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Innovative Strategies for Planning and Evaluating Community-Wide Campaigns

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No relevant financial relationship exists.



Heart Disease
& Stroke Prevention
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Vision

A heart-healthy and stroke-free world.

Mission

To serve as the United States' public health leader for achieving cardiovascular health for all and for eliminating the disparity among populations in the burden of heart disease and stroke.





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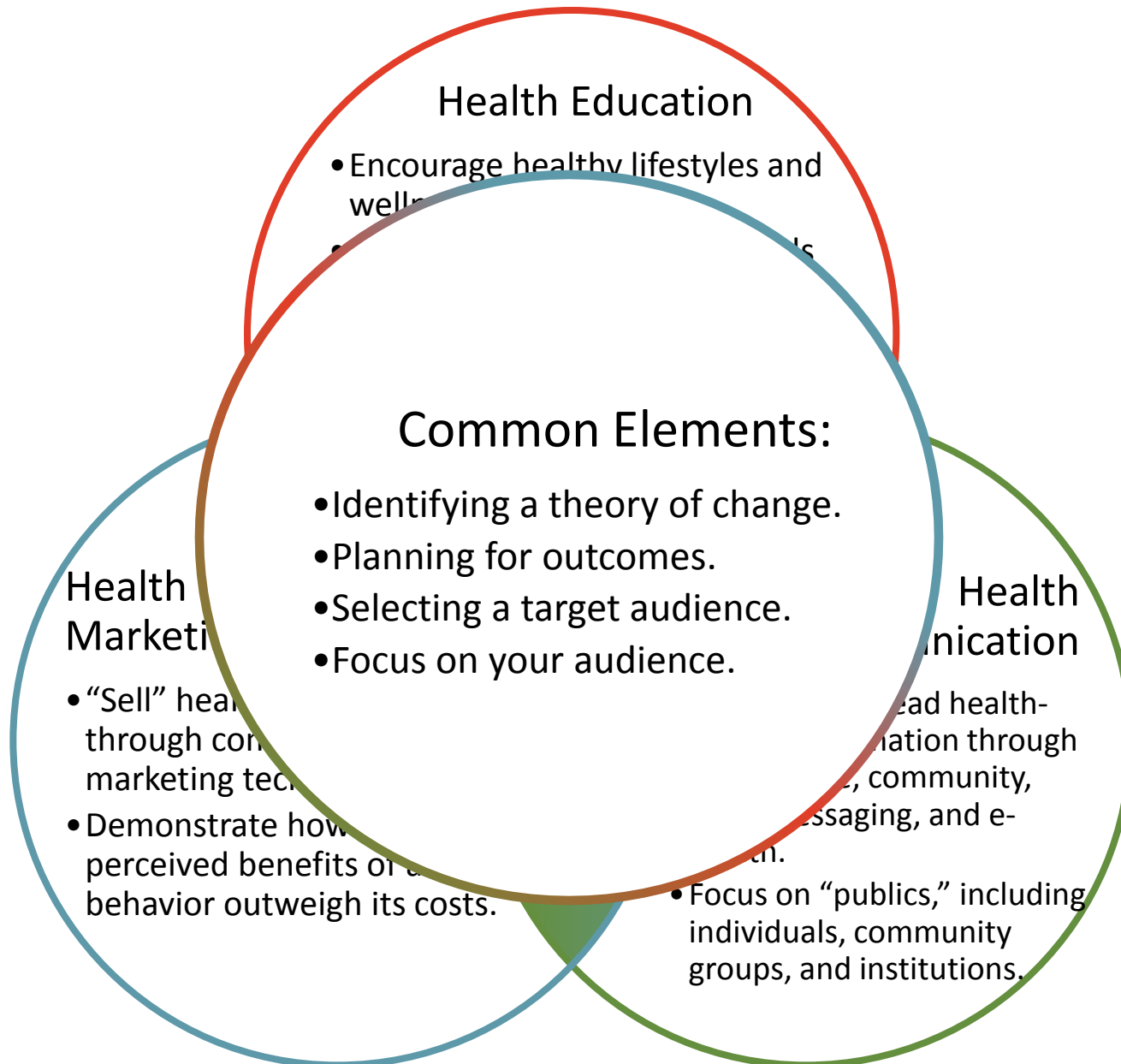
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Overview of Talk

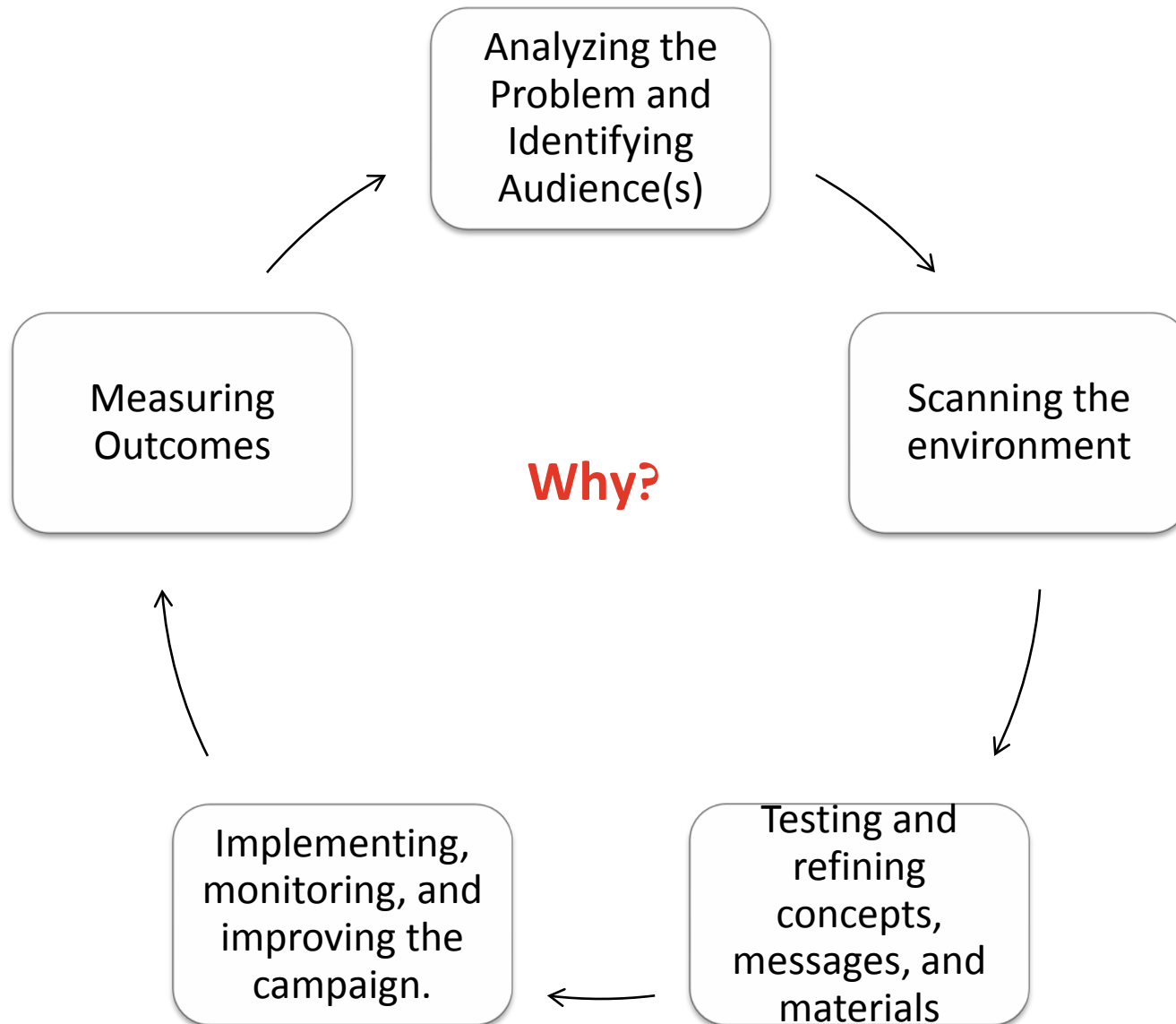
- a. Introduction to Campaign Planning
- b. Social (Health) Marketing Strategies
- b. Marketing Communications Mix
- d. Getting to Know Your Audience
- e. Evaluation
- f. Conclusion



Is It Education, Communication, or Marketing?



Campaign Strategic Planning Process



What Is Your Theory of Change?

Activities

- Highly visible campaign that reaches audience(s) a sufficient number of times through a variety of media and information channels.



Short-Term Outcomes

- ↑ knowledge of stroke warning signs and the need to call 9-1-1.
- ↑ self-efficacy to recognize stroke signs and call 9-1-1.
- ↑ behavioral intentions to call 9-1-1.



Medium-Term Outcomes

- ↑ patients with a stroke emergency plan.
- ↑ calls to 9-1-1.
- ↑ use of EMS.
- ↑ improved quality of care.

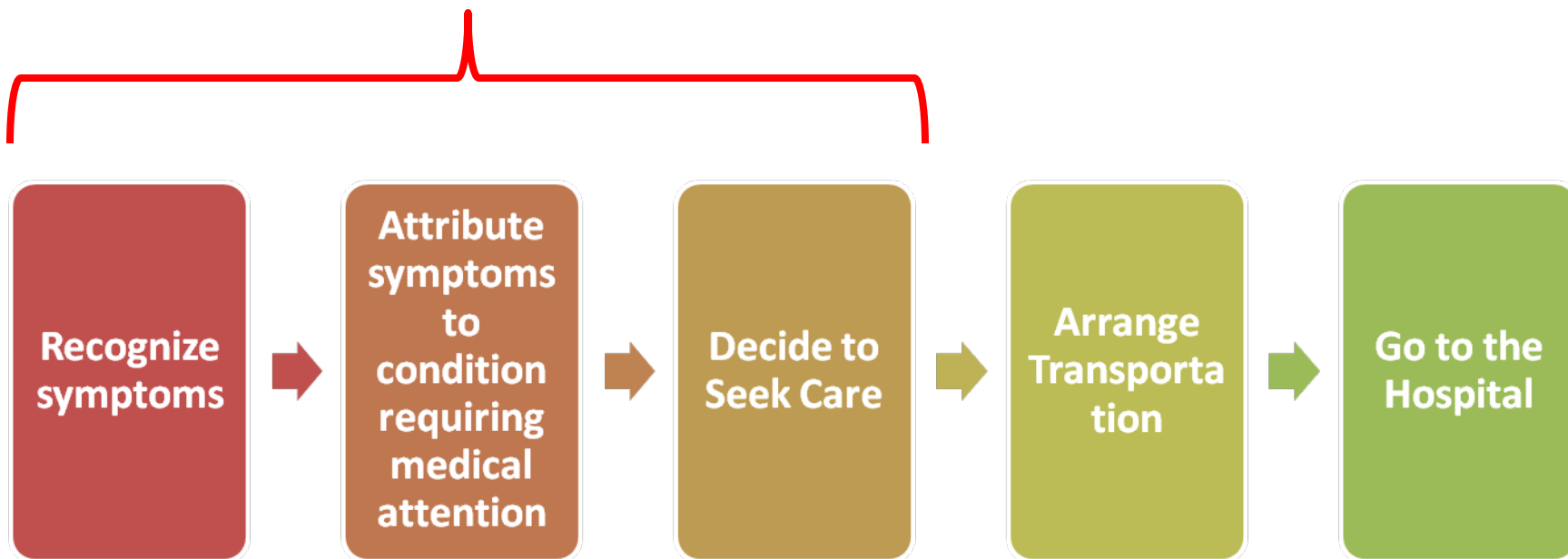


Long-Term Outcomes

- ↓ stroke morbidity and mortality.
- ↓ in disability and risk of recurrent events.
- ↓ stroke-related disparities.

How Do You Explain and Pre-Hospital Stroke Delay?

Longest Phase of the Delay



Source: American Heart Association. Reducing Delay in Seeking Treatment by Patients With Acute Coronary Syndrome and Stroke A Scientific Statement From the American Heart Association Council on Cardiovascular Nursing and Stroke Council. *Circulation*. 2006;114:168-182.)

SOCIAL MARKETING STRATEGIES

Product

Price

Place

Promotion

What you are promoting or trying to “sell.”

Could be a behavior, a service, or an object.

Product examples (**within the chain of survival**):

- Recall stroke warning signs and the need to call 9-1-1.
- Recognize stroke warning signs.
- Attribute stroke warning signs to a neurological origin.
- Have a stroke emergency plan.
- Decide to seek emergency care *immediately*.
- Call 9-1-1 (versus not calling) or (versus self-transport).
- Know the benefits of TpA.
- Participate in a stroke rehab program.

SOCIAL MARKETING STRATEGIES

Product

Price

Place

Promotion

Barriers or “costs” to performing the behavior.

Costs could be monetary or non-monetary (e.g., time, effort, emotion).

Price examples (**within the chain of survival**):

- **(For knowledge gains):** Time involved in reading information or learning a new topic.
- Cost of an ambulance run or hospital stay (money or psychological).
- Embarrassment (what if I didn't have a stroke?).
- Coping skills are lacking.
- Sudden onset of symptoms.
- Do not believe symptoms are severe enough or urgent (denial).
- Impaired consciousness.
- Living alone or being alone.
- No witness or bystander present.

SOCIAL MARKETING STRATEGIES

Product

Price

Place

Promotion

Where and when the audience will perform the behavior and receive any direct services associated with the campaign.

- This is not media channels.

Considerations for place:

- Delay between message exposure and event.
- TIA patients and future major strokes.
- Location(s) and time of out-of-hospital events.
- Emergency Medical Dispatch.
- Access to E-911 or WE-911.

SOCIAL MARKETING STRATEGIES

Product

Price

Place

Promotion

Educational settings and marketing communication channels.

Messages are delivered from credible source(s) to audience(s) to promote behaviors and benefits.

Recommendation: Reach audiences through a variety of formats and promotional outlets.

MARKETING COMMUNICATIONS MIX

Advertising

Sales
Promotion

Public
Relations

Personal
Selling

Direct
Marketing

Communicating with mass audiences to ***inform, persuade, or remind.***

Media channels include:

- TV
- Radio
- Internet
- Outdoor signs
- Newspapers
- Magazines.

Get through the “clutter”!



MARKETING COMMUNICATIONS MIX

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Providing incentives to encourage **short-term** knowledge gains or action.

Incentives for audiences may include objects like promotional products:

- Magnets with stroke warning signs.
- Wallet cards with stroke warning signs.
- *Go Red for Women* T-shirts.
- Coupons for heart-healthy behaviors (e.g., gym membership or Weight Watchers)

Or they may be affective (e.g. peace of mind, feeling safe with a stroke emergency plan).

Think about WIIFM:

- What's in it for me?



MARKETING COMMUNICATIONS MIX

Advertising

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Marketing

Building and maintaining positive relationships with audiences or “publics.”

News coverage is often “earned” by:

- Creating an event.
- Arranging interviews with advocates.
- Localizing the issue.
- Using narratives or personal stories.

Recognizing the Signs...Even When They're Not Divine



Nicki James received a sign while sitting in church. It wasn't divine, but it changed her life.

Nicki suddenly slumped into a man sitting next to her in the pew. She tried to lean the other way, but she couldn't. She couldn't focus. Her fiancée, John Petrelli, tried to take her outside for some air.

Before they could leave the church, Nicki, 27, collapsed.

John thought she was having a stroke. He recognized the symptoms because his grandfather had suffered a stroke. He called 9-1-1.

Nicki couldn't talk. "John recognized the paralysis on one side of my face and he saw me struggling to speak and maintain my balance," she said. "He made sure I got to the hospital quickly."

Nicki was rushed to the emergency room at The Methodist Hospital in Houston, where medical professionals treated her according to Get With The Guidelines, the American Heart Association's quality improvement program that helps healthcare providers treat heart and stroke patients according to the most up-to-date guidelines.



MARKETING COMMUNICATIONS MIX

Advertising

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Selling

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Marketing

Selling behavior change through a trained “sales” force.

Salespeople may include:

- Firefighters/EMTs
- Barbers/Beauticians
- School Teachers
- Faith Leaders
- Health Care Providers
- Stroke Survivors
- Community/Peer Leaders



MARKETING COMMUNICATIONS MIX

Advertising

Sales
Promotion

Public
Relations

Personal
Selling

Direct
Marketing

Bringing information to consumers through individually tailored approaches.

Forms of direct marketing include:

- Direct-mail marketing,
- Kiosk marketing,
- Mobile phone marketing,
- Online marketing.



Different Messages and Promotional Approaches from Different Sources: Opportunities or Threats?

Face
Does the face look uneven?
Ask them to smile.

Arm
Does one arm drift down?
Ask them to raise both arms.

Speech
Does their speech sound strange?
Ask them to repeat a phrase.

Time
Every second, brain cells die.
Call 9-1-1 at any sign of stroke.

**Is it a stroke?
Check these signs
FAST!**

Call 9-1-1 at any sign of stroke.

Massachusetts Department of Public Health — For more information call 1-800-487-1111 or email heartstroke@doeh.state.ma.us

“STROKE'S NO JOKE”

Give me 5 for stroke

WALK
Is their walking off?

TALK
Is their speech slurred or hard to hear?

REACH
Is one arm weak or numb?

SEE
Is there a change in vision?

FEEL
Is their face numb or tingling?

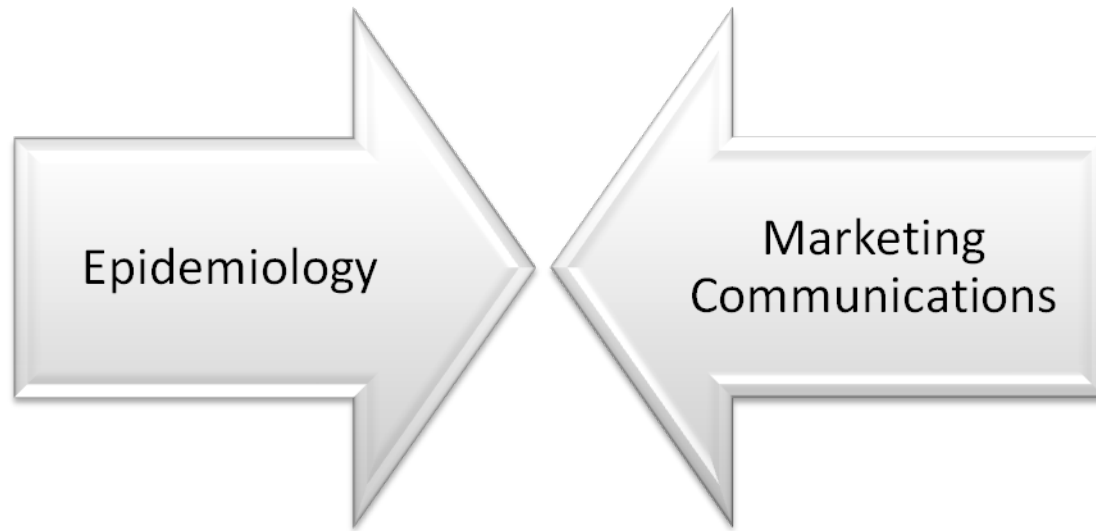
Time is brain. Every second counts. If you see any of these signs, call 9-1-1 and get to the emergency department.

KNOW STROKE
KNOW THE SIGNS. ACT IN TIME.

**Stroke Strikes Fast.
You Should Too.**

Call 9-1-1

Identifying Your Market (Audience)



Where epidemiology meets marketing communications and media planning.

Who Is Your Audience?



Primary audience:

- A primary audience would be the persons whom you are **directly trying to reach** and have the **power and ability** to do something about the issue.

Secondary audience(s):

- A secondary audience includes the persons who have the **power and authority to influence** your primary audience or **whose opinions matter** to the primary audience.

Concentrated (Niche) Marketing: Selecting a Segment to Reach

When resources are limited, **concentrated marketing** may make the most sense.

- Target a share of one or a few segments.
- Think about segments for whom the burden of stroke is greatest and who may not be reached as often as other segments.
- Think about segments for whom **impact can be felt, observed, measured, and sustained.**



GETTING TO KNOW YOUR AUDIENCE

Market
Research

Formative
Evaluation

Myth: Market research isn't relevant for a health program.

Fact: Health program planners can use the methodologies and information normally associated with market research to:

- Understand why individuals behave the way they do, how communicators should talk about a behavior, and where individuals get information.
- Create an audience portrait for communication planning—knowing only health-related factors limits understanding of the whole person and does not provide guidance on how to reach them or what to say.
- Support strategy development for policy initiatives by describing opinion leaders, policymakers, and their constituents.



Audience Insights

Communicating to the Responsible Generation (Aged 64-84)



Highest access to cable television in their home compared to any other group.

Value local newspaper coverage: more than 50% say they read local newspapers to stay informed about their community.

Still prefer traditional media (e.g., TV, local newspapers, magazines) for news and information over new media (e.g., Internet, blogs, wikis).

Approximately 69% of people in this generation are members of organized groups, such as civic clubs, AAA, churches, and the Arts.

Market
Research

Formative
Evaluation

Whom to Test:

- **Audience Members (Primary and Secondary)**
- Subject Matter Experts
- Media experts
- Stakeholders

What to Measure:

- Comprehension/Clarity
- Attention/The “Hook”
- Recall/Memorability
- Appeal/Interest
- Tone/Pacing
- Relevancy/Cultural Appropriateness

Is the Campaign Well Implemented?

Activities

- Highly visible campaign that reaches audience(s) a sufficient # of times through a variety of media and information channels.
- **Are things going as planned? If not, how can activities be improved?**

Is the Campaign Having the Intended Effect?

What to Monitor:

- # of ads purchased and when they aired.
- Reach (% of audience potentially exposed).
- Frequency (# of times exposed).
- Gross Rating Points (GRPs) (frequency X % reached).
- # of web site hits, materials distributed.
- # media mentions
- Campaign awareness/Ad recall.
- Audience satisfaction.



EVALUATION

Is the Campaign Well Implemented?

Is the Campaign Having the Intended Effect?

Measuring campaign outcomes:

- What are the specific results that we can attribute to our campaign?
- How will they be measured?

Outcome measures:

- Changes in knowledge
- Changes in attitudes
- Changes in beliefs
- Changes in self-efficacy
- Changes in behavioral intention
- Changes in behavior



Is the Campaign Well Implemented?

Is the Campaign Having the Intended Effect?

What You Might Expect from Campaigns:

- 4% increase in audience performing a new behavior in the short-term following a campaign.
- Enforcement campaigns are stronger than persuasive campaigns.
- It's better to promote a new behavior than to try and stop a behavior.
- Campaigns with greater reach have greater effects.
- Short *persuasive* campaigns (1 year or less) are more effective at achieving audience reach than long *persuasive* campaigns.



Sources: Snyder LB, Hamilton MA. *A Meta-Analysis of U.S. Health Campaign Effects on Behavior: Emphasize Enforcement, Exposure, and New Information, and Beware the Secular Trend*. In Hornik RC (ed). *Public Health Communication: Evidence for Behavior Change*: Mahwah, NJ: Lawrence Erlbaum Associates: 2002.

Snyder LB. HOW EFFECTIVE ARE MEDIATED HEALTH CAMPAIGNS?, R. E and Atkin, C. K. (Eds.) (2001). *Public communication campaigns* (3rd ed.) Thousand Oaks, CA: Sage.



Is the Campaign
Well Implemented?

Is the Campaign
Having the Intended Effect?

How do you know that any effects are due to your campaign?

- Are there **measurable** outcomes that are plausibly due to the campaign?
- Is there an observed **change** in the outcomes expected?
- Is there a **correlation** between changes and campaign exposure?
- Did exposure precede the observed change (**time-order**)?
- Can you rule out threats like **confounding** variables or **secular** trends?
- Are the results **consistent with previous program research**?



Is the Campaign
Well Implemented?

Is the Campaign
Having the Intended Effect?

Communicating evaluation results:

- **Why** did you conduct a campaign evaluation?
- **For** whom (e.g., stakeholders, state legislators, chronic disease directors) did you conduct an evaluation?



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Conclusions

Campaigns should be audience-centric – think about what your audience *wants* to know, believe, and do.

Consider what kinds of outcomes are actually plausible and how they will be measured.

Don't just document campaign activities;
find what's not working and fix it!

Knowledge or awareness is necessary in campaigns but not sufficient to motivate behavior change or immediate action.



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Thank You

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The findings and conclusions in this presentation are those of the author and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

