# Strategic Message Development

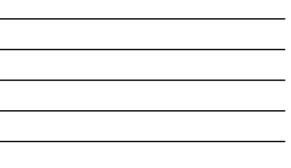
Campus Suicide Prevention Grantees Technical Assistance Meeting Jan. 17-18, 2007

Today we will focus on...

- Strategy Anara Guard, Linda Langford
- Stigma reduction Patrick
  Corrigan
- Safe messaging Jane Pearson
- Group exercise <u>You</u>

How does your messaging fit into your overall strategy...? Messaging = materials you develop and disseminate, training and forums your offer, other communications The headline we will never see...

# BROCHURE CHANGES STUDENTS— PROBLEM SOLVED!!



## Social Marketing is

"...not a science, but rather a professional craft...that targets complex, often socially controversial behaviors, with delayed and distant benefits, to audiences who often do not recognize they have a problem, much less are looking for a solution."

William Smith, 2006

Strategic message development... Helps you reach identified audiences with messages that are designed...

...to affect specific behaviors

...in engaging, safe and effective ways, and

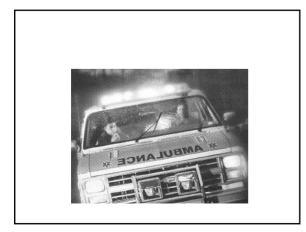
...that fit your overall program strategy.

## "Fit your overall strategy"

- Does the concept of the message fit your local problems, and your overall strategy for change?
- Do the messages make sense given other prevention efforts on campus?
- What specific behavior are you trying to change? Why? What are the barriers to this change? What are the benefits to this change?

#### "Price"

- What the consumer pays to obtain the product:
  - -Time Effort Risk
  - -An exchange of value
- To sell: benefit ≥ cost. How will you overcome the barriers? View from the audience's perspective...



### Where will you get info?

- Information sources to help design an effective messaging campaign:
  - -Focus groups
  - -Interviews with target audience
  - -Surveys
  - Polls re: attitudes and behaviors of target population
  - -Literature\*

**Reducing Stigma** 

 Is stigma truly a barrier to the behaviors you are trying to change?

#### Questions to consider

- What are you trying to change?
- Who is your target audience?
- What does your target audience currently *think* or *believe*?
- What *impact* do you want your message to have?
- What measures can you use?

## Messages that "stick"

- · Simple use analogies
- Unexpected develop jarring, unexpected messages
- · Concrete use specific language and details
- Credentialed rely on authorities or testable ideas
- Emotional tap into negative or positive feelings
- · Stories tell stories about real people

## Other considerations

- · Localize your information
- · Culturally appropriate
- Timing
- Dosage repetition of message
- Credible messenger or influencer
- · Credible channels

### Measure your results

- What behavior do you want to change?
- How will you know if it did?
- Something tangible—calls to a hotline, donations
- Can be a proxy for the real results you want to know

#### Resources

• NIMH Reporting on Suicide

www.nimh.nih.gov/suicideresearch/mediasur vivors.cfm

Social Marketing Toolkit

www.SoundPartners.org

• "Why Bad Ads Happen to Good Causes" www.agoodmanonline.com

• Suicide Prevention Resource Center www.sprc.org Search for: Social Marketing

### References

 Chambers DA, Pearson JL, Lubell K, et al. The science of public messages for suicide prevention: A workshop summary. *SLTB, 2005*; 35(2): 134-145

#### References

 Rudd MD, Berman AL, Joiner Jr. TE, et al. Warning signs for suicide: Theory, research, and clinical applications. *SLTB* 2006; 36(3): 255-262 Available fulltext free online at <u>http://www.atyponlink.com/GPI/doi/pdfplus/10.1521/</u> <u>suli.2006.36.3.255</u>

## More references

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- Suicide Prevention Resource Center. 2006. Safe and Effective Messaging for Suicide Prevention. Available online at
- http://www.sprc.org/library/SafeMessaging final.pdf

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