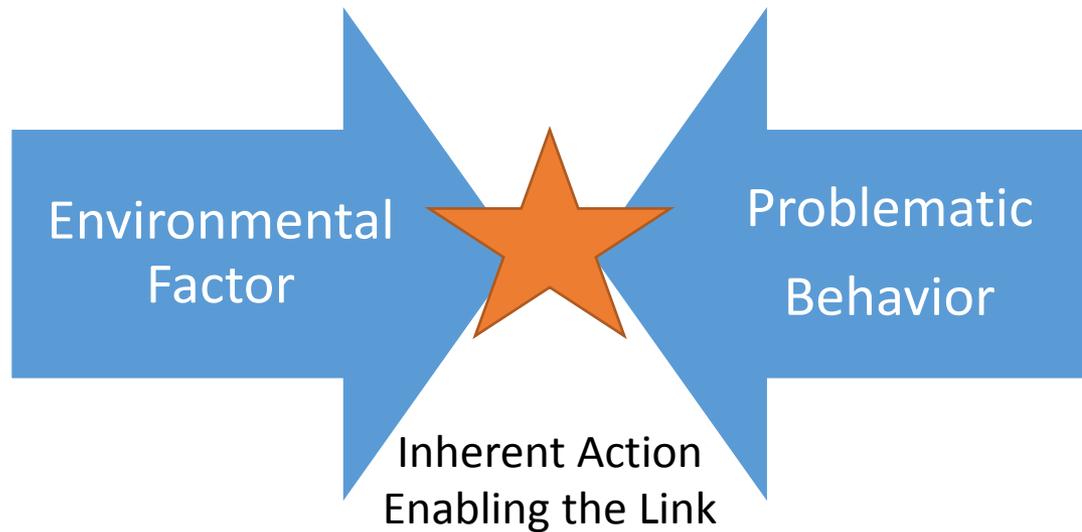
# Environmental Behavior Theory

- Environmental factors either encourage/enable or discourage/disable individual behavior.



# Environmental Messaging

FOCUS of message is on LINK between:



# Essential Elements

## Audience analysis

- Accurate targeting: Who can enact change?
  - Tipping Point: Finding connectors, mavens, salespeople among target audience
  - Breadth and depth of target audience: profiling
- Accurate assessment: What “sticks” for them?
  - Psychographics of the target audience
  - Identifying shared language and syntax
  - Identifying salient master narratives and how messages fit within these
  - Identifying barriers to comprehension or acceptance

# What Do Policymakers Need to Act?

- A clear argument for action (more than the declaration of a problem).
- A clear plan that shows how an action will result in a tangible improvement.
- Real success stories from other states/communities.
- A full understanding of the potential political fallout or push back that may result in taking the action.
- Evidence of public support for the action.
- Demonstrations of effectiveness that can be shared quickly.

# 5 Keys to Messaging for Policymakers

1. **CONNECT** the current problem to tangible mechanisms that explain it.
2. **SHOW** the effect of a lack of action – make it visible.
3. **BUILD** a solid argument for how the mechanisms can improve the problem.
4. **DEMONSTRATE** how these mechanisms have worked in other communities.
5. **FOCUS** on the benefits of an improved environment – what’s the win for all?

# Avoid at all costs!

- DECLARING WAR against a behavior.
- BLAMING the current issue on individuals.
- ASSIGNING motives to stakeholders who are entrenched or profit from the existing environment.
- STOPPING at the community's recognition that something in the environment is problematic.
- ACCEPTING that a current environment is the result of "culture" and therefore cannot change.
- COMMUNICATING that you are "fixing" the environment.

# Walking Alcohol Problems Backwards



Public Urination  
Noise  
Trash  
Vandalism  
Assault



**Intoxication**  
**Intoxicated**  
**Behavior**



Excessive  
Alcohol  
Consumption

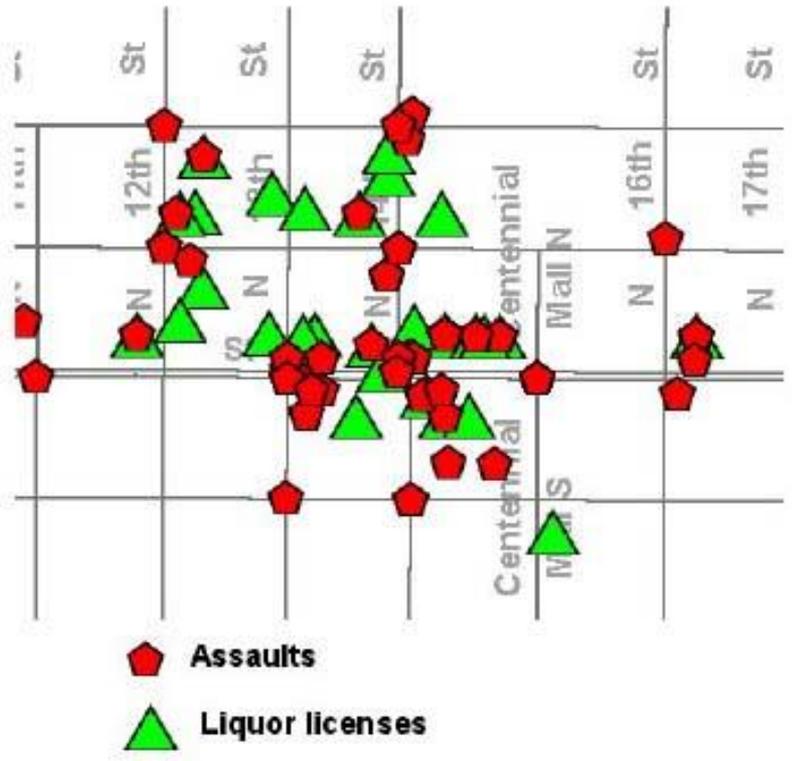


**Irresponsible**  
**Social Host**  
**Behavior**

# Showing the Effect

- Valid LOCAL data sources
  - Police data
  - Public Health morbidity and mortality data
  - Community or state survey data
  - Hospital ER or admissions data
  - Insurance data
  - Cost data
- Clear, distinct graphics that communicate the data
- Compelling stories that illustrate the data
- The power of video

# Showing, Not Telling



# Linking the Effect to Mechanisms

- What is encouraging or enabling unwanted behavior in your community?
- What mechanism or factor is connected?
- **START WITH THE DATA:** Tie a **SPECIFIC** behavior to a **SPECIFIC** factor.
  - Assaults/drunken behavior at concerts > limited enforcement
  - High-risk drinking/underage drinking on weekends > social hosting
  - Marijuana use in certain neighborhood or public space > inconsistent enforcement

# Mechanisms Enabling Behavior

Do the created spaces, rituals, and practices we've designed support the desired behavior?

**DESIGN**

Are there negative consequences for not complying? Are there positive reinforcement for compliance?

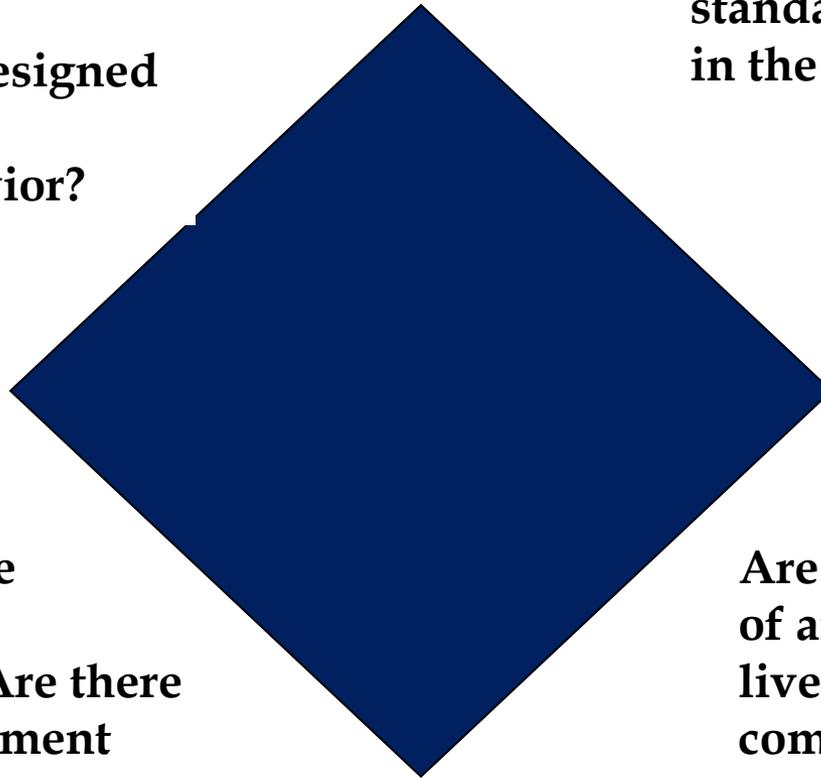
**POLICY**

What are the codified standards for behavior in the community?

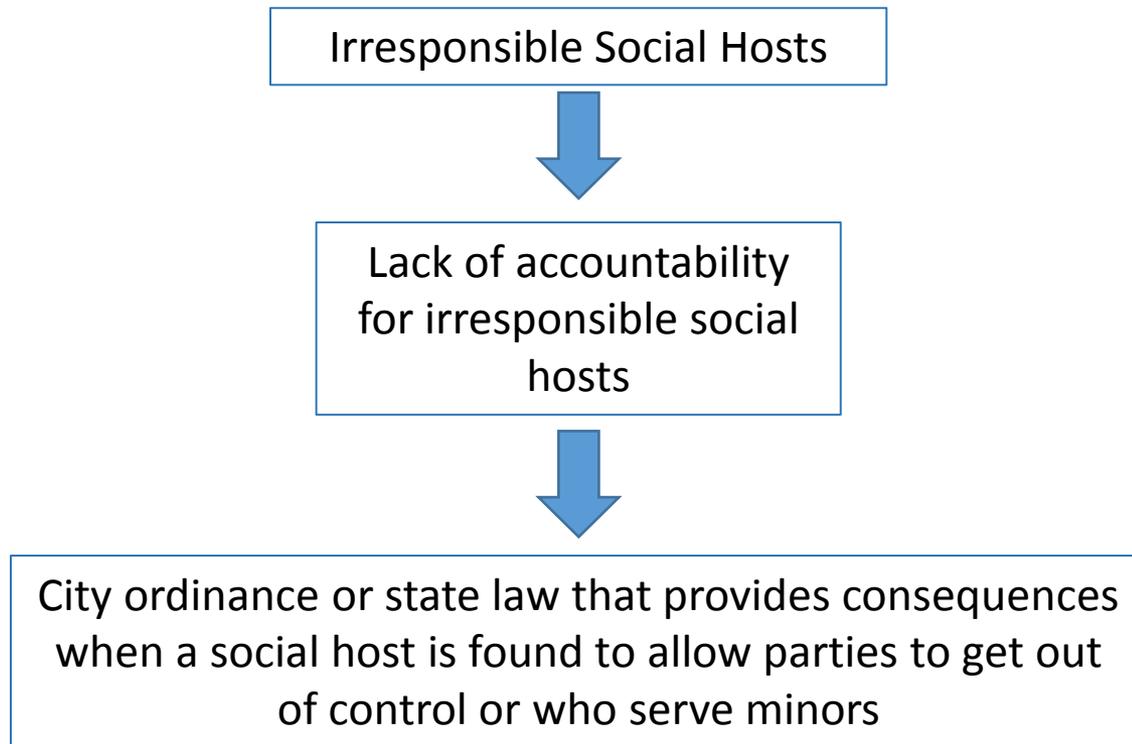
**EDUCATION**

Are people aware of and able to live within community standards?

**ENFORCEMENT**



# From Problem to Action



# Example 1: Wild Parties

- **Parties become “wild” when responsible social host policies are not communicated, enforced, or practiced, especially in neighborhoods where college students assume no one cares.**
- **The result is increased crime, noise, trash, vandalism.**
- **The mechanisms to address this are:**
  - A clear policy in our community about disruptive parties.
  - A focused effort to communicate the policy to students and landlords.
  - A consistent effort to enforce the policies and provide meaningful consequences to those who violate it.
  - An effort to improve: the quality of the neighborhood, the quality of student rental housing, and the interaction between student and permanent residents.

# Example 2: Overservice

- Alcohol overservice at bars and restaurants occurs when servers are not able to identify intoxicated patrons or refuse service to clearly intoxicated patrons.
- The result is public intoxication, and the potential for drunk driving, assault, and other harms.
- The mechanisms to address this are:
  - Management policies and procedures to avoid overservice.
  - Training for servers about refusing service to intoxicated patrons.
  - Management support of staff refusing service to intoxicated patrons.
  - Enforcement of liquor laws prohibiting overservice in licensed establishments.

# Build the Message

Clear description of the  
Environmental Factor

Use evidence, data  
Show, don't just tell

Connection of environmental factor to Unwanted Behavior:  
Why is this factor causing this behavior/problem?

Show effect of behavior

**Central Message:**

A SPECIFIC STATEMENT OF ACTION

Explain the mechanism of change (law/policy, activity)  
Show the mechanism success at changing the environmental  
factor

Show the benefit of the change, inoculate the costs/challenges  
and counterarguments

# EXAMPLE

Wild parties have led to a large number of issues in our neighborhoods including noise, trash, assaults, vandalism, high demand for police intervention.

Police can break up these parties, but can't stop them from occurring; there is no accountability for those hosting parties

**WE NEED A SOCIAL HOST ORDINANCE**

A social host ordinance holds the host or landlord responsible, penalizing those who do not engage responsible social host practices

With consistent enforcement, the ordinance gets at the root cause of the problem and enables the community to promote good social host practices

# Common Message Mistakes

- No clear action/response suggestion is built into message
- Action/response is beyond capacity of target audience
- Message ignores cultural or social barriers to acceptance (does not provide inoculation)
- Message tries to say it all at once
- Message assumes a predisposed audience

# Essential Elements

## **Spokesperson training**

- Establishment of uniform language
- Scripting, outlining, and providing supportive data and examples in easily communicated formats
- Contextualization (understanding of how messages fit within strategic plan)
- Interview preparation (Q & A sheet) including inoculation approaches for common opposing views

# Message Adaptation for Spokespersons

Mission, Philosophy, Goals, Strategic Approach

**Coalition Message**



**Individual Perspective**

Unique perspective, experience, contribution

# Get the Message OUT

1. Story Placement in Traditional News Media (TV, Radio, Newspapers).
2. Ongoing/evolving dialogue in social media (Tweets, Posts, Blogs, Videos, Comments).
3. Community Forums: Facilitated discussions among stakeholders.
4. Key Influencer Diffusion: Targeted conversations and information to key community influencers.
5. Issue Briefs: Informative briefs to guide policymakers.

# INFORMATION BRIEFING



## Reducing the Incidence of Alcohol-Related Harms Among College Students

Case Study:  
Samantha Spady

THE FACTS

### INFORMATION BRIEFING



## Responsible Beverage Service

Local Case Study:



Server intervention is a strategy designed to minimize harms associated with the consumption of alcohol. Similar to other public health harm reduction strategies (e.g., seatbelts, helmets, and airbags), server

### INFORMATION BRIEFING



## Alcohol Outlet Density

### INFORMATION BRIEFING



## Controlling the Sales and Service of Alcohol to Reduce Problems in Local Communities

### Facts Surrounding LB 845

What the new law **CAN** do:

1. Courts have overturned license denials

### Why Control Density?

Research conducted on the impact of outlet density on alcohol problems has found that:

- Outlet density impacts drinking by making liquor most available

• amount of  
tion. The  
cohol outlets  
campuses),

• issues of  
availability

# Help the media get the story right

- Press Kit
  - Press release
  - Fact Sheet
  - Interview Contact list
  - Images/video/graphics
- Interaction with reporter
  - Explaining the story
  - Exploring the angle

# Don't stop with traditional media

- Bar or Neighborhood Walk for new coalition members/stakeholders.
- ID check test at special lunch.
- Post-event trash pick-up.
- Social media posts of photos and video.

# Key Lessons Learned

- Communication efforts must be comprehensive and complimentary to achieve resonance
- Pick your attitude change battles wisely
- Do the work of the media for them and all the coverage is yours
- Messages must be salient to audiences, not just spokespersons
- Timing matters
- Your ability to accurately assess reach/impact is critical, and many things will throw you into the bushes.

# The NE Driver's License Story

- Nebraska one of 5 states with analog driver's licenses.
- State legislation needed to change to secure digital system at a cost of millions (in a state that doesn't like tax increases).
- Digital driver's licenses would have impact on false ID use by underage drinkers and was part of strategic plan.
- Goal: Get legislators to vote for the new law.
- Communication Goal: Get everyone to see the need

Pull This Template off The web.

Be sure To  
make The  
birthdate  
before  
1979!

*Nebraska* OPERATORS LICENSE

Number: H12289050 Date of Birth

Date of Issue Expires

Class Endrs. CDL Rest Fee

Rest

County Organ Donor

Sex Ht. Wt. Eye Hair

E. Benjamin Nelson Governor Signature

PUT Your photo here.

Laminate and enjoy.

A COMMUNITY FORUM ON  
FALSE IDENTIFICATION USE IN NEBRASKA  
APRIL 12, 2000

# Digital driver's licenses one step closer to reality

BY KEN HAMBLETON  
Lincoln Journal Star

Fears of giving up too much  
information aside, Nebraska will

Sen. Kermit Brashear added an amendment to penalize those who disburse the information on the license illegally with penalties of up to one year in jail and a \$1,000 fine. "This is important that we have an appropriate penalty if someone knowingly discloses or permits disclosure of the information on the license," he said.

He also expressed concern about accessibility to the electronic signature on the license and what information might be available with the signature. During the first day of debate Wednesday, Brashear said, "We are storing the key to the safe deposit box next to the deposit box." Thursday, Brashear accepted Bromm's promises to investigate the matters.

The license could hold such information as a thumbprint or facial features.

"It's not a bad thing if we catch criminals with the information supplied here," Bromm said. "We take a lot of care to make sure these kinds of things are done right, though, because these things — license plates, our driver's licenses and such — affect our daily life."

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1/31/01



Neal Obermeyer/DN

2/16/01

# Feature Stories



A VERY different  
form of support  
for digital driver's  
licenses: VANITY

6/10/2016

## Nebraska's hologram licenses help solve the fake ID problem

The current three-colored hologram Nebraska driver's license has been the very pain it set out to be to any under-21s plotting deception in the name of bar revelry.

March 25, 2007 7:00 pm • [BRIAN CHRISTOPHERSON / Lincoln Journal Star](#)

The current three-colored hologram Nebraska driver's license has been the very pain it set out to be to any under-21s plotting deception in the name of bar revelry.

From one of the easiest state IDs to duplicate to one of the hardest, most attempts at copying the new license have been laughable.

"They're so horrible you look at it just a second and it's like, 'This isn't any good,'" Ward said.



# Measure Your Success

- Track the community dialogue:
  - Are people talking differently about the issue than they did before?
  - Are they focusing on mechanisms?
  - Are they seeing the connections?
- Measure the level of acceptance and resistance
  - Note especially key issues that need resolution
  - Focus on the WIN for all stakeholders

# High-risk behavior drops

*Poll: Students take interest in problem*

BY MARTHA STODDARD  
Lincoln Journal Star

Raise your glasses — filled with soft drinks, naturally — to salute a three-year-old battle against high-risk drinking at the University of Nebraska-Lincoln.

The battle, undertaken by a campus-community coalition called NU Directions, appears to be making a difference in the number of drinks that university students down at one sitting, a Harvard University study shows.

The coalition also appears to have reduced the number of other problems that can be traced to student drinking between 1997 and last year.

But parents of UNL students will share the worries about excessive college drinking that parents across the United States expressed in a poll released Wednesday.

"In Nebraska there's a tremendously high interest," said Trixie Schmidt of Lincoln, a member of the UNL Parents Association. "It's probably one of the hottest topics at the parents' meetings over the years."

The national poll, conducted for the American Medical Association, found that 95 percent of parents with children in college or high school believe excessive college drinking is a very or somewhat serious problem.

What's more, a majority of those parents cited easy access to and abundant availability of alcohol as one of their top two or three concerns about sending a child away to college.

Nor are parents the only ones concerned, the poll found.

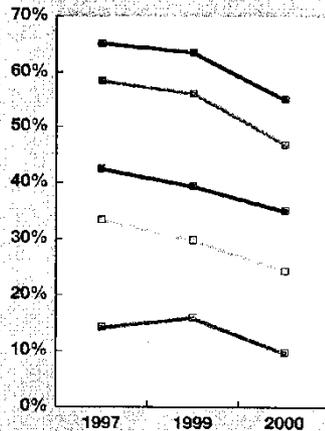
Among adults generally, 87 percent said excessive college drinking is very or somewhat serious. And more than half say they strongly support tougher limits on selling and promoting alcohol to young people.

See DRINKING, Page 2A

## Drinking at UNL

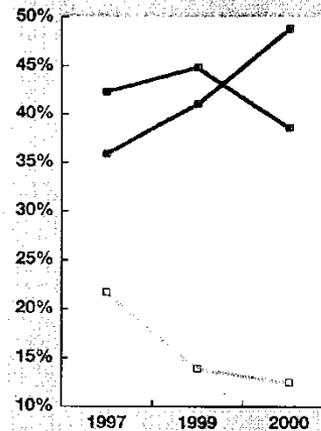
Campus and community efforts to battle binge drinking at the University of Nebraska-Lincoln appear to be making a difference, according to a Harvard University study. Students report having fewer drinks per sitting and having fewer problems because of drinking by others.

### Secondhand effects of drinking



- Had to babysit drunk student
- Sleep/study interrupted
- Insulted or humiliated
- Unwanted sexual advance
- ▲— Pushed, hit or assaulted

### Number of drinks per sitting



- Survey asked about previous two-week period. 1-3 Drinks
- 4-6 Drinks
- 7+ Drinks

Source: Harvard University College of Public Health College Alcohol Study

D. MATT VAN DRIEST/Lincoln Journal Star

*'The majority believe we can no longer treat binge drinking as a rite of passage.'*

Dr. Edward Hill,  
American Medical  
Association



Patrons (left to right) Jeffrey Patton (partially hidden at left), David Conlon, Amy Denver, Lucy Clayton and Jason Buckingham sip drinks Wednesday at bw-3 in downtown Lincoln.

KEY BLACKBIRD/Lincoln Journal Star

# Celebrating the Champions and Heroes

- Giving public credit
- Sharing accomplishments with the group
- Finding meaningful acknowledgements

# Liquor bill would limit licensing

By JOEL GEHRINGER  
Daily Nebraskan

Too much alcohol in too condensed an area leads to too big a problem, proponents of a bill in the Nebraska Legislature said.

The bill, LB530, would give the Nebraska Liquor Control Commission greater discretion when issuing liquor licenses to retailers, including bars and grocery and convenience stores.

The General Affairs Committee heard testimony from both sides of the issue Monday.

Under the current language of the law, the commission feels obligated to grant licenses to retailers who meet the minimum criteria, even if the members feel the retailer would break the law, said Liquor Control Commission Executive Director Robert Rupe.

The bill wouldn't affect current licenses no matter how many liquor retailers are in an area, Rupe said, because they would be grandfathered in.

But, he said, the commission should be able to consider density when issuing new licenses.

"We're not seeing a problem with the number of licenses, but with the saturation," Rupe said.

"When you get a number of licenses...

## LIQUOR:

continued from page 1

department's daily media briefing.

"I think it will allow the liquor commission and city council to consider something that's just common sense," he said.

Casady also said the bill

Community Environment

# WITH ONE STONE

## New state law provides control over density and RBST certification, completing the coalition's original 1998 strategic plan

Though the end of the 2006 Legislative Session was only hours away, Senators of the Nebraska Unicameral passed LB 845, a bill that gives new teeth to the Liquor Control Commission's ability to deny new licenses, adds outlet density as a criteria for license denial, and grants provisions and authority for the Liquor Control Commission to certify and under-



Sen. David Landis



Sen. Lowen Kruse

# Contact

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National Center for Safe and Supportive Learning Environments

[www.safesupportivelearning.ed.gov](http://www.safesupportivelearning.ed.gov)

Connected Communities

[www.connectedcommunities.ning.com](http://www.connectedcommunities.ning.com)

Strategic Communication group