

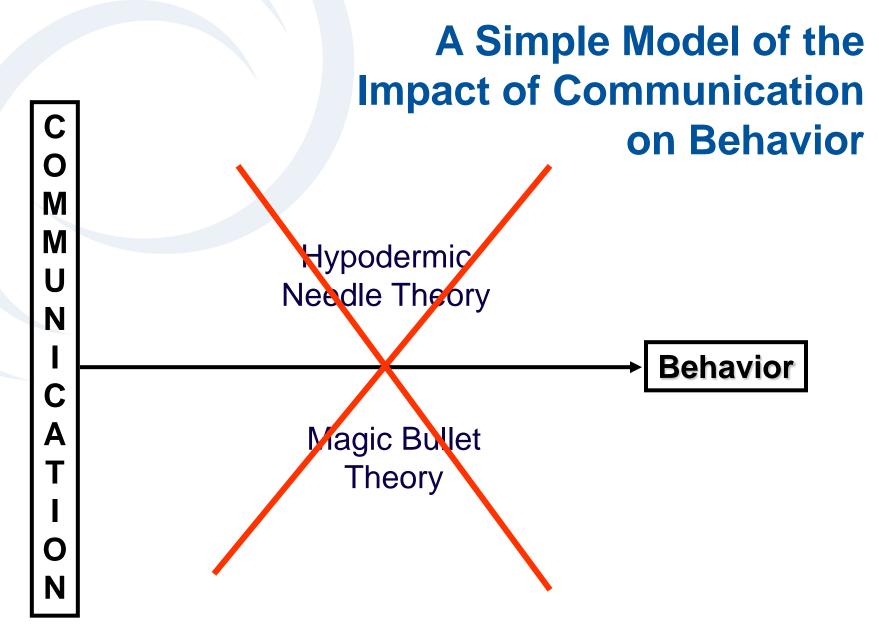
Using Strategic Communication to Move Prevention Forward

Douglas Storey, PhD

Director for Communication Science & Research

NTSB Trespasser Forum
Washington, DC
24-25 March 2015









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

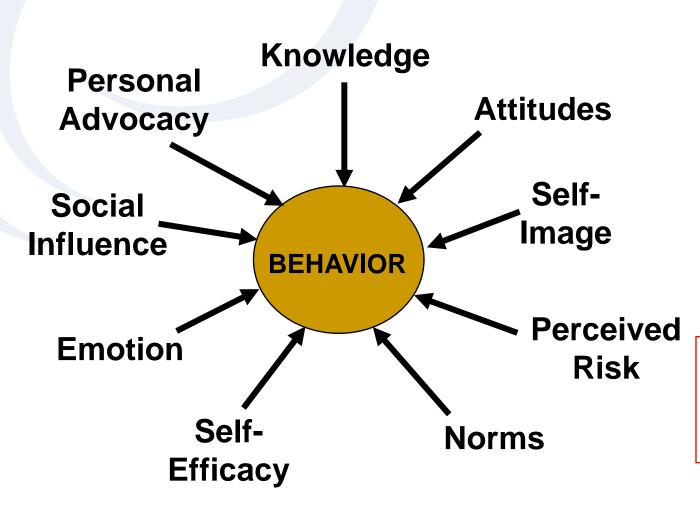
Function much like <u>risk factors</u> for disease:

The more risk factors that apply to an individual, the greater the likelihood that disease will occur.





Multivariate Ideation Theory of Communication



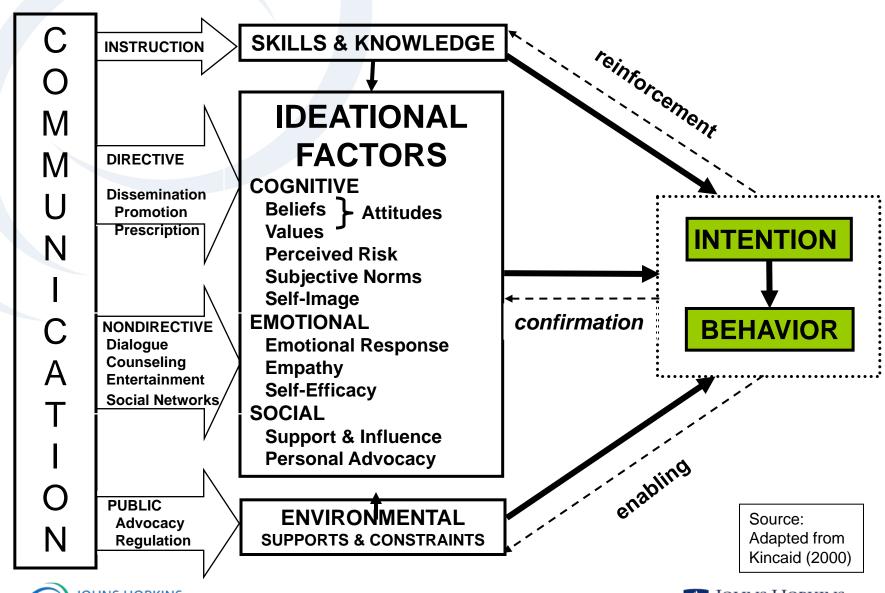
Implies simultaneous effect of all influences.

Implies that communication can affect all of these factors.





A Basic Ecological Model of Communication and Behavior







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

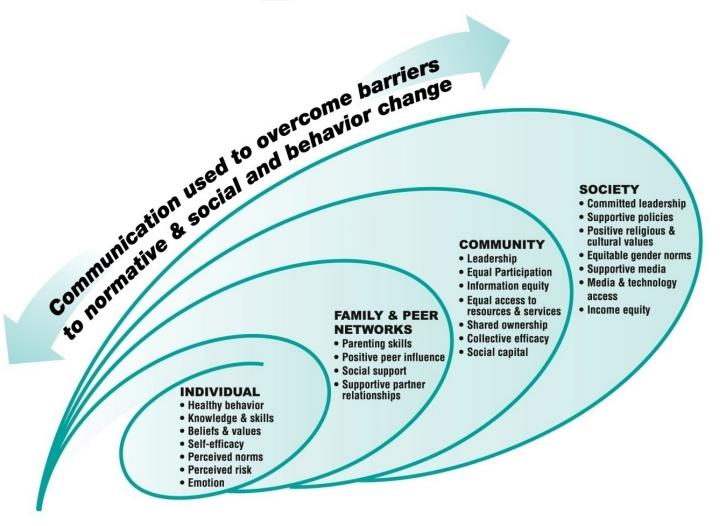
- Science-based
- Client-centered
- Participatory
- Benefits-oriented
- Linked to services
- Multi-channeled
- Results-oriented

- 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 tolmprove Competence of Communities and Individuals

Mass media, community mobilization, interpersonal communication

Initial Outcomes/ Facilitators

Environment

Service Systems

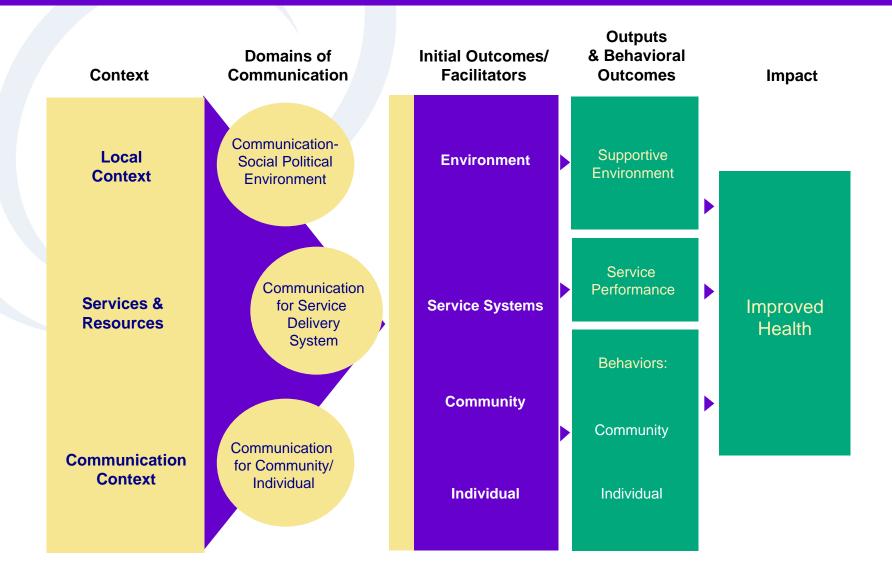
Community

Individual





Pathways to a Healthy Society







Pathways to Transportation Safety

Context

Local Context

Social
Cultural
Economic
Communications
Policies &
regulations
Political
Sectoral jurisdiction

Services

Human and
Financial Resources
Capacity for
prevention
Capacity for
interventions
Capacity for
logistical support

Communication Context

Strategic Priorities
Coverage
Organizational
communication
Available channels
Credibility
Media relationships

Domains of Communication

Social Political Environment

- National action groups
- Media advocacy
- Opinion leader advocacy
- •Internal communication
- Coalition building
- Command chain
- Risk & crisis communication

Service Delivery System

- Norms & standards
- Surveillance & reporting protocols
- Safety controls
- Job aides
- Training
- Community outreach
- Cross-sectoral collaboration

Community & Individual

- Linkage with national safety efforts
- Strengthening social networks
- Sentinel surveillance
- Participation in media/outreach
- Baseline hazards preparedness
- Community reporting
- Household involvement

Initial Outcomes/ Facilitators

- Political will
- •Resource allocation
- Policy change

Environment

Service Systems

Community

Individual

- •Institutional capacity building
- National coalitions
- •National strategy
- •Formative research
- Availability & access
- •Technical competence •Cultural competence
- •Interpersonal comm skills
- •Follow-up w cmtys

interventions

- •Integration of services
 •Structure of
- •Leadership
- Participation equity
- •Information equity
- Local response groups in place
- Network cohesion
- Local ownership
- Social norms
- Collective efficacy
- Social capital
- •Message recall
- Social support
- Emotion and values
- Beliefs and attitudes
- Perceived risk/severity
- •Self-efficacy
- Health literacy

Outputs & Behavioral Outcomes

- National Leadership
- State & local leadership
- Security personnel
- Policy makers/leaders
- Media

Coordination

Systems functioning

- Other key groups (e.g.,cmty organizations, private sector)
- Role clarity
- Strategic coordination
 messaging
- Interpersonal communication
- Surveillance/diagnosis
- Integration of services
- Essential functions sustained
- Signage
- Cmty mobilization
- Community vigilance
- Community events
- School & workplace support
- Policies communicated
- Information-seeking
- Public dialogue
- Peer support
- Protective behaviors
- Personal
- Household

Impact

Reduced incidence of trespasser harm





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



