



*at the Dalla Lana School of Public Health
University of Toronto*

Overview of Health Communication Campaigns

Interactive Webinar

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Introductions



- **Facilitator**
 - Bios at www.thcu.ca
- **The LiveMeeting Technology -**
 - polling feature
 - mood
 - questions
- **Webinar Courtesy**
 - mute (music) / quiet
- **Screen Display**
 - Visible?
 - access them from our blog at:
<http://www.thcu.ca/blogs/lc/?cat=22>
 - Size
- **Participant Roll Call –**
 - Anyone not on LM?
 - Groups of people?
- **Participation –** pass if you like

Agenda Overview

- Introductions
- Objectives
- Brief Overview of Health Communication Planning Steps, Breathing Space Case Study
- Step 3: Audience Analysis step
- Step 5: Communication Objectives
- Additional resources
- Q&A
- Closing Remarks



Comprehensive health communication campaigns (1)

- goal-oriented attempts to inform, persuade or motivate behaviour change;
- ideally aimed at the individual, network, organizational and community/societal levels;
- aimed at a relatively large, well-defined audience (i.e., they are not interpersonal persuasion);
- provide non-commercial benefits to the individual and/or society;

Comprehensive health communication campaigns (2)

- occur during a given time period, which may range from a few weeks to many years;
 - are most effective when they include a combination of media, interpersonal and community events; and,
 - involve an organized set of communication activities.
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- Based on Everett M. Rogers, and J. Douglas Storey, "Communication Campaigns," in Charles R. Berger and Steven H. Chaffee (eds.), *Handbook of Communication Science*, Sage: Newbury Park, CA, (1988).

PROJECT MANAGEMENT

1. Project Management
2. Revisit Your Health Promotion Strategy
3. Analyze and Segment Audiences
4. Develop Inventory of Communication Resources
5. Set Communication Objectives
6. Select Channels and Vehicles
7. Combine and Sequence Communication Activities
8. Develop the Message Strategy
9. Develop Project Identity
10. Develop Materials
11. Implement Your Campaign
12. Complete the Campaign Evaluation

EVALUATION



Case Study

THCU's 12 Step Communication Model

Breathing Space

Community Partners for Smoke-free Homes, Winter 2003

August 31, 2006

Breathing Space

Background

The Ontario Ministry of Health and Long-Term Care's Mandatory Health Programs and Service Guidelines direct provincial public health units to deliver programs that aim to increase the proportion of smoke-free homes by 2010. Recent estimates report that 30% of children in Ontario under the age of 12 are exposed to second-hand smoke (SHS) in the home.

The 1997 Ontario Health Survey found that 31% of homes in the Greater Toronto Area (GTA) and Hamilton and Simcoe County areas had smokers. In order to respond to this challenge, in 1998 four health departments, including Durham, Peel, York, and Toronto, initiated a cooperative effort aimed at increasing public awareness of the negative health impacts of SHS. In fall 1999, Halton and Hamilton joined the initiative. These six core health departments partnered to create the Breathing Space Community Partners for Smoke-Free Homes initiative (herein called Breathing Space). In 2002, this partnership extended to a total of 23 partnering units.

Public health research indicates that mass media messages combined with community-based interventions can be highly effective in creating widespread awareness to assist with behavior change. To this end, the Breathing Space partners implemented media campaigns in the summer of 2000 and the spring of 2001 that focused on protection from SHS. The campaigns included radio spots, print ads, transit shelter posters, and other community education strategies.

Step 2



Revisit Health Promotion Strategy

Breathing Space: Community Partners for Smoke-Free Homes is a social marketing campaign designed to encourage people to make their homes 100% smoke-free. This campaign was successfully implemented in the Greater Toronto Area in 2000 and 2001 and provincially in the winter of 2003. The overarching goal of the campaign was to reduce the number of people exposed to SHS, especially children. Breathing Space partners determined that protecting children from exposure to SHS in home environments could be most appropriately accomplished through public education and awareness.

Step Three



Audience Analysis and Segmentation

What do we need to know?

- There are many things we need to find out about our audience, if we want to change their behaviour:
 - Demographics
 - Psychographics
 - Behaviours and factors related to these

Audience Analysis Questions

Demographic	Behavioural	Psychographic
<ul style="list-style-type: none"> • gender • age ranges • typical occupation • income range • Education • family situation • location home and work • cultural characteristics 	<ul style="list-style-type: none"> • current behaviour • benefits from behaviour • readiness for change • current social or medical consequences • Feelings of susceptibility • Skill level • Knowledge • Attitudes • Intentions • Self-efficacy 	<ul style="list-style-type: none"> • values and beliefs • key personal characteristics • where they get their health-related information • organizations and social networks they belong • how they spend their time and money • Role models

The Segmentation Process

- Identify variables.
- Prioritize variables.
- Map out possibilities.
- Choose segments from possibilities:
 - Eliminate
 - Rank order
 - Combine where necessary/appropriate.

Case Study Audiences

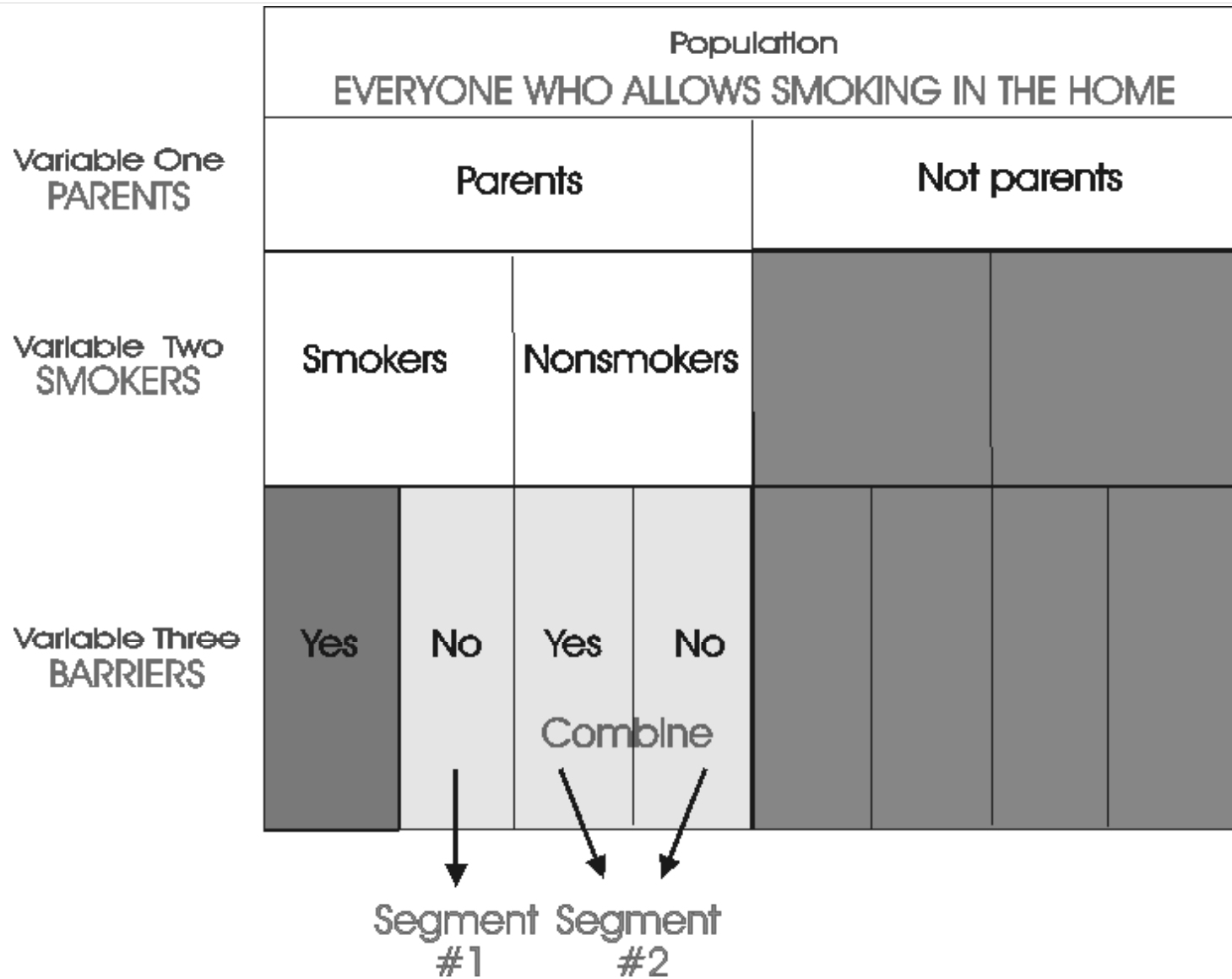


Audience Analysis and Segmentation

In June 1998, four audience segments were identified through an audience psychographic analysis and segmentation exercise and consultation with experts in the field. Larry Hershfield from The Health Communication Unit (THCU) helped with this process. The primary audience for the campaign was parents with children 18 years and under. Within this audience, four segments were identified:

1. Occupants of homes, especially parents, who allow visitors to smoke but are responsive to smoke-free home messages and have few barriers with regard to making their homes smoke-free
2. Occupants of homes, especially parents who are smokers themselves but are responsive to smoke-free home messages and have few barriers with regard to making their home smoke-free
3. Occupants of homes who are responsive to smoke-free messages but have barriers in making their homes smoke-free
4. Smokers who are resistant to behavioural change

A decision was made to focus on audiences that were open to hearing about the negative impacts of second-hand smoke and willing to modify their behaviours—in other words, the first two target groups. The partners felt that these groups were most likely to be influenced by an awareness campaign. Interestingly, focus testing of messages in 2001 showed that the other two groups were also quite receptive to the Breathing Space messages.



Activity

1. Identify what you would want to know about your assigned audience, considering:
 - Demographics
 - Behavioural characteristics
 - Psychographics
2. Think about where you would get the information
3. 10 minutes
4. Prepare to discuss as a group

Step 3: Audience Analysis Action Summary - Tips



- ✓ Use both existing and new data.
- ✓ Use both qualitative and quantitative data.
- ✓ Use a combination of inexpensive and more expensive means.
- ✓ Ensure that multiple data sources confirm the conclusions in your audience profile.

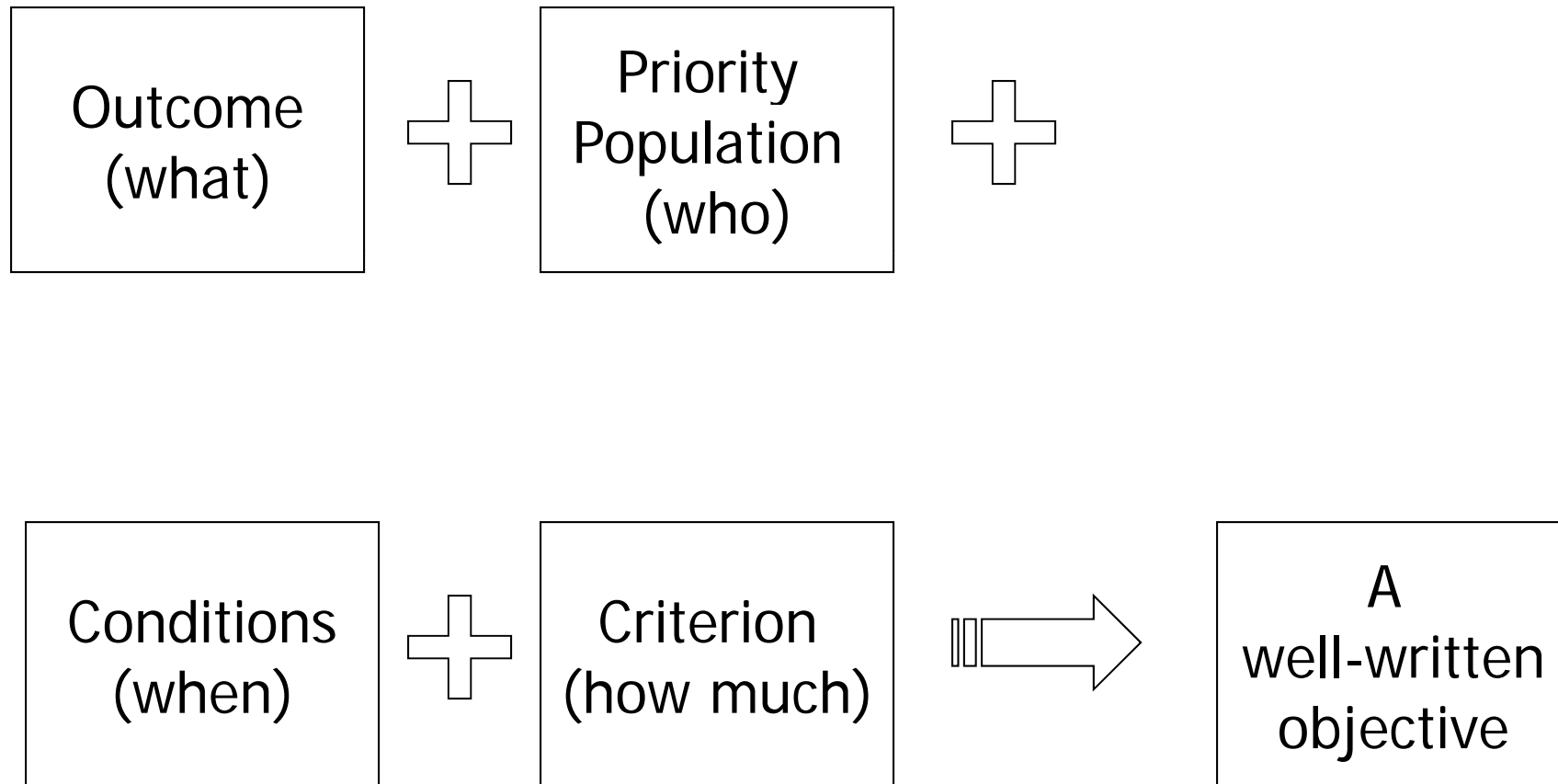
Step 5: Objectives

Identify the bottom-line changes you hope to accomplish as a result of your communication activities.

A Good Objective Is:

- Communication-related.
- Outcome, rather than process-oriented.
- Aligned with a change process and the right level.
- Strategic.
- SMART

Elements of a well-written outcome objective



Examples of outcome objectives in four components

Criterion/How Much	Priority Population/Who	Outcome/What	Conditions/When
Triple the number of	children and youth	involved in the development, implementation and evaluation of student nutrition programs	By the end of 2008
Double the number of	schools in the region	with functioning SNPs	in one year
Increase by 25% the number of	schools in the region	meeting MCYS nutrition guidelines and public health food safety guidelines	in two years
Increase to 70%	elected officials in the region	aware of the benefits of healthy nutrition for children and youth and the role of the CNN in acting on the issue	by the end of the fiscal
Maintain	provincial government	financial support for the CNN	for five years.

Case Study

Step Five Set Communication Objectives

Individual

To increase the number of children protected from exposure to second-hand smoke

To increase the number of homes that are smoke-free

To educate the public about the effects of second-hand smoke

To increase the number of people who would take action to protect themselves and others, especially children

Network

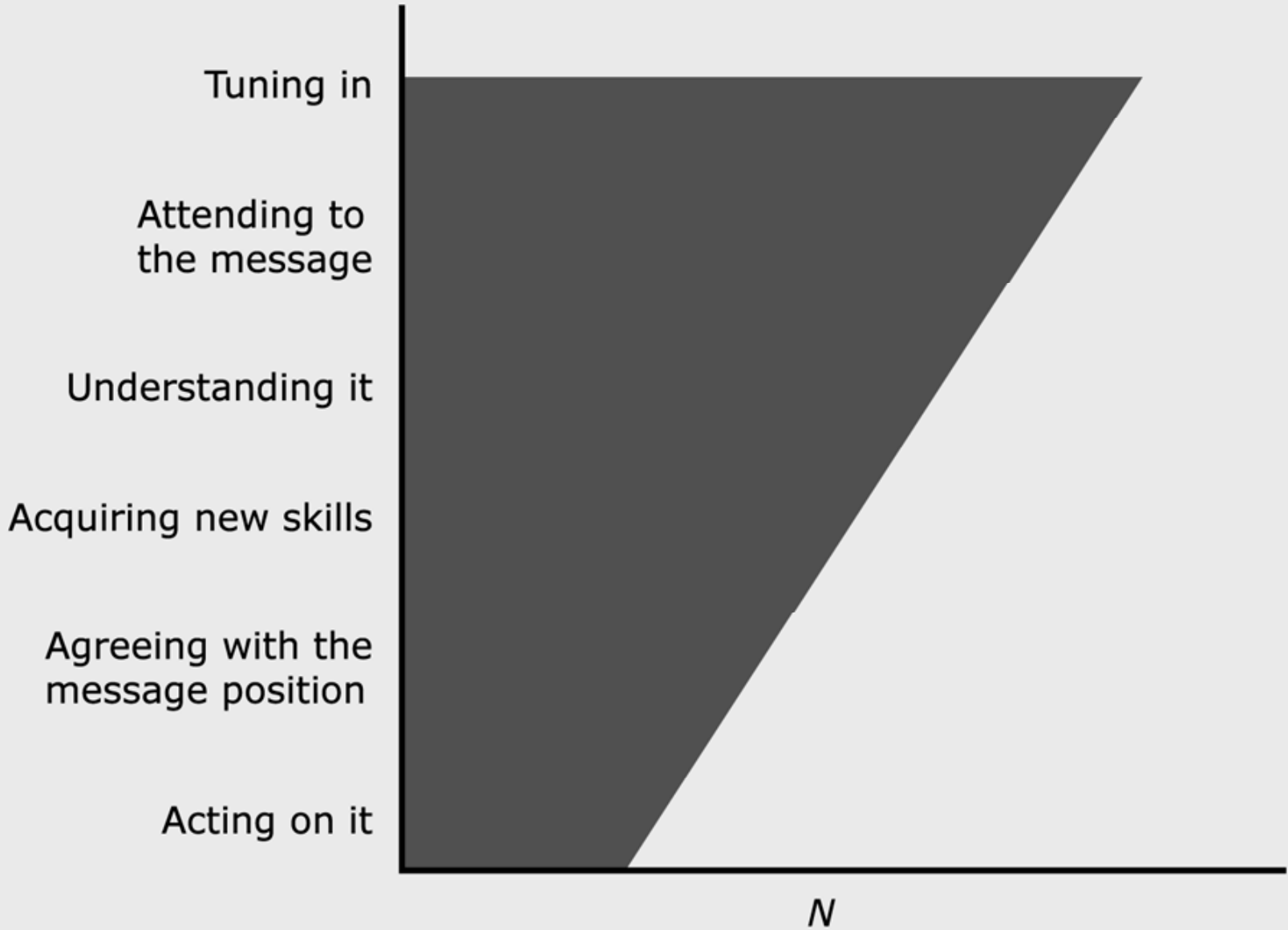
To shift the public's perception that second-hand smoke is socially acceptable

Activity

- Consider the four individual and one network level objectives, and discuss whether each one is:
 - Communication-related
 - Outcome versus process (output)
 - At the appropriate level
 - Strategic (connected back to overall goal)
 - SMART

Step 8: Develop the Message Strategy





Persuasion takes place in a sequence of stages.

Health Communication Message Review Tool



		Excellent	Very Good	Fair	Fail
1.	The message will get and maintain the attention of the audience.				
2.	The strongest points are given at the beginning of the message.				
3.	The message is clear (i.e. it should be easy for the audience to point out the actions you are asking them to take. How? What, the incentives or reasons for taking those actions as well as the evidence for the incentives and any background information or definitions).				
4.	The action you are asking the audience to take is reasonably easy.				
5.	The message uses incentives effectively (more than one type of incentive is used, the audience cares about the incentives presented and the audience thinks the incentives are serious and likely).	+	→		
6.	Good evidence for threats and benefits is provided.				
7.	The messenger is seen as a credible source of information.				
8.	Messages are believable.				
9.	The message uses an appropriate tone for the audience (for example, funny, cheery, serious, dramatic).				
10.	The message uses an appeal that is appropriate for the audience (i.e. rational or emotional). If fear appeals are used, the audience is provided with an easy solution.				
11.	The message will not harm or be offensive to people who see it. This includes avoiding 'victim blaming'.				
12.	Identity is displayed throughout.				

Final Decision

- Use
- Lose
- Adapt



Second-hand smoke is the third leading preventable cause of death.

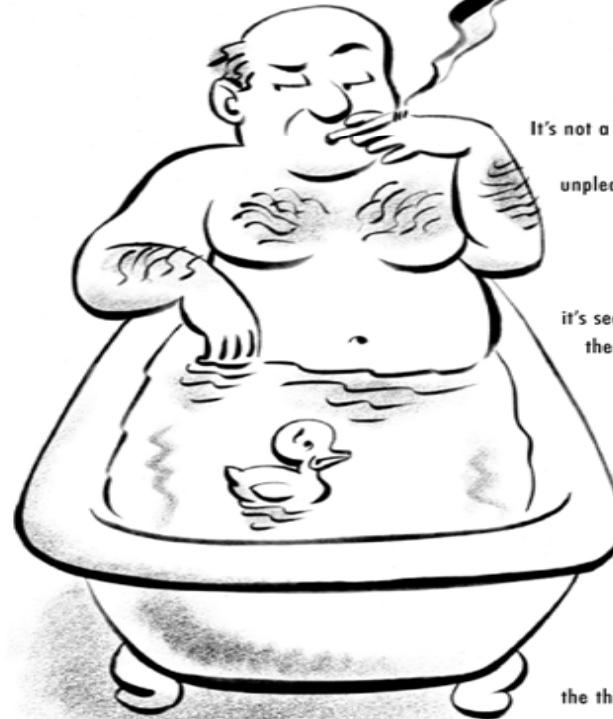
Ask a smoker to take it outside.



COMMUNITY PARTNERS FOR SMOKE-FREE HOMES

For more information, please contact your public health department.
Funding for this program has been provided in part by the Oregon Tobacco Settlement, Ministry of Health and Long-Term Care. An endorsement by the Ministry is provided as a result of this funding.

*Would you want
to share his bath water?*



It's not a pleasant thought, is it?
In fact, it's almost as
unpleasant as sharing his air.

While sharing
someone's bath water
isn't exactly sanitary,
it's second-hand smoke that's
the greater health hazard.

After all,
second-hand smoke
contains over 4,000
chemical compounds
including arsenic,
formaldehyde,
benzene and lead,
which are known
to cause cancer.

Second-hand smoke is
the third leading preventable
cause of death.

Respect the air we share.

Ask a smoker to take it outside.



COMMUNITY PARTNERS FOR SMOKE-FREE HOMES

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No endorsement by the Ministry is intended or should be inferred.

If someone's been smoking in here, this is what you're breathing:

Benzoic acid
Arsenic
Carbon monoxide
Hydrogen cyanide
Carbonyl sulfide
Benzene
Formaldehyde
Acetone
Pyridine
Ammonia
Formic acid
Methyl chloride
Acetic acid
Nicotine
Cadmium
Nickel
Zinc
Polonium-210
Polychlorinated dibenzo-p-toxins
Succinic acid
N-Nitrosodiethanolamine
N-Nitrosornicotine
Benzo[a]pyrene
4-Aminobiphenyl
Aniline
Toluene
Styrene
Propionaldehyde
Phenol
N-Nitrosodimethylamine
N-Nitrosopyrrolidine
1,3-Butadiene
Hydrazine
γ-Butyrolactone
Anthracene
Fluoranthene
Hydroquinone
Catechol
Ethylmethylnitrosamine
Dimethylamine
Acrolein
Glycolic acid
Carbon dioxide
Nitrogen oxides



Take this thought home with you.



COMMUNITY PARTNERS FOR SMOKE-FREE HOMES

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Smoking by this program has been provided in part by the Ontario Tobacco Strategy, Ministry of Health and Long-Term Care. No endorsement by the Ministry is intended or should be inferred.

Q&A



Resources



Welcome Centre



THE HEALTH COMMUNICATION UNIT

at the Dalla Lana School of Public Health, University of Toronto

EN FRANÇAIS

WORKPLACE HEALTH PROMOTION PROJECT

- **ABOUT THCU**
- **WORKSHOPS AND EVENTS**
- **CONSULTATION SERVICES**
- **INFORMATION AND RESOURCES**
- **CONTACT US**

**Skills for Health Promotion
Introductory Level Workshops**

Dates & Locations

News and Updates as of November 20, 2009

NEW Business Case Collection:
Research Toward the Development of
an Online, Interactive Tool
Please send us the templates you use!

NEW Orientation Webcasts about the
Online Health Program Planner. View
one or more of these short presentations to
learn what the OHPP can do for you, how
to use it, and how to access support for
your planning process.

NEW Orientation to the New Online

THCU on Health Communication

- Map of all health communication resources
http://www.thcu.ca/infoandresources/health_comm_map.cfm
- Developing health communication campaigns toolkit
http://www.thcu.ca/infoandresources/resource_display.cfm?resourceID=1008
- Buzz for Behaviour Change
http://www.thcu.ca/infoandresources/resource_display.cfm?resourceID=838
- Audience profiles

THCU on Health Communication CON'T



- Making the case (for health promotion initiatives)
http://www.thcu.ca/infoandresources/resource_display.cfm?resourceID=494
- Strengthening personal presentations workbook
http://www.thcu.ca/infoandresources/resource_display.cfm?resourceID=792
- Health communication message review criteria
http://www.thcu.ca/infoandresources/resource_display.cfm?resourceID=56&emailID=134
- Interactive online campaign planner
<http://www.thcu.ca/infoandresources/ohc/myworkbook/login/login.asp>
- Special update on risk communication
http://www.thcu.ca/infoandresources/resource_display.cfm?resourceID=898

Webcast on Use of Social Media for Health Promotion



- Guest facilitator Craig Lefebvre
- http://www.thcu.ca/videos/new_media_webinar.htm

Webcast: Identify Your Audience



- <http://www.thcu.ca/videos/webcasts.htm>



Health Communication resources: Not ours, but also good!

- HealthComm Key Searchable Database
<http://cfusion.sph.emory.edu/PHCI/Users/LogIn.cfm>
- Free Range Thinking
<http://www.agoodmanonline.com/newsletter/index.html>
- News and Views on Social Marketing and Social Change
http://socialmarketing.blogs.com/r_craig_lefebvres_social/2006/10/social_media_an.html

A big thank you to

- Our webinar participants
- Ontario Agency of Health Protection & Promotion
- Patty Staring and Jodi Thesenvitz



Disclaimer

The Health Communication Unit and its resources and services are funded by the Ontario Agency for Health Protection and Promotion. The opinions and conclusions expressed in this presentation are those of the author(s) and no official endorsement by the Agency for Health Protection and Promotion is intended or should be inferred.