

# 9 Keys to Health Communication Campaign Success

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NTSB – Reaching Zero  
*Education and Communication*  
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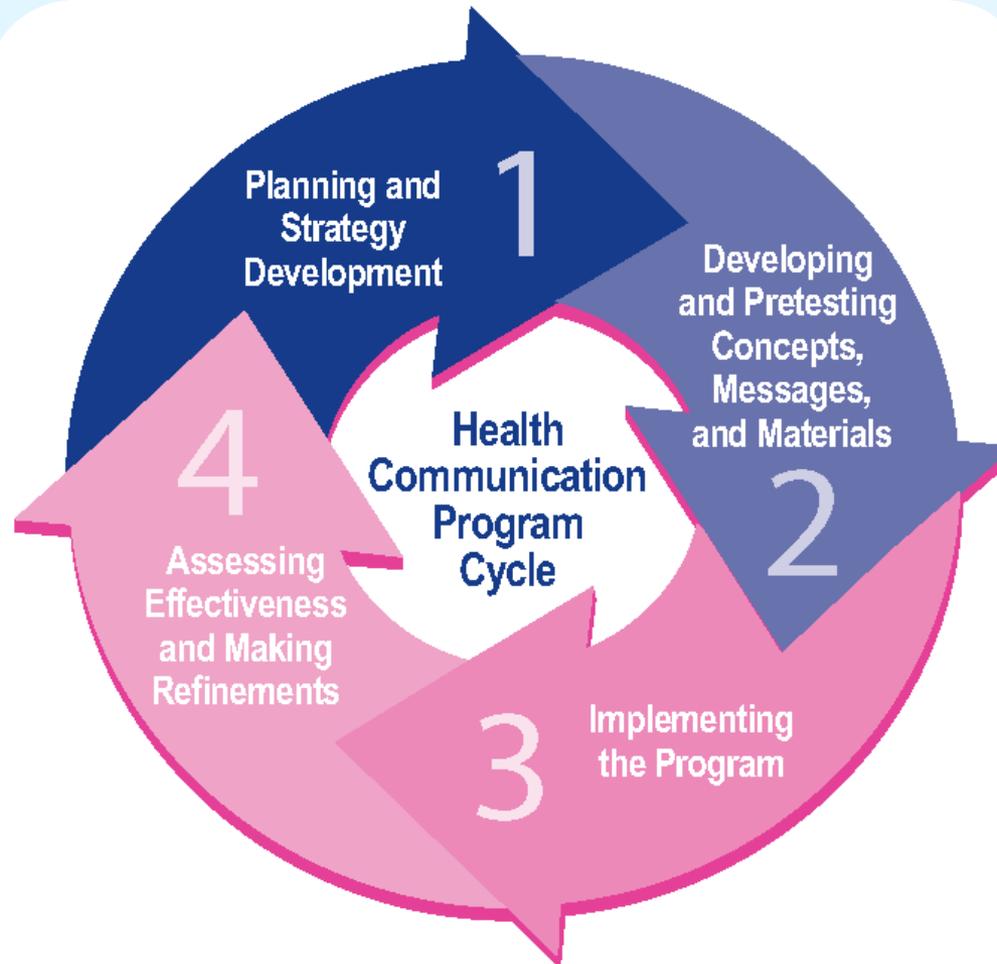
# KEY 1: Set Your Goal



## □ Health communication campaigns are used to:

- Increase knowledge and awareness
- Influence perceptions, beliefs, & attitudes
- Show the benefit of behavior change
- Refute myths and misconceptions
- Demonstrate a healthy skill
- Start or stop a behavior
- Identify the consequences of action
- Change social norm

## KEY 2: Work the Process



SOURCE: DHHS – NIH - National Cancer Institute – Making Health Communications Programs Work - 2008

## KEY 3: Select the Right Type of Appeal



**Positive Emotional Appeal**



**Fear Appeal**

VISIT [WWW.CDC.GOV/PARENTSARETHEKEY](http://WWW.CDC.GOV/PARENTSARETHEKEY) TO GET GOING.



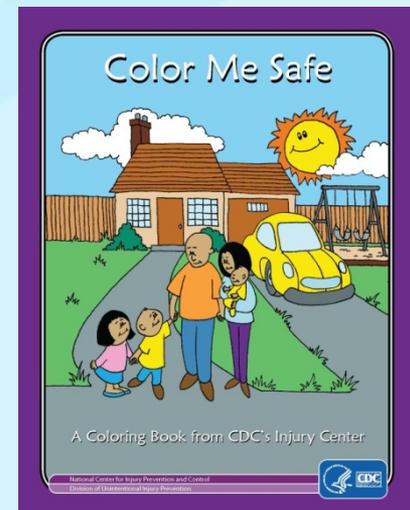
**Facts Based Appeal**

## KEY 4: Segment to Intended Audience

- ❑ **RELEVANCE:** Develop messages and materials relevant for intended audience.
- ❑ **CUSTOMIZE:** Allows customization to specific needs, preferences, beliefs, cultural attitudes, and knowledge.
- ❑ **CHANNEL:** Informs channel selections
- ❑ **SUB-DIVIDE:** One campaign can have multiple audiences



**Parents**



**Children**

# KEY 5: Pretest Your Messages and Materials



**BEFORE**



**AFTER**

# KEY 6: Use Multiple Channels & Repeat



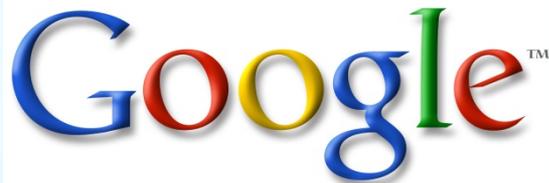
**Social Networking**



**Podcast and Blog**



**News Media**



**Online Ads**

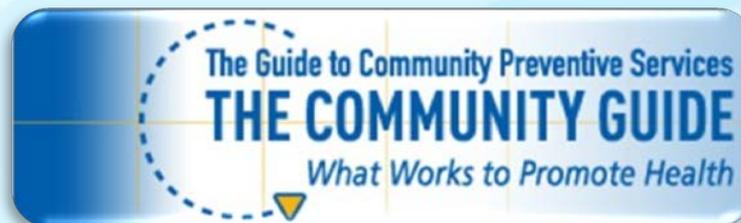
## KEY 7 & 8: Link Campaign with Other Activities and Set Clear Outcome Metrics



- ❑ Message coupled with high visibility enforcement
- ❑ Significant rise in the number of seat belt citations at day and night
- ❑ Establishment of brand
- ❑ Enables formation of social norm

## KEY 9: Ground in Strong Science

- **The Community Guide recommends mass media campaigns to reduce alcohol-impaired driving under certain conditions:**
  - Careful planning
  - Theory based
  - Good execution
  - Adequate audience exposure
  - Implementation in settings that have other ongoing alcohol-impaired driving prevention activities





## Case Example



- Targeted young men with clear goal
- Modified fear appeal - Stop behavior and consequence of action
- Strong message pretesting
- Multiple channels – radio, TV, online
- Sobriety checkpoints

# REACHING ZERO

Actions to Eliminate Substance-Impaired Driving

## One Thing

Education & Outreach

**Well planned, theory-based and carefully executed health communication campaign combined with stepped up enforcement**



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# Thank You

**For more information please contact Centers for Disease Control and Prevention**

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