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.
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:

- Environmental Factor
- Problematic Behavior
- Inherent Action
- Enabling the Link
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.
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
Another graphic of effects
Walking Alcohol Problems Backwards

- Public Urination
- Noise
- Trash
- Vandalism
- Assault
- Intoxication
- Intoxicated Behavior
- Excessive Alcohol Consumption
- Irresponsible Social Host Behavior
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

**POLICY**
What are the codified standards for behavior in the community?

**DESIGN**
Do the created spaces, rituals, and practices we’ve designed support the desired behavior?

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

**ENFORCEMENT**
Are there negative consequences for not complying? Are there positive reinforcement for compliance?
Irresponsible Social Hosts

Lack of accountability for irresponsible social hosts

City ordinance or state law that provides consequences when a social host is found to allow parties to get out of control or who serve minors
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
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.

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.

**WE NEED A SOCIAL HOST ORDINANCE**
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

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

Case Study: Samantha Spady

The Facts

Responsible Beverage Service

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 intervention is a proactive and reactive strategy to reduce alcohol-related problems. The strategy is continuously improved through the development of educational programming and training for beverage servers.

Local Case Study:

Alcohol Outlet Density

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 low cost alcohol

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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 birth date before 1979.

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 legislators are willing to consider a bill that would make the license more secure.

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

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Feature Stories

A VERY different form of support for digital driver’s licenses: VANITY
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 still 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 Tracie 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

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

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

Dr. Edward Hill, American Medical Association
Celebrating the Champions and Heroes

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

Liquor bill would limit licensing

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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-
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