

Step Six

Select Communication Channels
and Vehicles
(p. 31 of wkbk)

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Channel

The way in which a message is sent.

For example, via:



- television
- radio



- interpersonal communication
- newspaper



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Vehicle

A specific way to deliver a message
through the channel, e.g., in a
newspaper



Advertisements
In-depth articles
Political Cartoons

Supplements

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Best Vehicle= Effectiveness+Efficiency

- Effectiveness=Vehicle's characteristics are best fit to objective
- Efficiency
= (Reach * Frequency) / Cost
= Cost per impression
- Reach=
 - # exposed to the message
 - those not in the population of interest
 - + sharing with others (second-hand exposure)
 - + multiplication effect (promotes other channels and vehicles)

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Reach is a product of:

- Audience size
- Multiplicative power
- Specificity

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Effectiveness is a function of:

Updated Sept 4/03

1. Specialization - ability to reach specific groups
2. Intrusiveness - ability to command attention
3. Safeness - risk of boomerang effects or irritation
4. Participation - level of receiver involvement
5. Array of senses stimulated
6. Personalization/tailoring
7. Decodability - mental effort required to understand

Adapted from content in Atkin, C. 2001. Impact of Public Service Advertising: Research Evidence and Effective Strategies. Project conducted for Kaiser Family Foundation.

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Channel effectiveness is a function of:

Updated Sept 4/03



9. Capacity for conveying detailed, complex content
10. Credibility
11. Agenda-setting (ability to increase perceived importance topic)
12. Accessibility (ease of using the channel)
13. Simplicity of producing and disseminating
14. Durability/preservation

Adapted from content in Atkin, C. 2001. Impact of Public Service Advertising: Research Evidence and Effective Strategies. Project conducted for Kaiser Family Foundation.

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Menu of Channels and Vehicles

(p.41 wkbk) updated Aug 26/02



A. MEDIA

- **Direct Mail:** brochures, generic letters, tailored letters, trial offers, kits, etc.
- **Displays**
- **Magazines:** articles, ads
- **Newspaper:** editorials, news coverage, supplement, paid ad, unpaid/psa, etc.
- **Online world:** bulletin boards, e-mail (tailored or generic), websites, listerves, advertisements, CDROM, etc.
- **Other Print:** brochures, booklets, flyers, paycheck stuffers, newsletters, comics/stories, newsletter articles, newsletter ads, other print ad (e.g. in comic book), etc.
- **Outdoor:** billboards, LED signage, transit shelter ads, bus ads, street car ads, etc.
- **Phone:** direct calling with message, hotline (live), infoline (taped message), etc.
- **Point of Purchase:** brochures/other print materials, demonstrations, displays, posters, videos, audio recordings (e.g. in supermarket), health information kiosks, etc.
- **Promotional Items:** fridge magnets, hats, matches, condom wrappers, buttons, bags, pens, pencils, stress balls, etc.
- **Radio:** community announcements, paid ads, unpaid psa's, phone-in show, news coverage, guest speakers, editorials/commentaries, etc.
- **Television:** community channel text ad/message, documentary/extended educational piece, edutainment, news coverage, paid ad, unpaid psa, etc.

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Channel & Vehicle Menu (con't)

updated Aug 26/02



B. INTERPERSONAL COMMUNICATION

- Training
- Speeches
- Presentations
- Courses
- School lessons/curriculum
- Peer interaction/discussion
- Family interaction/discussion
- Interaction/discussion with opinion leaders
- Coaching/interaction with health care providers
- Coaching/interaction with teachers

C. EVENTS

- Conferences
- Contests
- Fairs
- Fund-raisers
- Rallies
- Awards ceremonies

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Another rule of three



- Pick one simple vehicle, largely to create and maintain awareness
- Pick one moderately complex vehicle, largely to enhance motivation, change attitudes, overcome barriers
- Pick one substantial vehicle to carry major messages, background, demonstrations, testimonials, etc

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- Because 30% of viewers now switch channels at the beginning of a commercial break, PSA's, now shown in the commercial break might more effectively be incorporated in the program.

- McGuire, W.J. Input and Output Variables Currently Promising for Constructing Persuasive Communications. In Rice, R. & Atkin, C. (Ed.). Public Communication Campaigns. 2001.

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Quantity

added Aug 26/02



- A high volume of ads is needed to get enough exposure and make the audience think the problem is very important.
- Repetition of ads is needed to force people who are not interested in the topic to pay attention, but high repetition leads to wearout and diminishing returns.
- Prominent placement of messages in conspicuous positions enhances exposure levels and perceived significance.
- Continuity devices (e.g., logo, slogan, jingle, messenger), increase memorability.

Adapted from content in Atkin, C. 2001. Impact of Public Service Advertising: Research Evidence and Effective Strategies. Project conducted for Kaiser Family Foundation.

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Quantity

added Aug 26/02



- A sustained campaign lasting at least one or two years may be required to achieve impact on behavior.
- For certain behaviours perpetual campaigning is often necessary because different segments of the population are in constant need of influence. There are always newcomers who are moving into the “at risk” stage, people who are reverting to prior misbehavior, others who are gradually adopting the recommended practice, some who need regular reinforcement to stay the course, and latecomers who are finally seeing the light after years of unhealthy habits.

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Interactive Media

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- Web sites and CD ROMs
- The interactive capacity of these technologies is an advantage.
- Screening questionnaires can assess each individual’s readiness, tastes, knowledge, and beliefs, and then direct them to customized messages that are designed for their needs.
- This approach increases the likelihood of learning and persuasion.
- Decreases the possibility of boomerang effects.
- Formats such as games are well suited for youth.
- An essential ingredient of success is promotion.

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Entertainment-education

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- Practice of embedding health-related material in entertainment programming (or creating entertainment programming as a vehicle for health education).
- Because the interesting and enjoyable style of presentation attracts large audiences and conveys information in a relevant and credible manner.
- Proved to be quite successful in promoting health in Africa, Asia, and South America.
- Has considerable promise for health campaigns.

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General Principles



- Media
 - The least involving/interactive format.
 - Best suited to simple and easily understood messages that do not need feedback.
- Interpersonal Communication
 - Allows for much greater audience participation.
 - Well suited for situations where audience needs interaction and feedback.
- Events
 - Has elements of both media and interpersonal.
 - Reaches large numbers, but gives more opportunity for involvement and participation.

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