



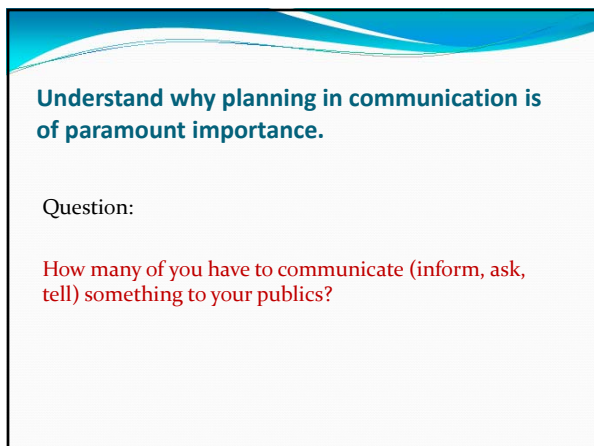
Strategic Planning for Health Promotion

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Objectives

1. Understand why planning in communication is of paramount importance.
2. Understand the basics of human communication
3. Learn the structure of a strategic communication plan
4. Learn how to channel/search for community resources to develop/implement a plan.
5. Learn how to evaluate the reach and impact of a health communication campaign.
6. Learn basic principles of design, composition and persuasion



Understand why planning in communication is of paramount importance.

Question:

How many of you have to communicate (inform, ask, tell) something to your publics?

Understand why planning in communication is of paramount importance.

Question:

How many of you have found that people don't listen, they loose focus, loose interest, don't answer, etc.?

Understand why planning in communication is of paramount importance.

Question:

How many of you a dedicated, long term strategic plan for your organization?

Understand why planning in communication is of paramount importance.

Question:

How many of you a dedicated strategic communication plan for your organization?

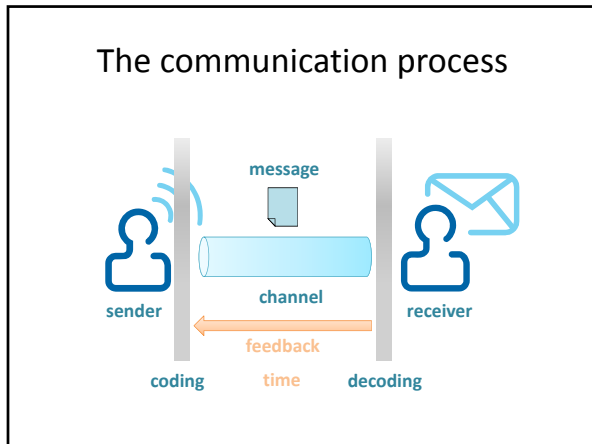
Understand why planning in communication is of paramount importance.

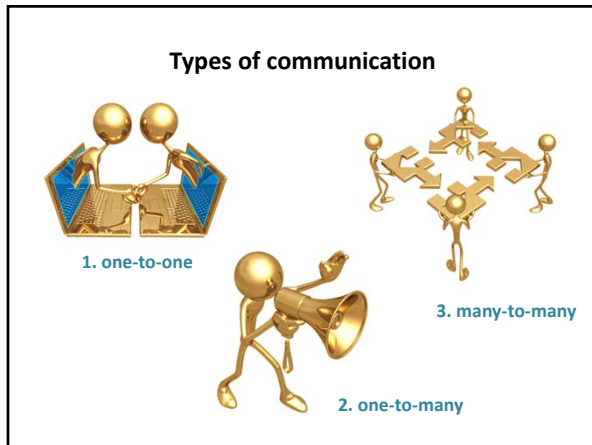
While “ad hoc” communication efforts may work sometimes, far better results are achieved through **advanced planning and permanent audience feedback.**

- Sometimes it's one word of a slogan that changes the whole meaning. When Parker Pen marketed a ballpoint pen in Mexico, its ads were supposed to say *"It won't leak in your pocket and embarrass you."* However, the company mistakenly thought the Spanish word "embarazar" meant embarrass. Instead the ads said *"It won't leak in your pocket and make you pregnant."*

How people analyze and respond to information

The diagram consists of five main bubbles: 'Society' (top left), 'Opinion' (center), 'Culture' (top right), 'Resources' (right), and 'Education' (bottom left). There are also two smaller bubbles, 'Perceived Outcomes' (bottom center) and another unlabeled one (bottom right), which appear to be connected to the main bubbles.





Understand why planning in communication is of paramount importance.

Some of the questions you need to consider when thinking about communicating something:

What? To whom?
Why? How?
So what? When?

Understand why planning in communication is of paramount importance.

Question:

When you get a flyer in the mail, what is the first thing you do with it?

Understand why planning in communication is of paramount importance.

Question:

What is the primary channel that you use to communicate to your audience? Why?

- Questions?
- Let's share some stories

The structure of a strategic communication plan

- What?
- To whom?
- Why?
- How?
- So what?
- When?

The structure of a strategic communication plan

Goals

- Audience research
- Environment analysis
- Channel identification
- SWOT analysis
- Strategic plan (objectives, strategies)
- Message development, deliverables

Implementation

- Post-campaign review and analysis

3C

- Clarity
- Concise
- Consistent

The structure of a strategic communication plan

Set up communication goals:
Consistent with the goals of your organization/project
Realistic (review resources)
Short, medium and long term goals
Metrics

The structure of a strategic communication plan

Audience research:
Who are they?
What they know?
How do I get to them?
What's important for them?
How do they behave?

The structure of a strategic communication plan

Channel identification:
Public or private?
Media? Which one? Why?
Feedback needed?
Efficiency and maintenance "costs"

The structure of a strategic communication plan

SWOT Analysis:

Strengths	
Weaknesses	Internal
Opportunities	External
Threats	

The structure of a strategic communication plan

Strategic plan:

Objectives: Milestones towards the goal. Need to be measurable

Strategies: What to do to achieve the objectives. Need to be action items.

Deliverables: The actual components that your audience will interact with (flyers, videos, etc.)

The structure of a strategic communication plan

Message development:

- Use what you've learned in previous steps
- Make sense to your audience
- Culturally tailored
- Straightforward
- Don't assume anything
- Both content but also form (the package often sells the merchandise)
- Consistency over a variety of distribution channels

The structure of a strategic communication plan

Implementation:

- Timeline
- Resources
- Budget
- Internal/External collaborators
- Community/audience support
- Metrics/measurement

The structure of a strategic communication plan

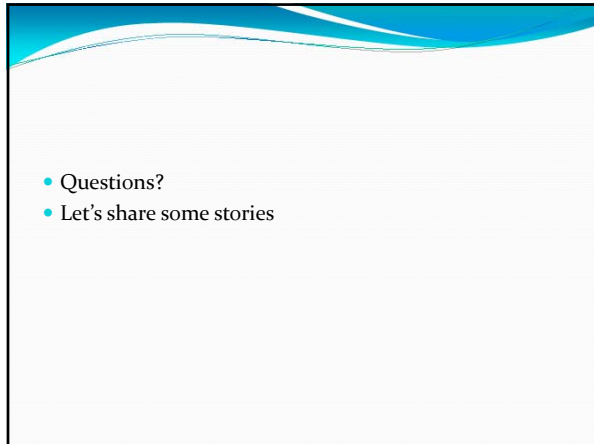
Post-campaign review and analysis:

- How much we achieved?
- What went wrong?
- What was right?
- Lessons learned?
- What to do different next time?
- What was the reaction of the audience?

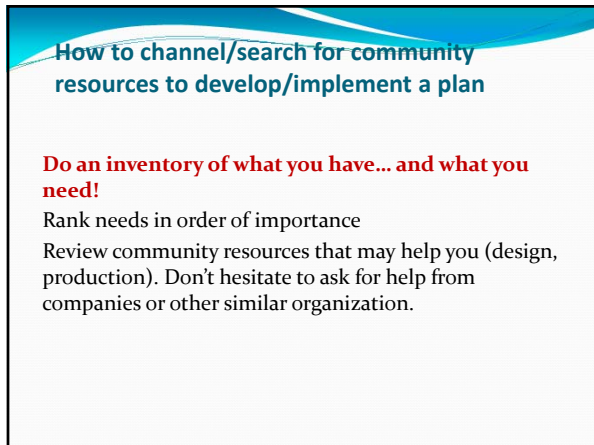
The structure of a strategic communication plan

Do we have to do this every time?

- It depends!
- Changes are driven by change.
- Failing to plan is planning to fail.



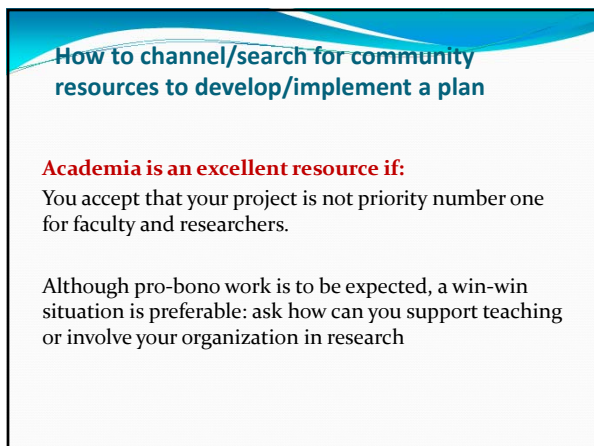
- Questions?
- Let's share some stories



How to channel/search for community resources to develop/implement a plan

Do an inventory of what you have... and what you need!

Rank needs in order of importance
Review community resources that may help you (design, production). Don't hesitate to ask for help from companies or other similar organization.



How to channel/search for community resources to develop/implement a plan

Academia is an excellent resource if:

You accept that your project is not priority number one for faculty and researchers.

Although pro-bono work is to be expected, a win-win situation is preferable: ask how can you support teaching or involve your organization in research

How to channel/search for community resources to develop/implement a plan

What are universities working on?
Review universities or schools' newsletters or their social media:
<http://www.umkc.edu/news/default.asp>
UMKC of Facebook or Twitter
<http://www.ku.edu/research/>
<http://journalism.ku.edu/>
KUJournalism on Facebook and Twitter

How to channel/search for community resources to develop/implement a plan

What else in on those campuses?
Each university has several research centers that may have research agendas that match your interests.

- Bremner Editing Center
- Center for Excellence in Health Communication to Underserved Populations
- Center for American Indian Community Health
- UMKC Women's Center
- Health Communication Research Center

How to channel/search for community resources to develop/implement a plan

Prepare a **one-page summary of your project**, emphasizing on goals to be achieved, importance of the project and level of community involvement
On a separate page, list your current resources and in which specific areas you need help
Leave a contact name, telephone number and email address

• Questions?
• Let's share some stories

How to evaluate the reach and impact of a health campaign.

Reach is defined as the extent of coverage of the target audience with campaign messages.
Data used to calculate reach has to be singularized by medium of distribution (usually, data for broadcast or outdoor advertising is provided by agencies)

Broadcast/cable: Estimated reach 94.9%

- The following broadcast channels were used (698 spots between XX/XX and XX/XX): KTWU, WIBW, KTKA, KSNT, KTMJ
- The following cable channels were used (1312 spots between XX/XX and XX/XX): AEN, BRVO, TVL, FOOD, FX, TBSC, DISC, NICK, TRAV, TRU, TLC, ENT, MNBC, AMC, HGTV, USA, OWN, MTV

How to evaluate the reach and impact of a health campaign.

Data for posters, fliers, etc. has to be calculated according to estimated population and number of materials distributed.

POS-type promotional activities in pediatric and dental offices:
Estimated reach 15.2%

- Two pediatric offices and five pediatric dentist offices were engaged in directly promoting the campaign's message to mothers of tweens. The distribution of promotional materials started on XX/XX and ended on XX/XX. A number of 1818 flyers, 1853 magnets and 3000 water/agua straws were distributed by the participating providers. These numbers are self-reported, and there is no evidence about the number of patients that have received one or more of these materials.

How to evaluate the reach and impact of a health campaign.

Data for online activities can be obtained from website logs as well as dedicated trackers (such as Google Analytics)

Social media: Estimated reach 19.38%.

- The campaign was active from XX/XX to XX/XX, utilizing Facebook ads to target the specific audience. The campaign had two stages, depending on the number of ads used: the first stage, between XX/XX and XX/XX, utilized two ads (boy and girl), and generated 114 unique clicks (0.95% reach). The second stage, between XX/XX and XX/XX utilized only one ad (boy), and generated 2205 unique clicks (18.43% reach); 80.54% of clicks were generated by our targeted age group.

How to evaluate the reach and impact of a health campaign.

Reach can be further evaluated by **conducting direct research with the target audience**, using standardized telephone or online surveys, as well as interviews. The data obtained can be used to validate some of the reach data provided by third parties.

Audience-measured reach calculation: Estimated reach 45.5%

- To further investigate reach, a post-intervention RDD telephone survey was conducted with 519 mothers of tweens in Johnson County, KS. Of these, 45.5% reported recognizing the campaign slogan and admitted being exposed to the campaign.

How to evaluate the reach and impact of a health campaign.

Impact is defined as the percentage of the target audience that have changed beliefs/attitudes/behaviors in accordance with the goals of the health campaign.

Data used to calculate impact has to directly reflect the intersection between campaign efforts and audience.

How to evaluate the reach and impact of a health campaign.

Impact is almost impossible to calculate if there is no baseline from which to measure campaign's effect.

Direct measures – research with the audience

Indirect measures – secondary measurements of audience's change in behavior and its impact on third-party metrics.

How to evaluate the reach and impact of a health campaign.

Objectives (remember?) – used to evaluate impact

Evaluations can be **pre-post exposure** to the campaign

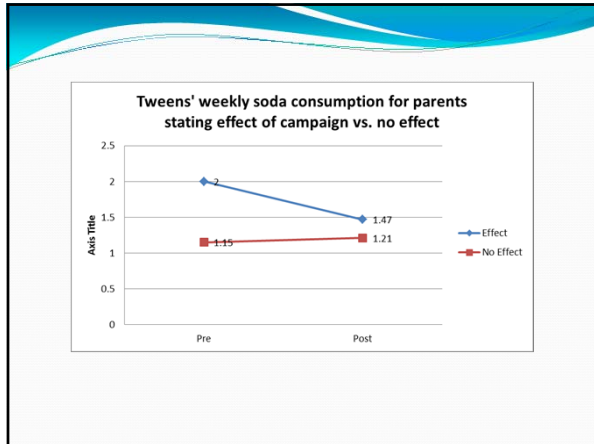
More complex designs can measure impact by comparing audience's changes versus a group not exposed to the campaign (**control group**)

How to evaluate the reach and impact of a health campaign.

Warning! Make sure that what you are measuring IS the effect of the campaign.

Quantitative measurements provide direct information regarding percentage of the audience influenced by the campaign.

Qualitative measurements provide insights into changes and help understand population dynamics.



“Um, I just don’t, I try not to give my children as much sugary drinks as they would like. We try to end the day at least with a couple glasses of water. Just pretty much enforcing it in the last month or two.”

- Questions?
- Let’s share some stories

Principles of message development

Conciseness
Say what you have to say in the fewest possible words

Consideration
Audience-centered message development

Concreteness
Be specific, to the point, avoid ambiguity

Clarity
Get your meaning across to the audience

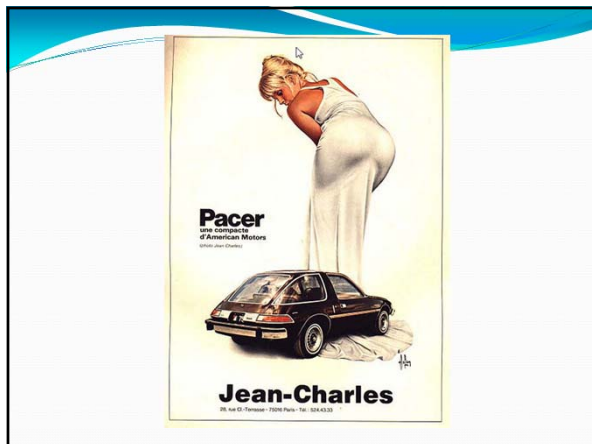
Courtesy
Be tactful, thoughtful and appreciative

Correctness (or Truth)
Message should be based on real facts

Hertha Murphy, Herber Hildebrandt and Jane Thomas, *Effective Business Communications* McGraw Hill

Key elements to develop a successful message

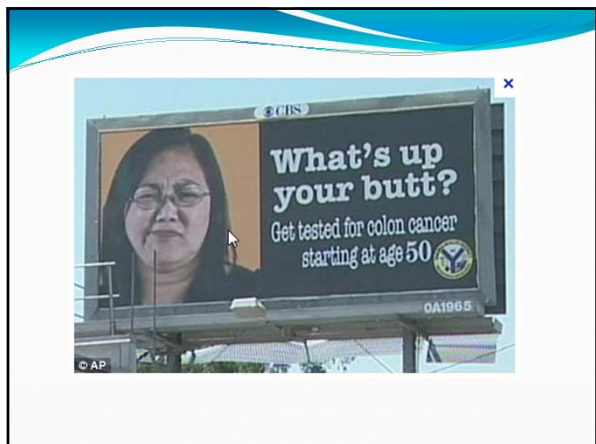
- Have a deep understanding of your audience
- Know the purpose of your communication campaign:
What do you want to transmit to your audience?
- Know your budget
- Pretest and post test your messages
- Know where to ask for help
- Be open to feedback

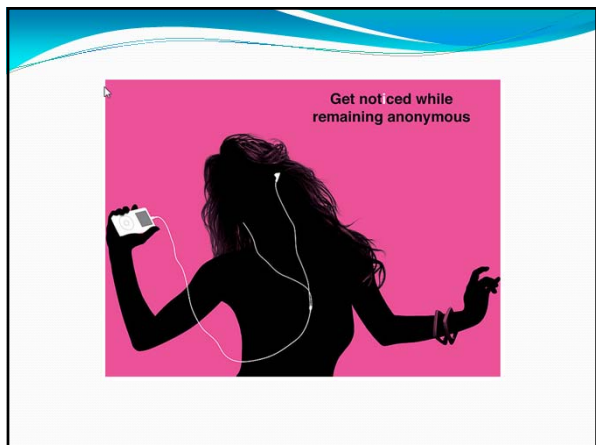


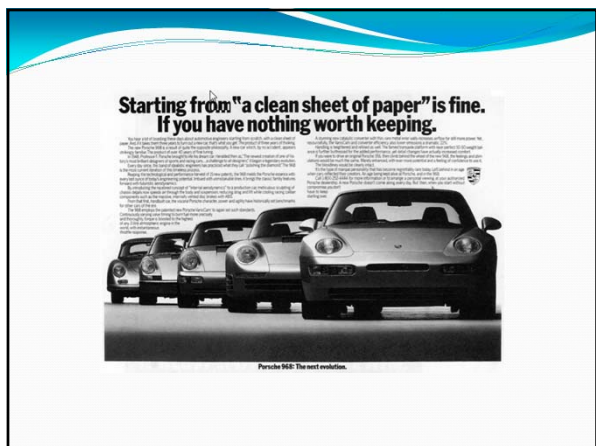


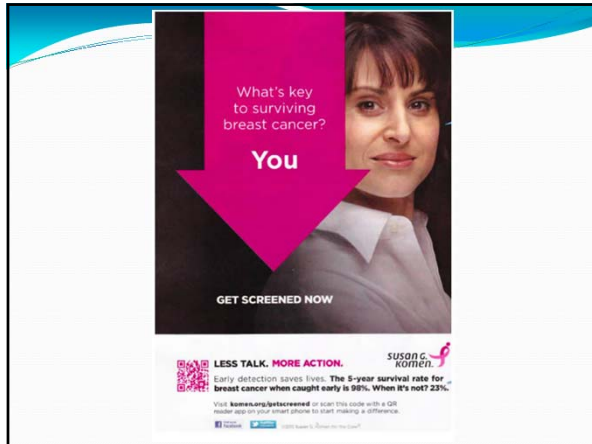












Principles of design

- Five questions to answer before any attempt at design (it is expected that you already know your audience and goals):
 1. What is the material designed to do?
 2. What is the material designed to communicate
 3. What format will best communicate the message
 4. What budgetary constraints exist?
 5. What design elements are best used to emphasize the message?

What is the material designed to do?

- Create awareness, promote participation or generate feedback?
- It is only to inform or it is a call to action?
- Will it built on previous campaigns, it is the beginning of a series of materials or it is a "stand alone" project?
- What "emotions" should it convey?

What is the material designed to communicate?

- What is the message you will be using?
- Does the message have to be adapted?
- What are the key ideas that are included in the message
- Does the information need to be presented in a hierarchical way, or not?
- How will the customer be exposed/interact with the message?

What format will best communicate the message?

- How will the customer be exposed/interact with the message?
- Where all the above will happen? When?
- Will this material be part of a package, or not?
- What do you expect the customer will do when exposed to the material?
- Do you want the customers to keep or to discard the material after use?

What budgetary constrains exist?

- Color or B&W
- Radio or TV
- Frequency
- Duration/Length
- For how long
- How complex
- What help can we hire?

What design elements are best used to emphasize the message?

- Fonts (no more than 3)
- What spatial arrangement increases emphasis?
- Repetition?
- Brand/Logo
- Color/Illustration/Photography
- Hierarchy of design elements
- Consistency

- Questions?
- Let's share some stories

Thank you!

Contact information:

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