



Center for  
Communication  
Programs

# Using Strategic Communication to Move Prevention Forward

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NTSB Trespasser Forum

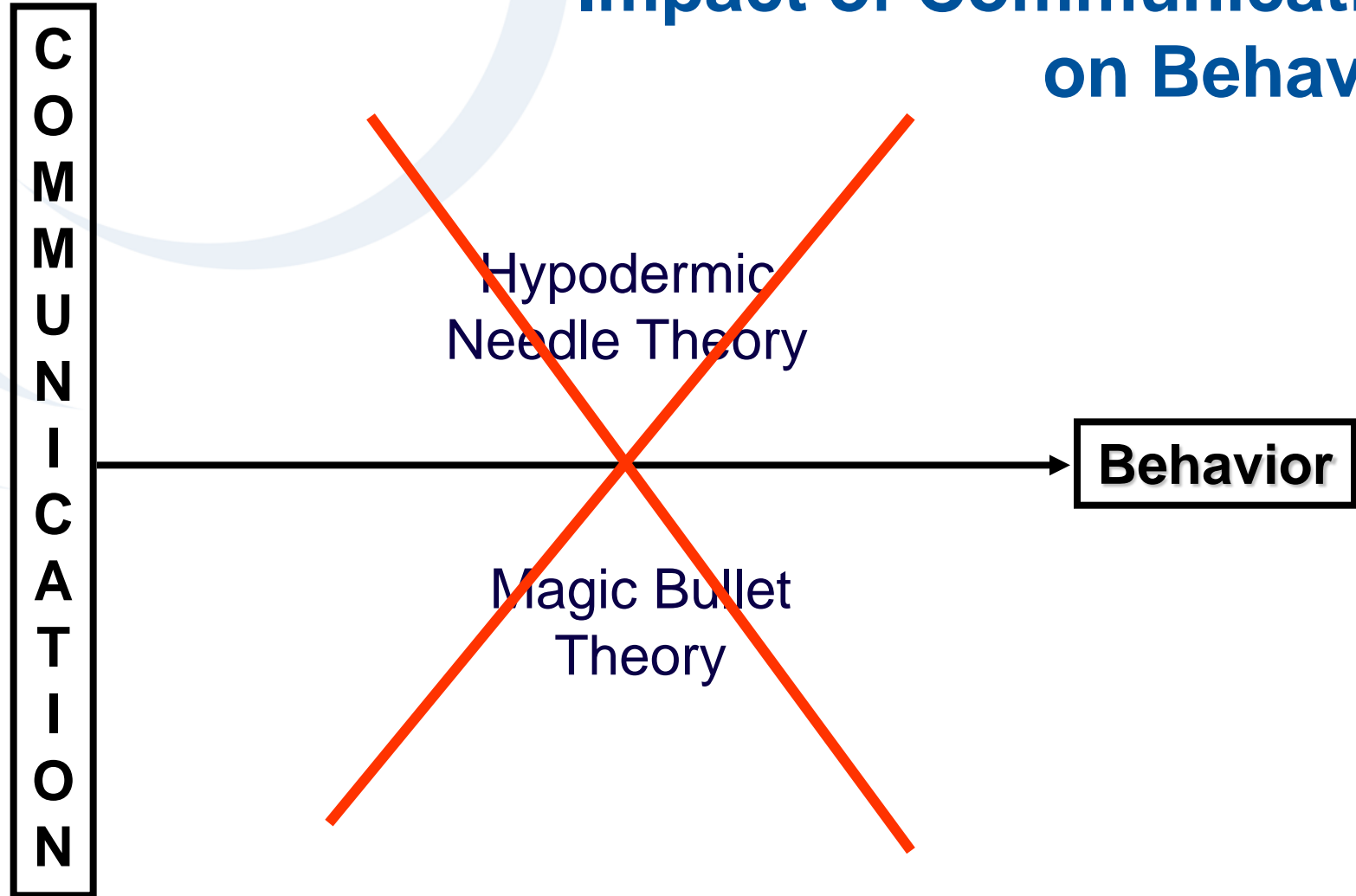
Washington, DC

24-25 March 2015



JOHNS HOPKINS  
BLOOMBERG SCHOOL  
of PUBLIC HEALTH

# A Simple Model of the Impact of Communication on 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*].

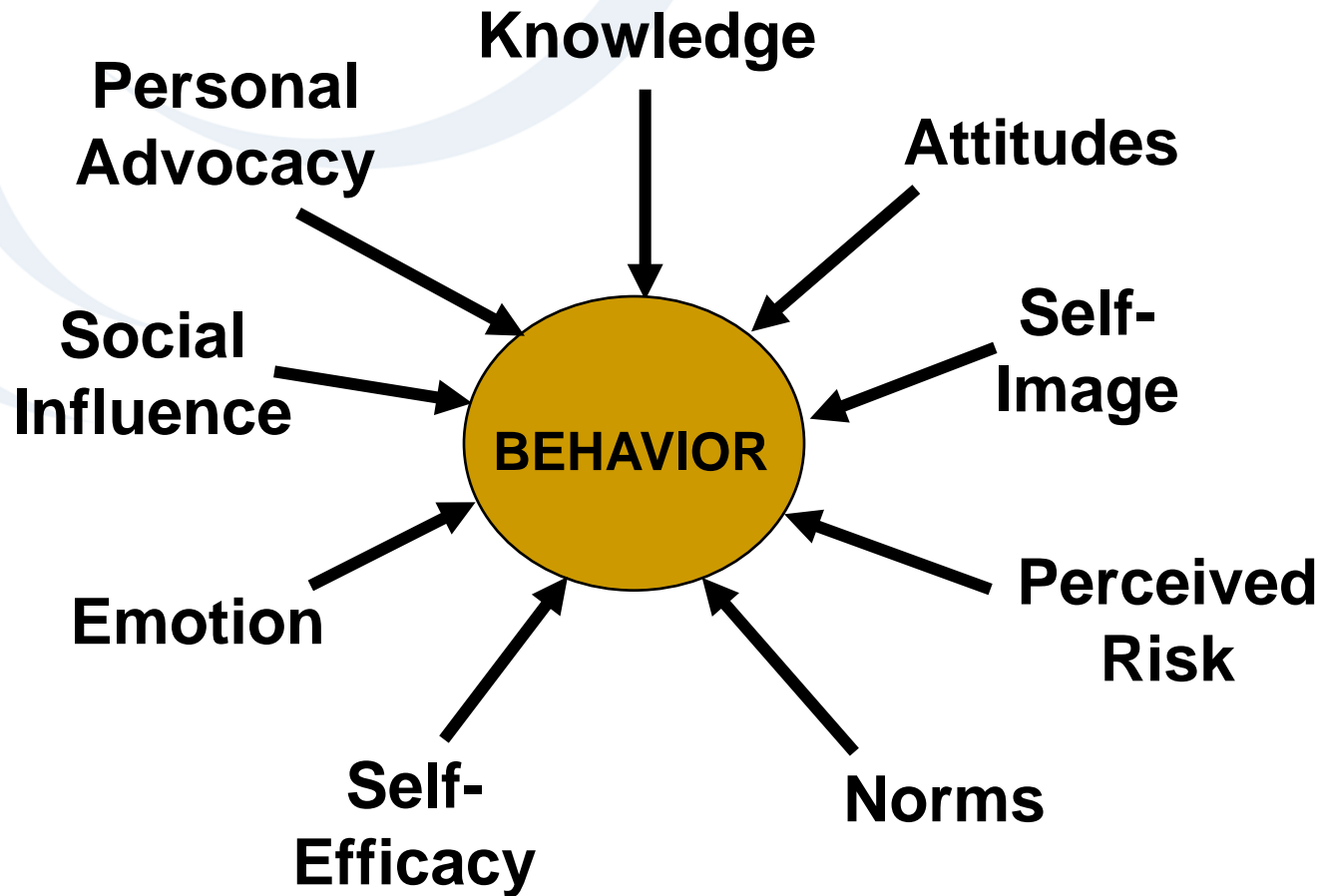
Source: Cleland & Wilson (1987)  
*Demography*

# 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.

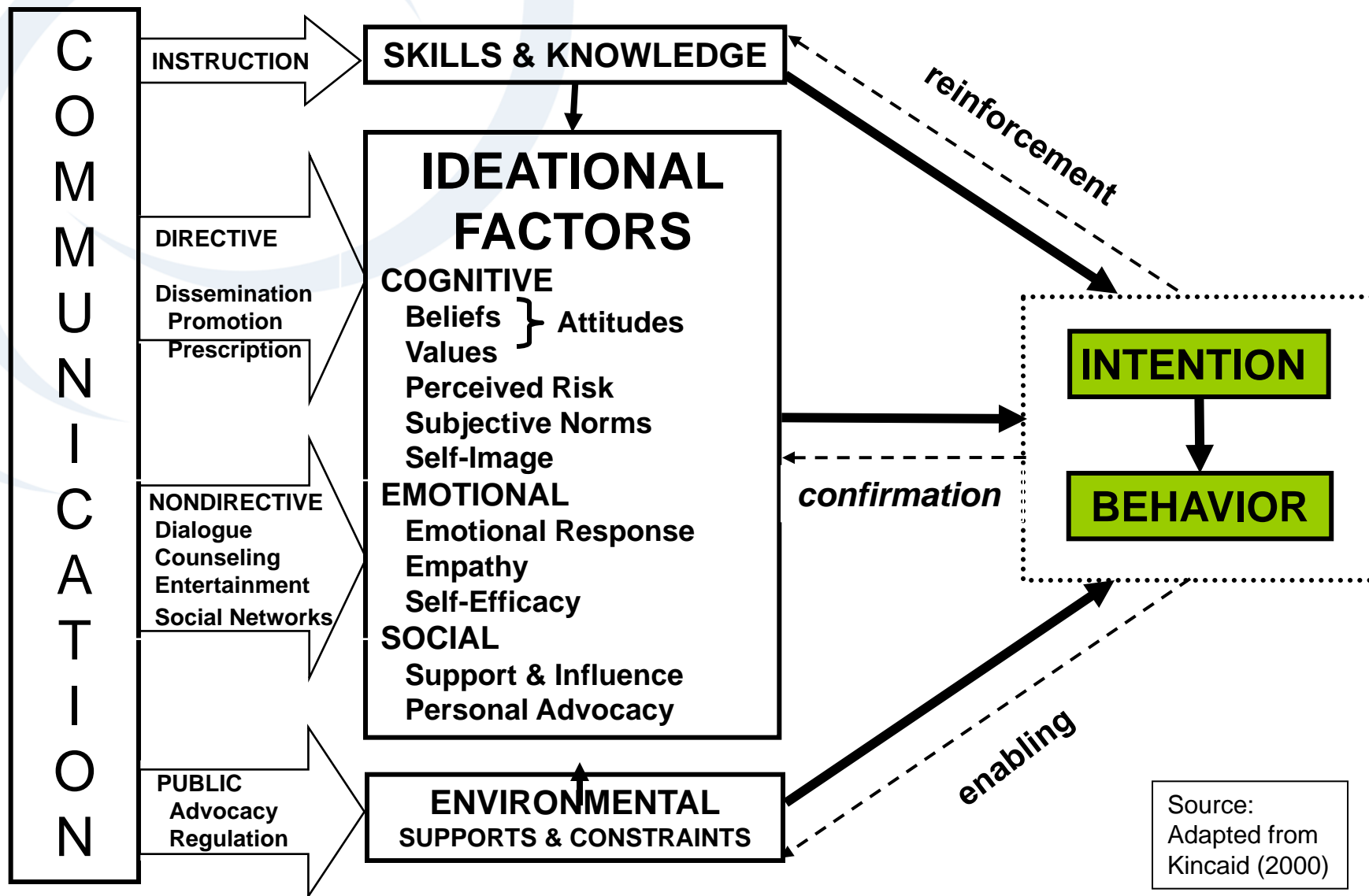
# Multivariate Ideation Theory of Communication



Implies simultaneous effect of all influences.

Implies that communication can affect all of these factors.

# A Basic Ecological Model of Communication and 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.

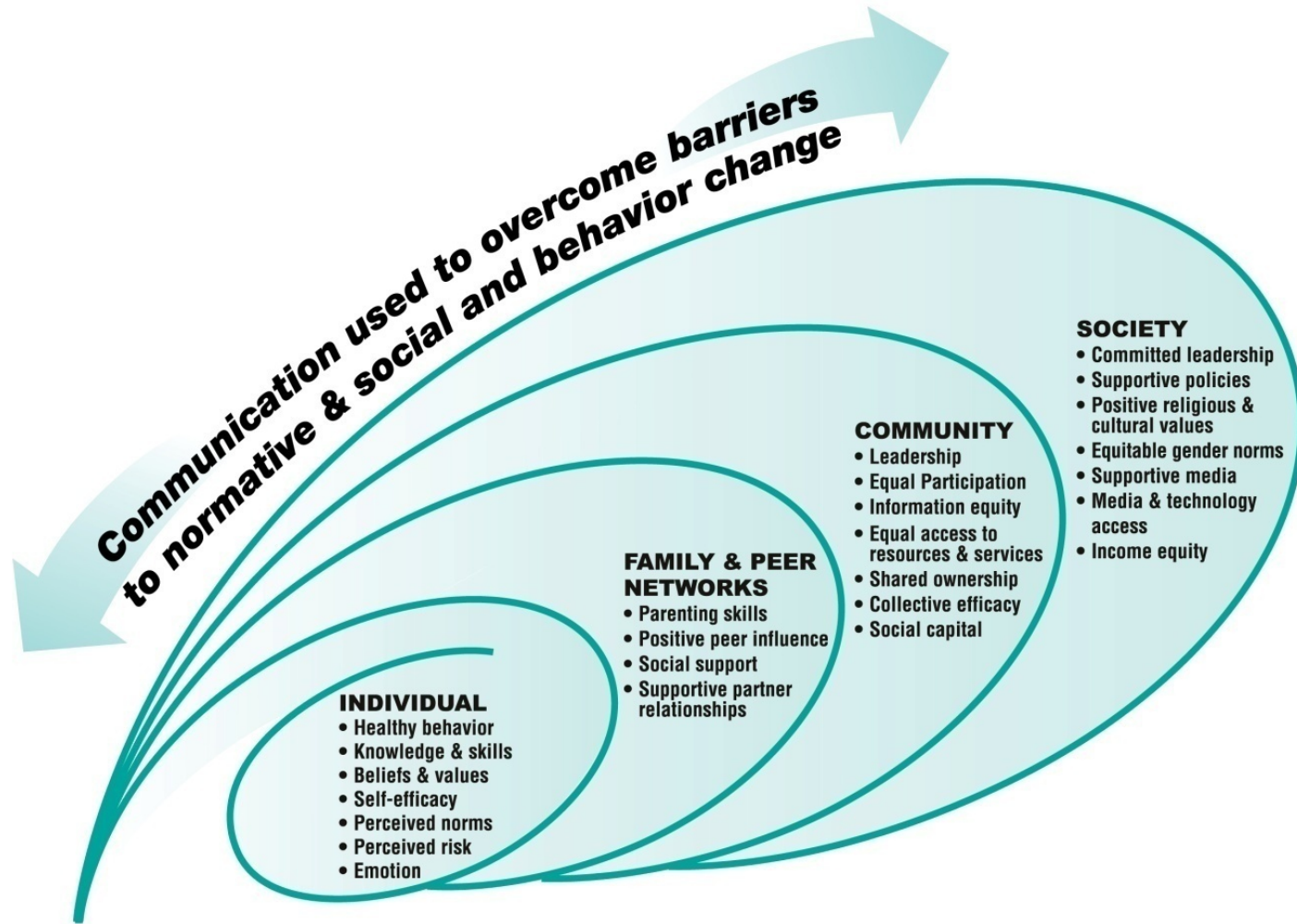


# Elements of Strategic Communication

- **Science-based**
- **Client-centered**
- **Participatory**
- **Benefits-oriented**
- **Linked to services**
- **Multi-channelled**
- **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

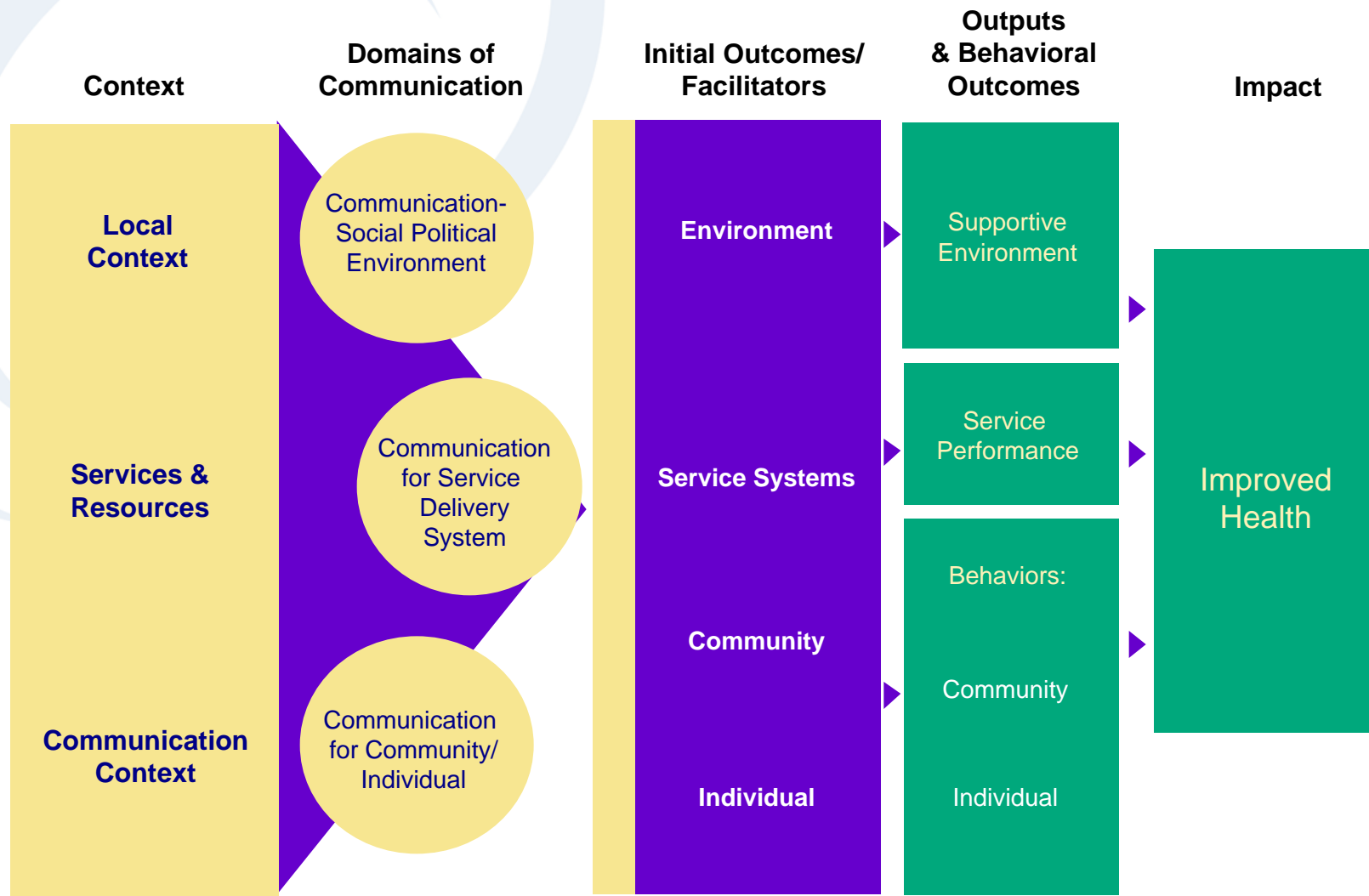
Environment

Service Systems

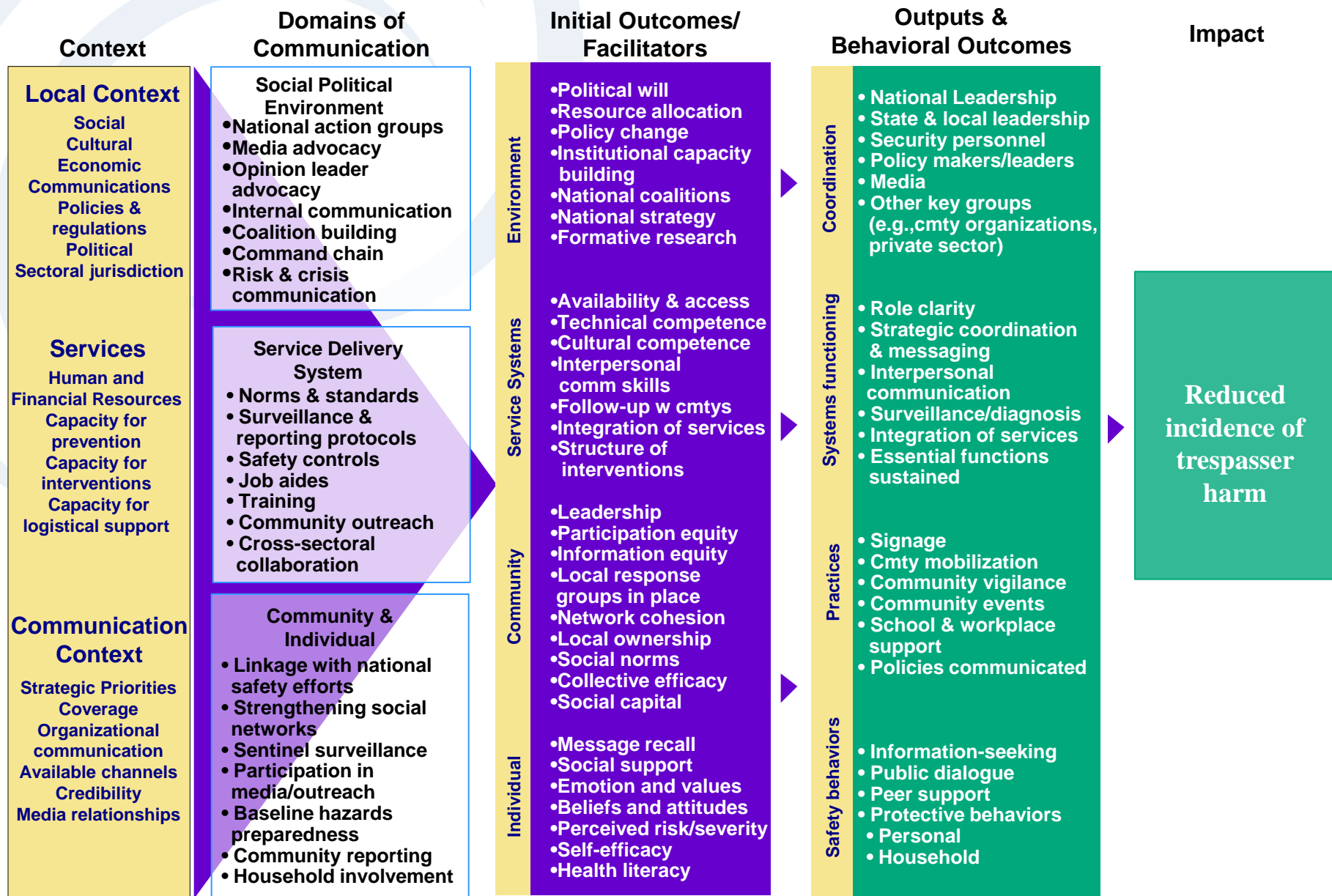
Community

Individual

# Pathways to a Healthy Society



# 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