Using Strategic Communication to Move Prevention Forward

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A Simple Model of the Impact of Communication on Behavior

COMMUNICATION

Hypodermic Needle Theory

Magic Bullet Theory

Behavior
Ideation

... refers to new ways of thinking and the diffusion of those ways of thinking by means of social interaction in local, culturally homogeneous communities [and exposure to mass media].

Source: Cleland & Wilson (1987) *Demography*
Ideational Factors

Function much like risk factors for disease:

The more risk factors that apply to an individual, the greater the likelihood that disease will occur.
Multivariate Ideation Theory of Communication

- Knowledge
- Attitudes
- Self-Image
- Perceived Risk
- Norms
- Self-Efficacy
- Emotion
- Social Influence
- Personal Advocacy

**BEHAVIOR**

- Implies simultaneous effect of all influences.
- Implies that communication can affect all of these factors.
A Basic Ecological Model of Communication and Behavior

C O M M U N I C A T I O N

INSTRUCTION

DIRECTIVE
Dissemination
Promotion
Prescription

NONDIRECTIVE
Dialogue
Counseling
Entertainment
Social Networks

PUBLIC
Advocacy
Regulation

SKILLS & KNOWLEDGE

IDEATIONAL FACTORS

COGNITIVE
Beliefs
Values
Attitudes
Perceived Risk
Subjective Norms
Self-Image

EMOTIONAL
Emotional Response
Empathy
Self-Efficacy

SOCIAL
Support & Influence
Personal Advocacy

ENVIRONMENTAL
SUPPORTS & CONSTRAINTS

INTENTION

BEHAVIOR

Source: Adapted from Kincaid (2000)
What is Strategic Communication?

Strategic communication is a process carried out with the active participation of stakeholders and beneficiaries that addresses a long-term vision and affects the causes of, as well as the barriers to, behavior change.
Elements of Strategic Communication

- Science-based
- Client-centered
- Participatory
- Benefits-oriented
- Linked to services
- Multi-channeled
- Results-oriented

- Technically high quality
- Linked to advocacy
- Operates at scale
- Programmatically sustainable
- Cost-effective
Strategic communication operates in a particular social context.
Pathways to a Healthy Society

Domains of Communication

- Communication to Strengthen the Social Political Environment
  - Advocacy, coalition building

- Communication for Effective Service Delivery Systems
  - Client/community expectations, counseling, job aids

- Communication to Improve Competence of Communities and Individuals
  - Mass media, community mobilization, interpersonal communication

Initial Outcomes/Facilitators

- Environment
- Service Systems
- Community
- Individual
<table>
<thead>
<tr>
<th>Context</th>
<th>Domains of Communication</th>
<th>Initial Outcomes/ Facilitators</th>
<th>Outputs &amp; Behavioral Outcomes</th>
<th>Impact</th>
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</thead>
</table>
| **Local Context**                                                       |  | • Political will  
• Resource allocation  
• Policy change  
• Institutional capacity building  
• National coalitions  
• National strategy  
• Formative research | • National Leadership  
• State & local leadership  
• Security personnel  
• Policy makers/leaders  
• Media  
• Other key groups (e.g., community organizations, private sector) | Reduced incidence of trespasser harm |
| Social Political Environment                                           | Social Political Environment                                                             | • Availability & access  
• Technical competence  
• Cultural competence  
• Interpersonal comm skills  
• Follow-up w community  
• Integration of services  
• Structure of interventions | • Role clarity  
• Strategic coordination & messaging  
• Interpersonal communication  
• Surveillance/diagnosis  
• Integration of services  
• Essential functions sustained |                     |
| • National action groups  
• Media advocacy  
• Opinion leader advocacy  
• Internal communication  
• Coalition building  
• Command chain  
• Risk & crisis communication | Service Delivery System                                                                  | • Leadership  
• Participation equity  
• Information equity  
• Local response groups in place  
• Network cohesion  
• Local ownership  
• Social norms  
• Collective efficacy  
• Social capital | • Signage  
• Community mobilization  
• Community vigilance  
• Community events  
• School & workplace support  
• Policies communicated |                     |
| Economic Communications Policies & regulations Political Sectoral jurisdiction | Service Systems                                                                       | • Message recall  
• Social support  
• Emotion and values  
• Beliefs and attitudes  
• Perceived risk/severity  
• Self-efficacy  
• Health literacy | • Information-seeking  
• Public dialogue  
• Peer support  
• Protective behaviors  
• Personal  
• Household |                     |
| Communications                                                          | Community                                                                                |                                                                                             |                                                                                               |                     |
| • Human and Financial Resources Capacity for prevention  
• Capacity for interventions  
• Capacity for logistical support |                                                                                         |                                                                                             |                                                                                               |                     |
| **Communication Context**                                               | Community                                                                               |                                                                                             |                                                                                               |                     |
| Strategic Priorities Coverage                                           |                                                                                         |                                                                                             |                                                                                               |                     |
| Organizational communication                                            |                                                                                         |                                                                                             |                                                                                               |                     |
| Available channels Credibility Media relationships                      |                                                                                         |                                                                                             |                                                                                               |                     |
| **Services**                                                            |                                                                                         |                                                                                             |                                                                                               |                     |
| Human and Financial Resources Capacity for prevention  
• Capacity for interventions  
• Capacity for logistical support |                                                                                         |                                                                                             |                                                                                               |                     |

**Pathways to Transportation Safety**
Summary

Identify the intended audiences
- Public at risk
- Policy makers
- Public safety professionals
- Private sector partners

Identify desired actions & outcomes by audience
- Identify barriers to change
- Develop multilevel theory of change

Mobilize communication resources strategically to remove those barriers
- Multiple channels
- Multisectoral coordination