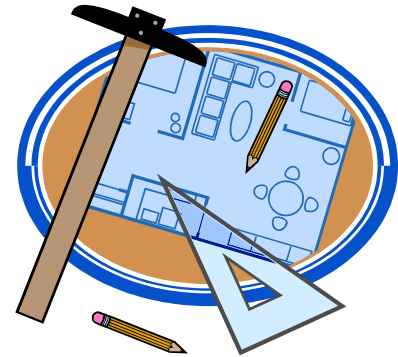


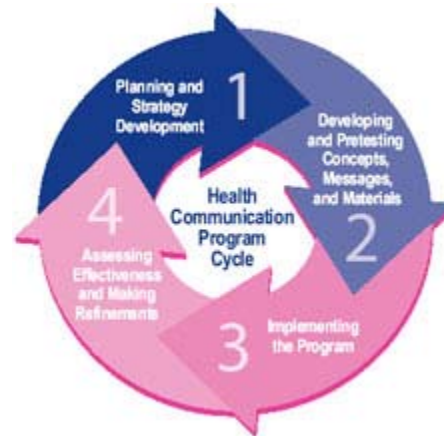
Communication Planning: Yes, You Need To . . .

Marin P. Allen, Ph.D.
Deputy Director Communications and
Public Liaison,
National Institutes of
Health, DHHS



have a plan!

- Circular process, continuous loop of planning, implementation, and improvement . . .



Health Communication

- **Rhetorical Communication:** Stimulating a source-selected meaning in the mind of a receiver. Rhetorical communication is intentional--and it is reciprocal.
- **Health Communication:** The study and use of communication strategies to inform and influence individual and community decisions that enhance health. Strategies are overarching. Tactics are the means to the end.

The “Pink Book”



Health Communication Diffusion Theory

Individual effects

[individuals improve knowledge and attitudes]

Social diffusion

[change in public norms]

Institutional diffusion

[change in elite opinion, influencing policy, influencing individuals]

Robert C. Hornik in Public Health Communication: Evidence for Behavior Change . ed. Hornik RC. Mahwah, New Jersey: Lawrence Erlbaum Associates, 2002. p 14

The Basics

- Know your audience
(s)!
- Know your message
- Know your purpose



Wisdom from the “Pink Book”: Planning

Making Health Communication Programs Work NCI

- Assess the health issue/problem and identify all components of a solution. [**challenge your own assumptions**]
- Define communication objectives.
- Define and learn about intended audiences. [**caveats, caveats**]
- Explore settings, channels, and activities suited to reach intended audiences. [*The Tipping Point*]
- Identify potential partners and develop partnering plans. [reality testing]
- Develop a communication strategy for each intended audience; draft a communication plan.

Case study: evaluation doing a lot with a little

Moving an idea from the church to the beauty shop

■ Malcolm Gladwell: The Tipping Point

Chapter 8: Focus, test, believe

--Diabetes/ breast cancer

African American Women in San Diego

--Georgia Sadler, public health nurse

--New strategies, little money: stylists → folklorist

[keep feeding the cycle, laminated cards, evaluation, time-- the right messenger]



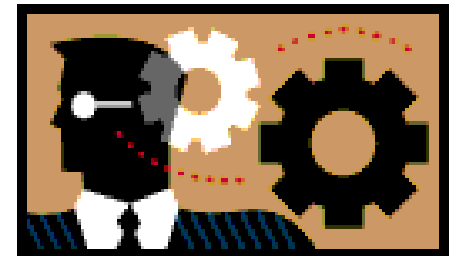
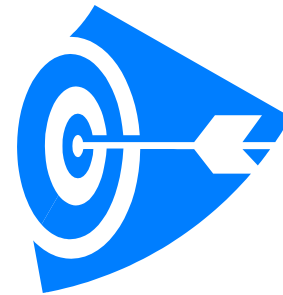
Four Stages of Health Communication Development

The Pink Book.

- Stage 1. Planning and Strategy Development
- Stage 2. Developing and Pretesting Concepts, Messages,
■ and Materials
- Stage 3. Implementing the Program
- Stage 4. Assessing Effectiveness and Making Refinements

Stage 1. Planning is important—Why?

- Understand the issue
- Decide what appropriate role communication plays
- Identify approaches to desired change
- Establish a logical process
- Set priorities
- Assign responsibilities
- Assess progress
- Avert disaster



Develop a Communication Strategy Statement (Creative Brief)

- For each intended audience
 - A definition and description of the intended audience
 - A description of the action the intended audience members should take as a result of exposure to the communication
 - A list of obstacles to taking action (including audience beliefs, social norms, habits, time or peer pressure, costs, habits, misinformation, inaccessibility)
 - Key promises (consumer-perceived benefit)



Creative Brief . . .continued

- Support statements (What will make the benefit credible to the intended audience?)
- Tone (What are you conveying?—look, feel)
- Media
- Other Channels/Intermediaries
- Openings/ Opportunities (e.g.Labor Day)
- Creative Considerations

Stage 2. Developing and Pretesting Concepts, Messages, and Materials

- Review existing materials
- Develop and test message concepts
- Develop messages and materials
- Pretest messages and materials



Step 3. Implementation

- Program Launch [Dessert]
- Kickoff
- Conference or no conference? New ways?
- Invitations
- Speakers
- Timing
- Logistics
- Media Kits [new strategies]
- Follow up



Media—your lifeline . . .to many, many audiences

- Not speed dating. This is a long-term commitment
- Know the publications. Know the “who” of the publications.
- Be credible. Be clear. Be brief.
- Don’t be a ghost. Don’t be a noodge.
- Give good quote.
- Avoid the intermediaries. They never quite get your story right.



Know your press audience. They have stated principles.

- Society of Professional Journalists

- http://www.spj.org/ethics_code.asp

- Seek truth, provide fair and comprehensive accounts of events and issues, minimize harm, act independently and be accountable
 - Association of Health Care Journalists
Professionalism, content, accuracy

Stage 4.

- Assessing Effectiveness and Making Refinements
 - Determine what information the evaluation must provide
 - Define the data to collect
 - Decide on the data collection methods
 - Develop and pretest the data collection instruments



More assessment . . .

- Process data
 - Analyze data to answer the evaluation questions
 - Write an evaluation report
 - Disseminate the evaluation report
- MAKE ADJUSTMENTS and REEVALUATE





Be clear. Know your audience.

- A word about health literacy and “street smart” communication . . .



Health Literacy

“The degree to which individuals have the capacity to *obtain, process* and *understand* basic health *information* and *services* for appropriate health *decisions*.”

Healthy People 2010

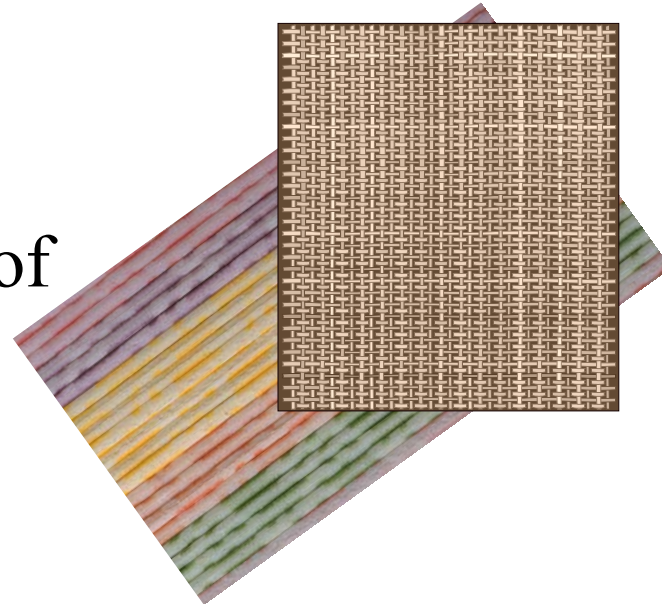


Institute of Medicine, National Academy of Sciences . . .

“Health Literacy is where the expectations, preferences and skills of individuals seeking health information **meet** the expectations, preferences and skill of individuals providing information. Health literacy arises from a convergence of education, health services, and social and cultural factors, and brings together research and practice from diverse fields.”

Cultural Competence

Not an appliqué . . . Part of
the fabric . . .



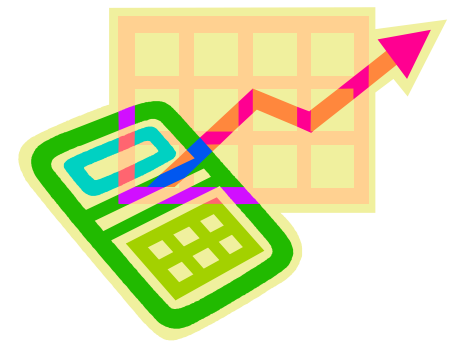
Language Challenges

According to current Federal data, there are at least **329 languages*** spoken or signed in the United States. In some cities, less than 60 percent of the population has English as a first language.

* [note apparently missing data from the 550+ recognized American Indian tribes- including 223 Alaskan native]

Changing Faces

- We have seen census statistics about the growth of the Hispanic/Latino/Latina population by 2030-- *but in that same time frame the Asian American community will grow by 132 percent.*



One state

The multilingual environment in New York State is reflected in a 1995-96 statewide analysis of students receiving language services. The top five languages of these students:

- Spanish
- Chinese
- Russian
- Haitian Creole
- Korean



Children represent even higher percentages of diversity

- Twenty-nine percent of the U.S. population and one in three children is a member of an ethnic or racial minority group.
- By 2025, almost 40 percent of Americans and about *half of all U. S. children* will be minorities.



More Challenges . . . Why the sound bite is actually important.

- How much of what we know that we have learned by listening? 85% (Shorp)
- Amount of the time we are distracted, preoccupied or forgetful? 75% (Hunsaker)
- We listen at 125-250 words per minute, but think at 1000-3000 words per minute. (High Gain, Inc.)
- How much we usually recall **immediately after** we listen to someone talk? 50%

from International Listening Association



To help you plan in a timeframe

- Using a matrix
- Internal and external audiences
- Listing the audience for dissemination and choosing channels and understanding the timing of your matrix



Matrix

- Setting the timelines
- Setting the standards
- Creating a continuum of activity

Matrix your campaign

Immediate/ Short	Medium	Long range
More Challenging		
Challenging		
Easy		



Street Smart Starter Checklist

- Do I know my audience?
- Have I pre-tested my messages?
- Have I made an institutional, long term commitment to cultural competence?
- Have I looked at the creation or transformation of material rather than translation?
- Do I know my gateway providers?
- Am I a gateway?

More street smarts ...

- Do I understand the media and how it works as a dissemination source?
- Have I targeted my media sources? Have I committed to long term relationships and clear messages?
- Do I know how to prep a speaker to work with the media
<http://www.cfah.org/pds/ResearchTipsBooklet.pdf>
- Do I know where my message belongs?
- Have I built partnerships?
- Have I committed to planning and strategic development, developing and pretesting concepts, messages, and materials, implementing the program, and evaluating for continuous improvement?

Yes . . . You need a plan!

- Circular process, continuous loop of planning, implementation, and improvement . . .

