



Effective Media Strategies: *Beyond the Brochure*

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Northeast Resource Team

Center for the Application of Prevention Technologies (CAPT)

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Introductions

Please share a bit about what you hope to get out of today's session.

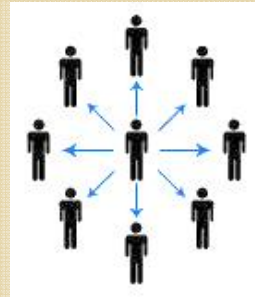


Our Learning Objectives

- Identify different types of media strategies
 - Information dissemination and social marketing
- How to identify and engage key gatekeepers
- Define factors to consider in evaluating media strategies

Defining of Media Strategies

- Information dissemination
- Social marketing



Why Use Information Dissemination?

- To provide information about the nature of drug use, abuse, and addiction
- To provide information on the effects on individuals, families and communities
- For one-way communication
- To raise awareness



Why Use Social Marketing?

- Social marketing can be used to:
 - Change attitudes AND behavior
 - Change individual AND environment
- Did you know?
 - It is used extensively by federal agencies to promote behavioral change
 - Many start out as local campaigns that are well designed

When to Use Which Strategy?

Group discussion



Planning Your Media Strategy

1. Problem Description-*Assessment*
2. Market Research-*Capacity Building*
3. Market Strategy-*Planning*
4. Channel Identification-*Planning*
5. Strategies and Actions-*Implementation*
6. Measuring your impact-*Evaluation*



Types of Media Channels

Planning

Printed Materials



Online



In person



Printed Materials

Planning

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- Examples include: posters, brochures, fact sheets, newspaper ads, op-eds, letters to the editor
- Pros:
 - You are in complete control of the message
 - They last - people keep them and refer back
- Cons:
 - Only goes in one direction
 - Costly



Online

Planning

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- Examples include: websites, social media, online advertising, email
- Pros
 - Inexpensive once content is developed
 - Interactive
- Cons
 - Hard to measure reach and impact
 - Crowded marketplace



Social Media as an Online Channel

Planning

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Social Media extends well beyond what we might be accustomed to. Facebook, Twitter, LinkedIn, Google+, etc., comprise only one part of the social communications agenda.



Handout: Social Media Basics

In Person

Planning

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- Examples include: face-to-face interaction, events, workshops, interviews
- Pros
 - Powerful in changing knowledge and attitudes
 - Highly interactional, can adapt as you go
- Cons
 - Expensive and time consuming
 - Requires people to make a time commitment

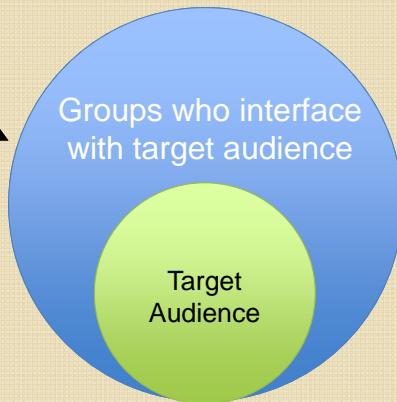


WHEN TO USE WHICH CHANNEL: IDENTIFYING & ENGAGING GATEKEEPERS

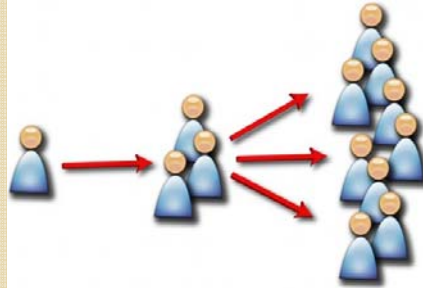


Who are the Gatekeepers to Your Target Audience?

Members of your organization



Gatekeepers to these groups and your target audience



Effectively Engaging Gatekeepers
Has a Multiplier Effect

**FACTORS TO CONSIDER IN
EVALUATING YOUR MEDIA
STRATEGIES**

Factors for Evaluating Your Efforts

Evaluation

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- Take time to really understand who you want to impact:
 - Who are the targets in your community?
 - Who is most engaged in the risk behavior you seek to change?
 - What are the influencers and motivators?
- ...and what role do your gatekeepers play?



Handout: Evaluating Social Media Efforts

Process Evaluation

Evaluation

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- Documents whether project activities are implemented as planned. For example:
 - hours of research conducted to develop the social marketing campaign
 - number of planning sessions
 - number of ads
 - measures of program fidelity (i.e., faithfulness to the planning and implementation process)

Outcomes to be Evaluated

Evaluation

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Types of outcomes to be evaluated may include:

- **Short-term outcomes**, which are related to changes in risk factors or intervening variables
- **Long-term outcomes**, which are changes in behavior related to the priority consequence or consumption patterns

Measuring Reach and Exposure

Evaluation

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- Reach
 - Number of individuals exposed to a message
- Exposure/Frequency
 - Number of times exposed to the message
- Gross Impressions
 - Measures rate of exposure in your target population
 - Gross impression = number of people exposed multiplied by frequency, divided by number of people in target population(s)

Evaluation – Exposure Checks

Evaluation

- Rule of three
 - Audience must be exposed to the message a minimum of three times for it to be effective
- Need to evaluate exposure when assessing campaign effectiveness
 - Number of ads target audience has seen, heard or read, on average
- Consider cross-contamination

Evaluating Your Efforts

Evaluation

- How many of the target audience saw/heard it?
- Did seeing/hearing it influence the knowledge, attitude or behavior?
- Did it impact the targeted intervening variable (risk or protective factor)?
- Did it impact the targeted outcome?



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