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SCIENCE



CONNECTIONS



ACTION

# Innovative Strategies for Planning, Monitoring, and Evaluating Health Communication and Media Campaigns

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# Introductions

- Instructors' Backgrounds.
- Participants' Names and What State, Program, or Organization they Represent.

# Workshop Objectives

Describe market research methods for defining and profiling audience sub-groups and learning how to reach people where they are.



Apply health communication and social marketing approaches when developing or recycling campaign concepts, messages, and materials.



Discuss strategies for combining traditional media with new media and linking campaigns to policy and systems change.



Choose among methods for monitoring campaign implementation and collecting outcomes and impact data.

# Ground Rules

Talk, interact, ask questions.

Be respectful of others.

Be respectful of the instructors.

Turn off cell phones and mobile devices.

Be mindful of the limited time – we have a lot to cover today!

Have fun!

# Word Association

When I  
hear the  
word  
“campaign”,  
I think of...

# Definition: Health Communication

“The generation and dissemination of health-related information and its effects on different publics including individuals, community groups and institutions. .”

Health communication campaigns are more than producing materials, writing press releases, or coming up with catchy messages.

It's about using **research-based strategies** to shape the development of products and determine the channels that deliver them to the right intended audiences.

Sources: Viswanath. Harvard School of Public Health. Health Communication – An Overview. Retrieved from: [www.hsph.harvard.edu/viswanathlab](http://www.hsph.harvard.edu/viswanathlab).

National Cancer Institute. Pink Book - Making Health Communication Programs Work.

# Communication Along Public Health Continuum: CVD As An Exemplar

CVD  
Continuum



Cross  
Cutting  
Issues

- Communications
- Surveillance
- Social Determinants and Health Disparities
- Partnerships
- Policy and Systems Change
- Evidence Based Healthcare
- Quality of Care
- Epidemiology
- Leadership



# Health Communication: Functions

Increase awareness of a disease or injury, or their risk factors.

Overcome public knowledge gaps.

Stimulate information seeking.

Correct health misperceptions.

Motivate health behavior change.

Teach new skills and promote self-confidence to use those skills (e.g. self-efficacy).

Influence social norms.

Galvanize public audiences to demand change in social, economic, or health policies.

Persuade legislators to shape evidence-based policies.

# Many journalists turn to YOU for health information

**Table 5.** Reliance on different sources and resources by geographic scope and medium

Types of sources and resources	National ( <i>n</i> = 39) %	Local ( <i>n</i> = 429) %	Print ( <i>n</i> = 372) %	Broadcast ( <i>n</i> = 89) %
Government scientist or official	45.5	39.1	41.6	35.5
Industry scientist or spokesperson	37.8	26.6	27.9	24.1
Other scientists or researcher <sup>#</sup>	72.7	53.6	50.2	66.4
Health care provider*	57.1	85.0	82.8	88.0
Patient or advocacy org. or rep.*	41.3	63.3	61.5	68.0
Government website <sup>#</sup>	51.3	61.2	64.4	52.3
Other websites <sup>#</sup>	61.7	71.5	67.2	81.3
News releases <sup>#</sup>	59.6	50.8	46.9	60.8
Scientific journal articles* <sup>#</sup>	71.7	42.5	34.5	65.4
Databases	31.0	23.8	23.5	24.3
Journalist message groups	4.6	7.1	5.3	11.6

Key: \**p* < .05 National versus local; <sup>#</sup>*p* < .05 print versus broadcast.

Source: NCI National Survey of U.S. Health and Medical Science Reporters and Editors, 2005.

# What about Social Marketing?

The health communications field has been rapidly changing over the past two decades.

It has evolved from a one-dimensional reliance on public service announcements to a more sophisticated approach which draws from successful techniques used by commercial marketers, termed "social marketing."

Rather than dictating the way that information is to be conveyed from the top-down, public health professionals are learning to listen to the needs and desires of the target audience themselves, and building the program from there.

# Social marketing sells ideas, attitudes & behaviors.

Social marketing was "born" as a discipline in the 1970s, when Philip Kotler and Gerald Zaltman realized that the same marketing principles that were being used to sell products to consumers could be used to "sell" ideas, attitudes and behaviors.

Kotler and Andreasen define social marketing as "differing from other areas of marketing only with respect to the objectives of the marketer and his or her organization. Social marketing seeks to influence social behaviors not to benefit the marketer, but to benefit the target audience and the general society."

# The 4 P's... PLUS

## The Marketing Mix

**Product** - The social marketing "product" is not necessarily a physical offering

**Price** - refers to what the consumer must do in order to obtain the social marketing product.

**Place** - describes the way that the product reaches the consumer.

**Promotion** - consists of the integrated use of advertising, public relations, promotions, media advocacy, personal selling and entertainment vehicles.

## The 4 Ps...PLUS

**Publics** - Social marketers often have many different audiences

**Partnership** - Social and health issues are often so complex that one agency can't make a dent by itself.

**Policy** - Social marketing programs can do well in motivating individual behavior change, but that is difficult to sustain unless the environment they're in supports that change for the long run.

**Purse strings** – campaigns are most often by grants

# Tenets of Social Marketing

“Sell” a behavior or action.

Know your competition.

Select and research your markets and target audience(s).

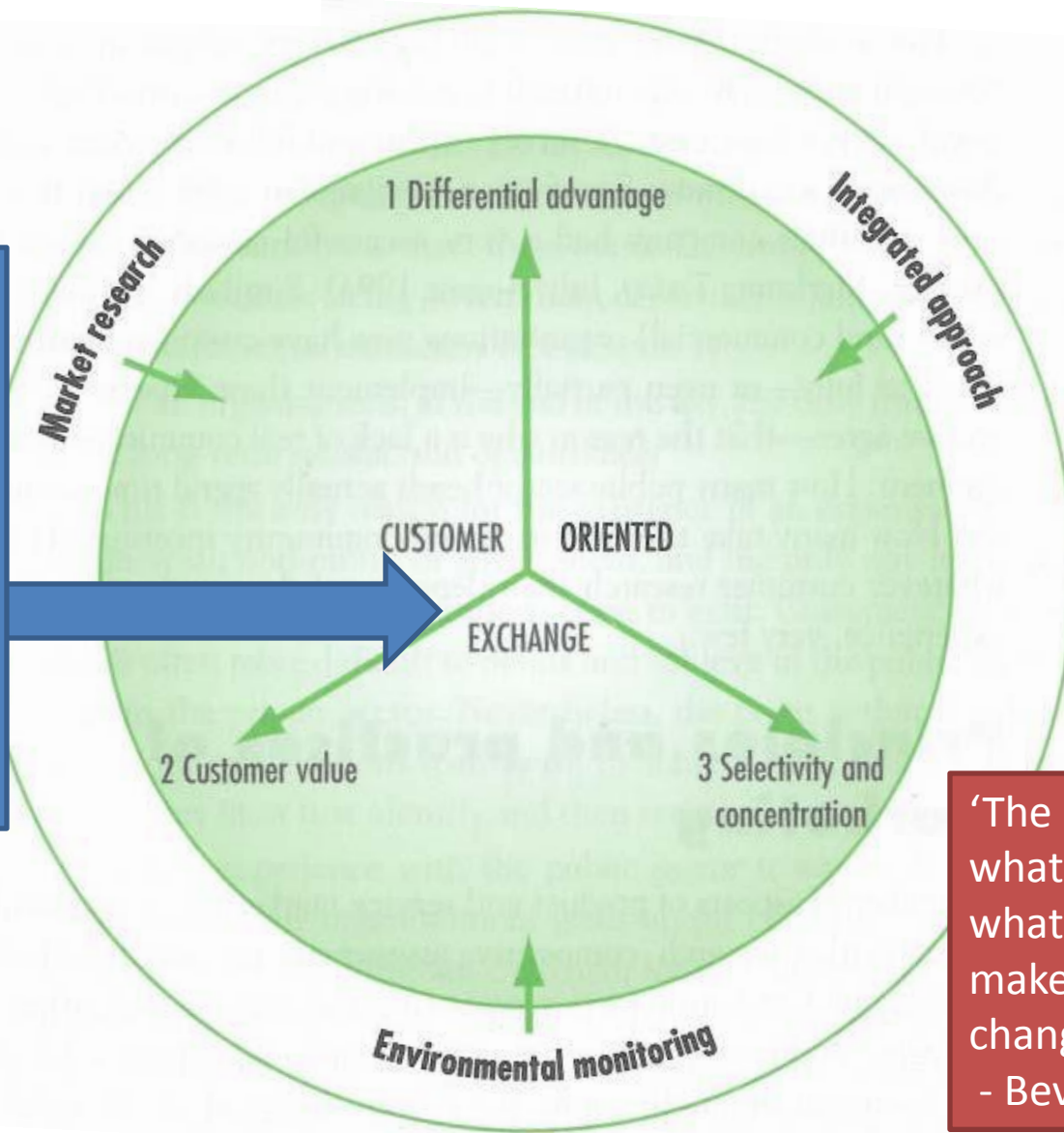
Segment your markets and audiences.

Use all *Four Ps*: Product, Price, Place, and Promotion.

Monitor progress and evaluate.

# Basic Principles of Marketing

In social marketing, exchange means making sure that consumers perceive that the benefits of engaging in a healthy behavior outweigh the costs or “price” of that behavior.



‘The problem is not what to tell people but what to offer them to make them want to change.’  
- Beverly Schwartz

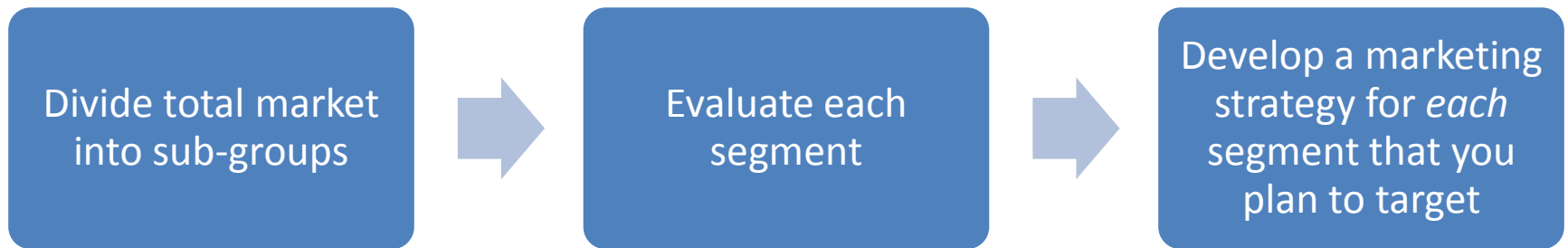
**Myth:** Market research isn't relevant for a health program.

**Fact:** Health program planners can use the methodologies and information normally associated with market research to:

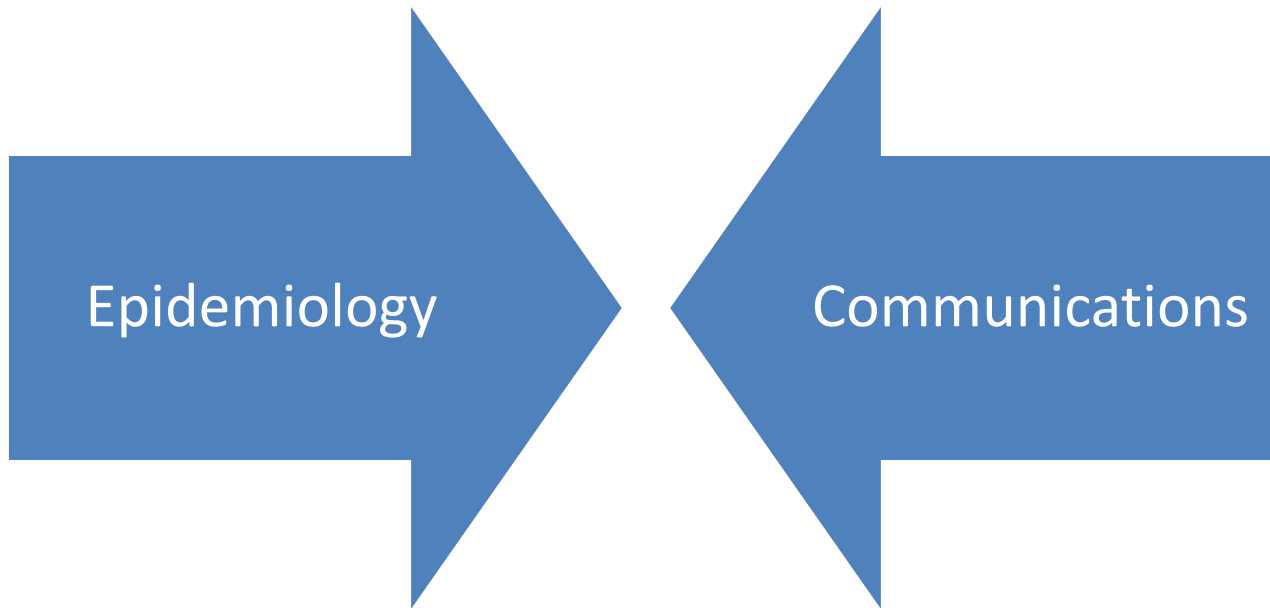
- **Understand** why individuals choose to behave the way they do, how communicators should talk about a behavior, and where individuals get information.
- **Create** an audience portrait for communication planning—knowing only health-related factors limits understanding of the whole person and does not provide guidance on how to reach them or what to say.
- **Support** strategy development for policy initiatives by describing opinion leaders, policymakers, and their constituents.



# Market Segmentation



# Identifying your Total Market (Audience)



Where epidemiology meets communications and media planning

# Variables to Consider

## CVD Burden

- Race/ethnicity
- Age
- Gender
- Socioeconomic status (SES)
- Deaths due to heart disease and stroke
- CVD prevalence and average age of CVD patients at disease onset
- Location of CVD events and deaths (e.g. out of hospital)
- Time to treatment rates
- CVD Disability rates
- Signs and Symptoms Awareness

## Risk Factors

- Prevalence (%) of Current Cigarette Smoking
- Prevalence (%) of Hypertension Awareness
- Prevalence (%) of No Leisure-time Physical Activity
- Prevalence (%) of Physical Inactivity
- Prevalence (%) of Daily Consumption of 5+ Servings of Fruits and Vegetables
- Prevalence (%) of Obesity and Overweight (BMI)
- Prevalence (%) of Cholesterol Awareness , By Selected Characteristics
- Prevalence (%) of Diabetes Awareness

# Geographic Segmentation

Geographic Variable	Sample Classifications
<b>World, region, or country</b>	North America, Western Europe, Middle East, Pacific Rim, China, India, Canada, Mexico
<b>Country region</b>	Pacific, Mountain, West North Central, West South Central, East North Central, East South Central, South Atlantic, Middle Atlantic, New England
<b>City or metro size</b>	Under 5,000; 5,000–20,000; 20,000–50,000; 50,000–100,000; 100,000–250,000; 250,000–500,000; 500,000–1,000,000; 1,000,000–4,000,000; 4,000,000 or over
<b>Density</b>	Urban, suburban, rural
<b>Climate</b>	Northern, southern

# Demographic Segmentation

Demographic Variable	Sample Classifications
<b>Age</b>	Under 6, 6–11, 12–19, 20–34, 35–49, 50–64, 65+
<b>Gender</b>	Male, female
<b>Family size</b>	1–2, 3–4, 5+
<b>Income</b>	Under \$10,000; \$10,000–\$20,000; \$20,000–\$30,000; \$30,000–\$50,000; \$50,000–\$100,000; \$100,000 and over
<b>Occupation</b>	Professional and technical; managers, officials, and proprietors; clerical, sales; craftspeople; supervisors; operatives; farmers; retired; students; homemakers; unemployed
<b>Education</b>	Grade school or less; some high school; high school graduate; some college; college graduate
<b>Religion</b>	Catholic, Protestant, Jewish, Muslim, Hindu, other
<b>Race</b>	Asian, Hispanic, Black, White
<b>Generations</b>	Baby boomer, Generation X, echo boomer
<b>Nationality</b>	North American, South American, British, French, German, Italian, Japanese

# Psychographic Segmentation

Psychographic Variable	Sample Classifications
<b>Social class</b>	Lower lowers, upper lowers, working class, middle class, upper middles, lower uppers, upper uppers
<b>Lifestyle</b>	Achievers, strivers, strugglers
<b>Personality</b>	Compulsive, gregarious, authoritarian, ambitious

# Behavioral Segmentation

Behavioral Variable	Sample Classifications
<b>Occasions</b>	Regular occasion, special occasion
<b>Benefits</b>	Quality, service, economy, convenience, speed
<b>User status</b>	Nonuser, ex-user, potential user, first-time user, regular user
<b>Usage rate</b>	Light user, medium user, heavy user
<b>Loyalty status</b>	None, medium, strong, absolute
<b>Readiness stage</b>	Unaware, aware, informed, interested, desirous, intending to buy
<b>Attitude toward product</b>	Enthusiastic, positive, indifferent, negative, hostile

# Campaign Objectives and Relative Influence of Mass Media Campaigns by Stages of Change

PROCHASKA Stages Media	Communication Objectives	Behavioral Objectives	Mass Media Influence
Precontemplation	Raise awareness of issue, personal relevance	Seek further information	High
Contemplation	Increase personal relevance, build response efficacy	Form an intention to try	Moderate-high
Preparation	Build self-efficacy, reinforce reason for trial	Trial	Moderate
Action	Reinforce reasons for adoption; maintain motivational and efficacy support	Adoption	Low
Maintenance	Maintain reasons for adoption	Maintain new behavior	Low

*Source: Donovan RJ, Owen N. Social marketing and mass interventions. In Dishman RK (Ed), Exercise adherence: its impact on public health (second edition). Champaign, Illinois: Human Kinetics, 1994.*



# Options for Segmentation Based on Resources

	Low Resources	High Resources
Segments Not Known	<p>Literature Searches/ Assess Burden Data</p> <p>Key Informant Interviews</p>	<p>Literature Searches/Assess Burden Data</p> <p>Key Informant Interviews</p> <p>Preliminary Needs Assessment to Identify Additional Knowledge, Attitudes, and Beliefs Influencing Behavior</p> <p>Mine consumer databases first. Then, consider surveys of target population. (Note: baseline survey may be required for pre-post campaign evaluation)</p>
Segments Known	<p>Key Informant Interviews to Validate Segments</p> <p>(Save resources for concept and message testing)</p>	<p>Intensive concept and message testing with audience members from segments</p>

*Adapted from Maibach and Louiselle Parrott. (Eds.) Designing Health Messages: Approaches from Communication Theory and Public Health Practice. Sage Publications, Inc.: 1995. Table 10.1*

# Concentrated (Niche) Marketing: Selecting a Segment to Reach

When resources are limited, **concentrated marketing** may make the most sense.

- Target a share of one or a few segments.
- Think about segments for whom the burden of cardiovascular disease is greatest and who may not be reached as often as other segments.
- Think about segments for whom impact can be felt, observed, measured, and sustained.

# Using the TARPARE Model for Selecting Segments: Target Groups for Physical Activity Campaign

Target Group	Size (% adult population)	At risk status	Persuasibility	Accessibility	Resources	Equity	Total Score (unweighted)
High active positives	2 (11)	1	5	5	1	1	12
High active neutrals/negatives	1 (3)	1	4	5	2	1	14
Medium-active positives	5 (35)	3	4	4	2	2	20
Medium-active neutrals/negatives	3 (19)	3	3	4	3	2	18
Inactive positives	3 (16)	5	4	4	4	3	23
Inactive neutrals/negatives	3 (16)	5	1	3	5	4	21

Source: Donovan RJ, Egger G, Francas M. TARPARE: A method for selecting target audiences for public health interventions. *Aust N Z J Public Health*. 1999;23(3):280-284.

# Age Matters – A Segmentation Project

Andrew L. Riesenbergr, Judith McDivitt, DeAndrea L.  
Martinez, William E. Pollard, Kristen Betts, Fred  
Fridinger

Centers for Disease Control and Prevention

# Purpose

Prior research shows that more than awareness of heart attack signs and symptoms is needed to promote calls to 9-1-1. A social marketing approach could promote immediate action among patients and bystanders through:

- (1) recognizing the onset of signs and symptoms
- (2) attributing the signs and symptoms to a cardiac event
- (3) calling 9-1-1 immediately for emergency care.

Critical to the social marketing planning process is conducting market research and developing audience segments within a larger target audience or market.

To identify audience segments and audience-centric marketing and communications strategies to increase the public's recognition of heart attack signs and symptoms and calls to 9-1-1, we analyzed an existing consumer database.

We profiled audience segments and determined what media channels would be useful to reach each audience segment.

# Simmons National Consumer Study

## Users can access:

- A deep reservoir of over 60,000 data variables to analyze from
- Usage behavior on all major media, 450+ product categories and 8,000+ brands
- In-depth demographics and insights on consumer behavior such as psychographics, lifestyles, attitudes and opinions
- Continuous measurement and quarterly delivery of results from over 25,000 adults surveyed annually



The study is projectable to national U.S. adult population with rigorous quality control and Media Rating Council accreditation.

# Components of the Simmons Consumer Survey

Sponsor	Experian
Participants	Adults 18+ N = 25,000
Geographic Scale	National
Instrument	Mailed Survey. Representative Probability Sample.
Response Rate	75 – 80 %
Release Frequency	Annual
Years available	1959+
Element Collection	Self-report

# Methods

To identify segments within the study sample, we setup **cross tabulations**.

Each cross tabulation had one of six independent variables: **sex, race or ethnicity , age, education, marital status, and health insurance status**.

Further segmentation within the total sample (age by education; sex by age; race/ethnicity by age, etc) was also performed.

For each cross tabulation, we **reviewed where there were differences in participants' responses to 22 selected independent variables that measured access to and use of media and communications** technology, as well as select attitudes toward health and diet.

**When differences were observed across the segments at the 10 percent level or greater, we noted this as an appreciable difference.**



# Target Market

Our target market **consisted of adults aged 18 +**, guided by the *Healthy People 2010* objective to increase the proportion of adults aged 20 years and older who are aware of the early warning signs and symptoms of a heart attack and the importance of accessing rapid emergency care by calling 9-1-1.

However, participants also had **at least** one of the following risk factors/conditions:

hypertension  
/high blood  
pressure

high blood  
cholesterol

prior heart  
attack/stroke

obesity (body  
mass index  $\geq$   
30 kg/m<sup>2</sup>)

diabetes

coronary heart  
disease/congesti  
ve heart failure

smoking

We chose this population for two reasons:

Demonstrated need for communication campaigns that target high-risk populations.

Their readiness to change

## Results

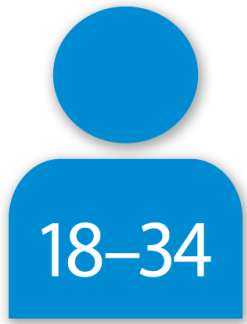
- We determined the most useful segmentation of the audience to be by age.
- These groups showed more appreciable differences in attitudes and behavior and had access to or used different communication channels that require different distribution and messaging than other segmentations.

18-34

35-49

50-64

65+



# Consumer Profile

**The 18–34 segment can be described as...**

- Social Dwellers: 95% live with at least 1 other person.
- Health Care Non-Seekers: 71% do not have regular medical check-ups.
- Cost-Sensitive: 71% will not pay anything when it concerns their health.
- Moviegoers: 78% went to movie theaters in the last six months.
- Wage-Earners: 72% are employed full-time or part-time.
- Convenience Eaters: 92% eat at fast-food and drive-through restaurants.

## **Implications:**

- Reach this segment by creating a “buzz” through messages that individuals will talk about at home.
- Address barriers to seeking and paying for health care in campaign messages.



# Consumer Profile

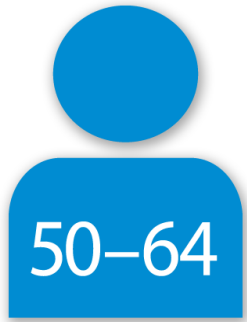
## The 35–49 segment can be described as...

- Work-Centric: 72% are employed full-time.
- Job-Devoted: 65% still drag themselves to work when they are sick.
- Health Care “Delayers”: 57% do not see doctors or nurses unless very ill.
- Computer Savvy: 73% have a home computer.
- Unconcerned about Heart Attacks: 93% do not take OTC pain relievers to prevent heart attacks.

## Implications:

- Reach this segment through worksite campaigns.
- Address barriers that lead people to delay seeking care in campaign messages.

# Consumer Profile



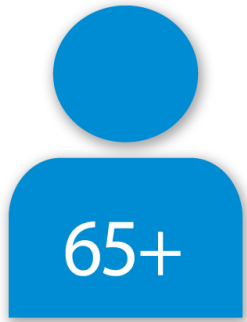
## The 50–64 segment can be described as...

- Partnered: 65% are married.
- Insured: 79% have health insurance.
- Health Care Users: 62% agree that it is important to go to the doctor when sick.
- Skeptical of Insurers: 63% believe their HMO has too much power.
- Healthy Eaters: 6 out of 10 work at eating a well-balanced diet.

## Implications:

- Reach this segment by targeting influential spouses, who can relay messages to their partners.

# Consumer Profile



## The 65+ segment can be described as...

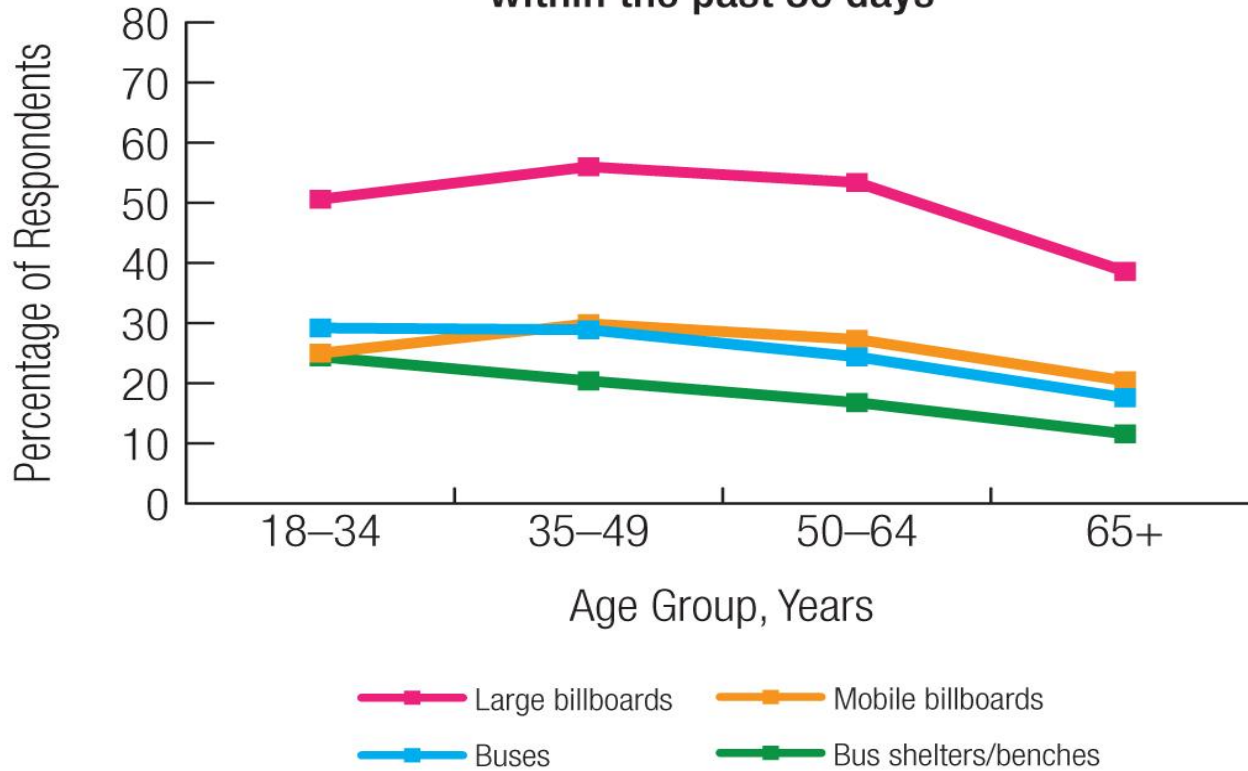
- Persons of Faith: 70% say faith is very important to them.
- Religious: 6 out of 10 agree that it is important to attend religious services.
- Insured: 84% have health insurance.
- Health Care Users: 74% have regular medical check-ups.
- Dieters: 71% are presently watching their diet.
- Satisfied: 72% are very happy with their life as it is.
- Low-Income: 68% have household incomes under \$50,000.

## Implications:

- Reach this segment at the doctor's office and through faith-based campaigns.

# Advertising (Outside the Home)

Top advertising types noticed outside the home within the past 30 days



# Advertising (Outside the Home)

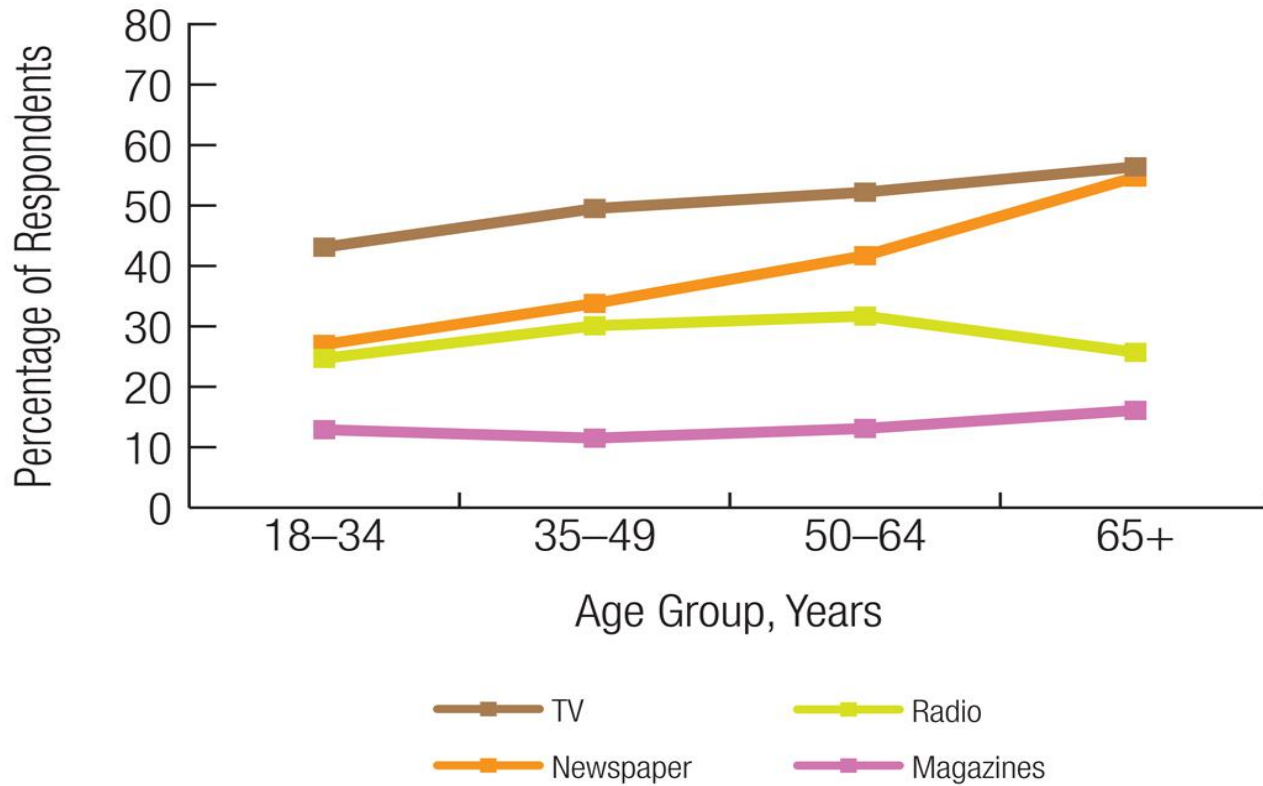
## Results and Implications

- More than half of consumers aged 18–64 years noticed ads on large billboards—this channel may reach the widest audience.
- Advertising on buses, mobile billboards, and bus shelters or benches may also have a far reach.
- As age increases, the percentage of consumers noticing these ad types significantly declines.
- These channels may not effectively reach 65+ populations.
- Least noticed ad types: airport displays, taxis, banner displays (airplanes/blimps), subway trains/platforms, and telephone kiosks.



# Mass Media

## Mass media types that keep people informed



# Mass Media

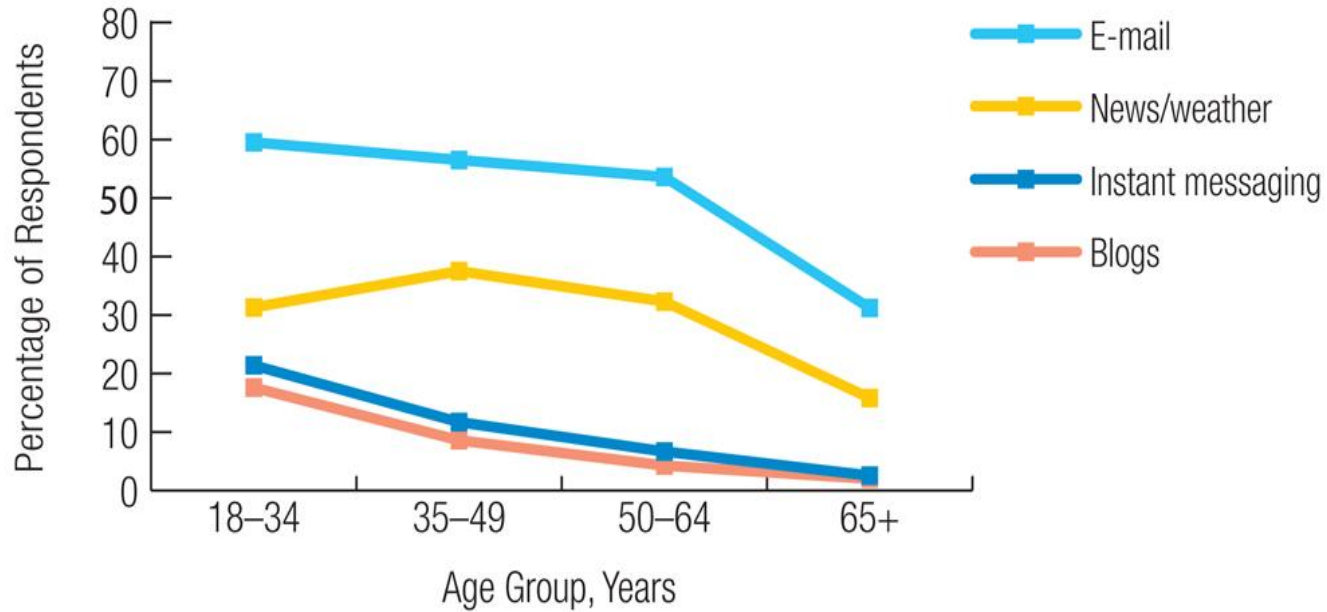
<b>Mass Media Behaviors</b>	<b>18–34</b>	<b>35–49</b>	<b>50–64</b>	<b>65+</b>
Typically Avoid Watching TV Commercials	43.2%	42.9%	45.1%	47.6%
Listen to the Radio Every Day	51.3%	57.2%	55.2%	40.6%
Read the Newspaper Most Days	23.6%	33.7%	46.8%	62.1%

# Mass Media

## Results and Implications

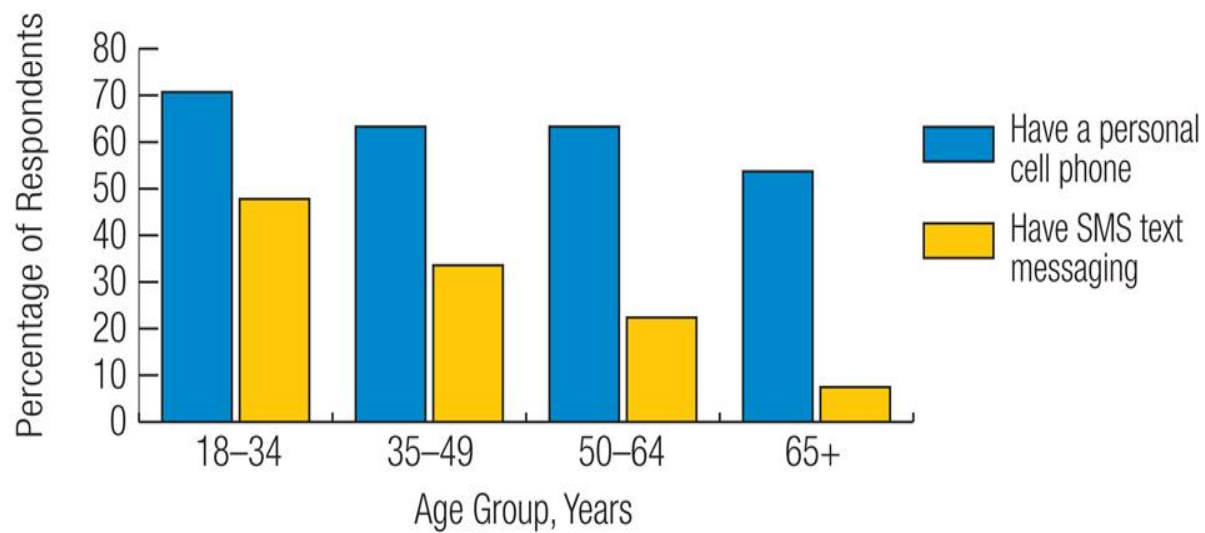
- TV and newspapers keep the 65+ population informed more so than other age groups. A majority of this age group reads the newspaper most days.
- 35–64 year olds report that radio keeps them informed, and they are more likely to listen to the radio every day than other age groups.
- Nearly half of all respondents avoid watching TV commercials, and this percentage increases with age.
- In addition to TV spots, effective TV strategies may include:
  - Creating exemplars of “heart-healthy” behaviors in local news.
  - Entertainment education embedded in TV programming and story lines.

## Online activities used/visited in the last 30 days



	18-34	35-49	50-64	65+
<b>Household Internet Subscription Rates</b>	53.8%	59.8%	54.0%	36.0%

## Personal cell phone use and access to SMS/text messaging

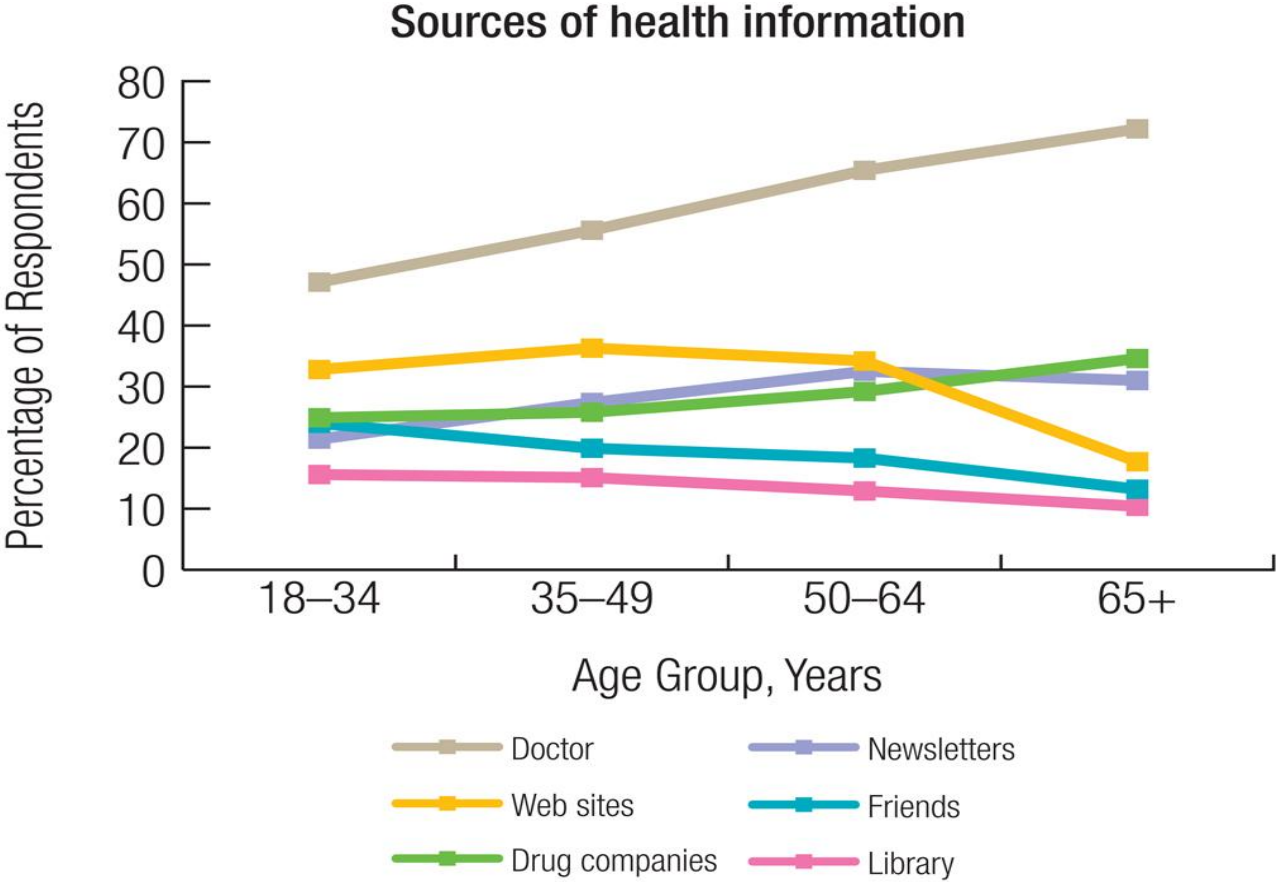


# Internet and Interactive Media

## Results and Implications

- E-mail communications may have a far reach among 18–64 year olds.
- 18–34 year olds use instant messaging (IM) and read or write blogs more so than other age groups. Strategic blogging and messaging in IM applications may reach this age group.
- 35–64 year olds visit online news and weather sites more so than other age groups. Strategic messaging appearing on news and weather sites may effectively reach these populations.
- Campaigns that involve an SMS/text messaging component and Web sites and applications configured for mobile phones may reach 18–34 year olds.
- Least reported online activities: message boards, videos, chat rooms, and no online activities.

# Health Information Seeking



# Health Information Seeking

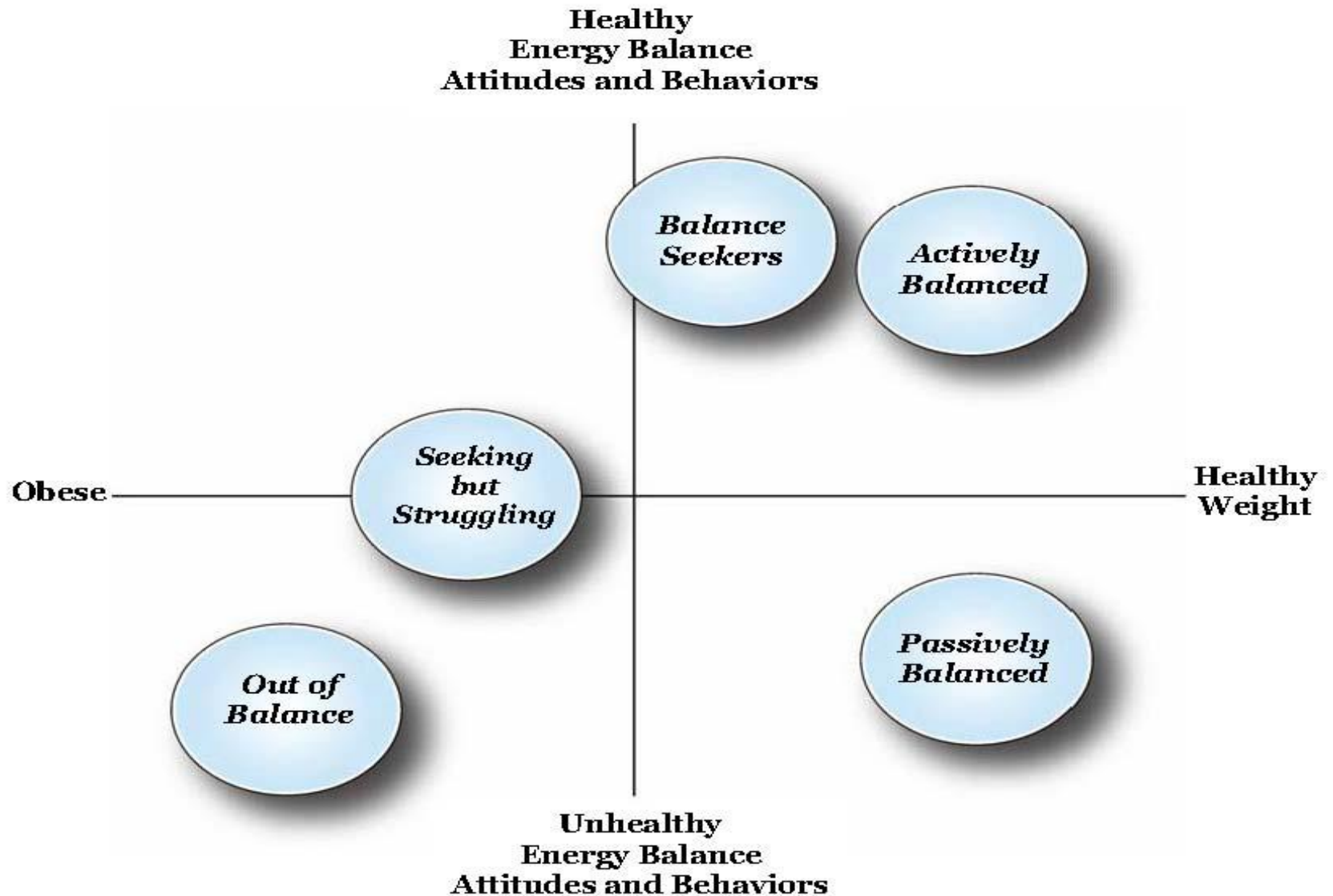
## Results and Implications

- Information in doctor's offices may reach a high majority of individuals aged 50+.
- As age increases, respondents are significantly more likely to gather information from newsletters and find that health information by drug companies is useful.
- Web sites may effectively reach younger populations, especially 35–49 year olds.
- A greater percentage of 18–34-year-olds get information from the library and friends than do other age groups.



# CDC's Energy Balance Segmentation

# Energy Balance Segments



# Energy Balance Audience Segments

- **Balance Seekers** (~24% of population): This group is highly motivated.
- **Seeking but Struggling** (~23% of population): Approximately one-half of this segment was obese (53%) and another 35% was overweight.
- **Actively Balanced** (~13% of study population): This audience was among the two segments with the highest proportion of participants with healthy weight according to body mass index measures (63%).
- **Out of Balance** (~22% of population): More than one-half of the respondents in this segment were obese (56%), and about one-third were overweight (31%).
- **Passively Balanced** (~18% of population): This segment had the second highest proportion of persons with healthy weight (56%).

# Segmentation Methods

## What Is Principal Component Analysis?

- In statistics, principal component analysis is used to identify patterns in data and to highlight similarities and differences.
- Once data patterns are identified, data can be compressed for analysis without significant loss of information.

## What Is Cluster Analysis?

- Cluster analysis is a set of techniques for discovering structure (groupings) within a complex body of data, such as data on energy balance in the Porter Novelli Styles database.
- The purpose is to discover a system of organizing observations, usually related to people, into groups with common characteristics.

# Case Study: Eat Smart, Move More in North Carolina

## About Us

Welcome to Eat Smart, Move More North Carolina, a statewide movement that promotes increased opportunities for healthy eating and physical activity wherever people live, learn, earn, play and pray.



We work to help communities, schools and businesses make it easy for people to eat healthy food and be physically active. We also encourage individuals to think differently about what they eat and how much they move, and to make choices that will help them feel good and live better.

Eat Smart, Move More NC is guided by the work of the Eat Smart, Move More NC (ESMM) Leadership Team, a multi-disciplinary team comprised of statewide partners working together to increase opportunities for healthy eating and physical activity.

# Claritas PRIZM

## Lifestyle and Behavior Precision Segmentation

### *Purchase Behavior:*

- Apparel
- Appliances
- Automotive
- Communications
- Consumer Package Goods
- Financial Services
- Home Furnishings
- Media Usage
- Travel

### *Media Behavior:*

- Television
- Cable
- Internet
- Radio
- Newspapers
- Magazines



# PRIZM Combines

U.S. Census Demographic Data

+

Marketing Lifestyle Data

+

Media Usage Data

+

GIS Mapping Capability

# Geodemographic Lifestyle Segmentation

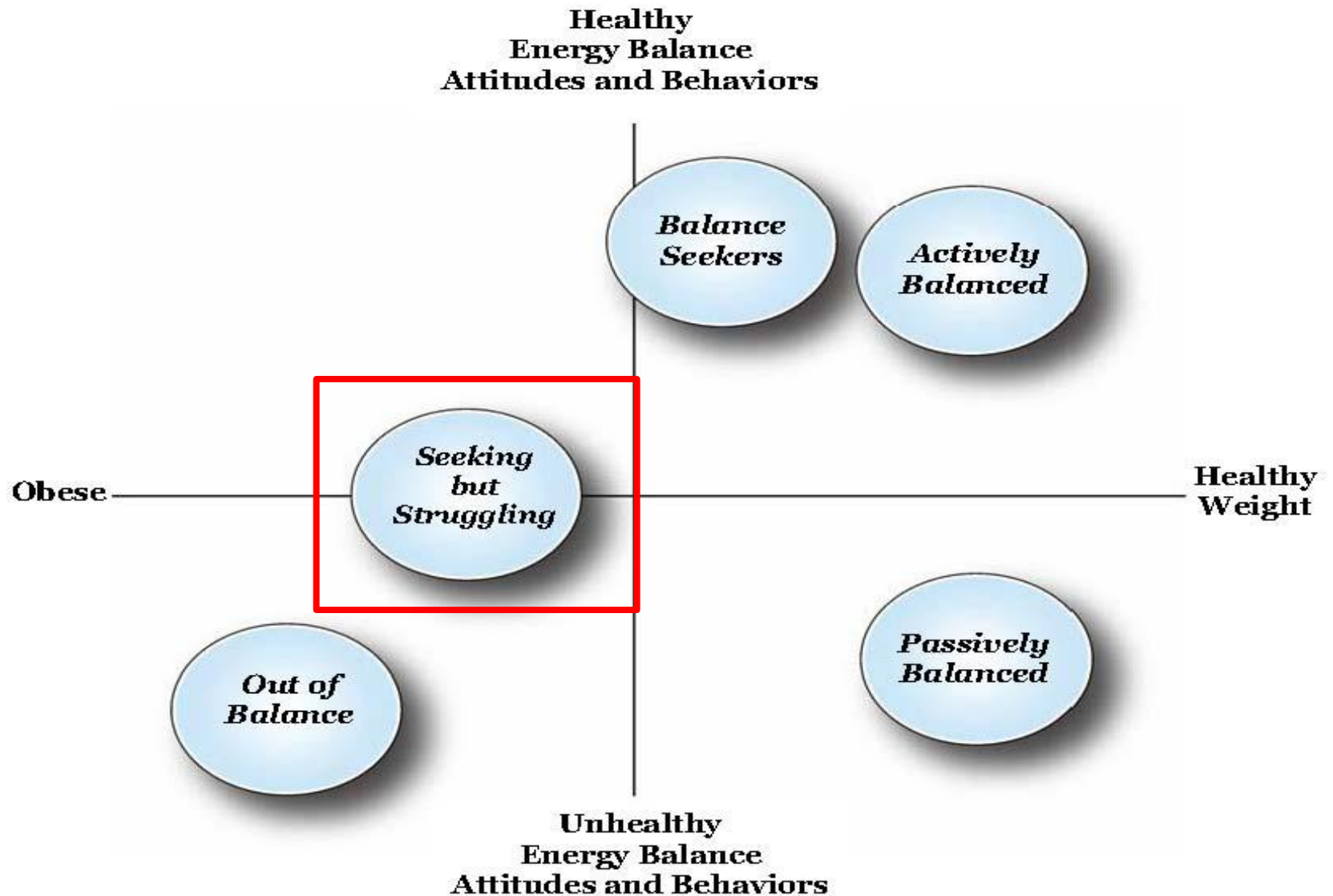
Uses factor and cluster analysis of U.S. Census data to create 66 audience clusters defined by residents':

- Social rank
- Mobility
- Ethnicity
- Family life cycle
- Housing style





# Energy Balance Segments



# Seeking But Struggling...

- Watch on average **15.6 hours** of TV per week (about 3 hours per day)
- Watch **8.2 hours** per weekend
- **News, dramas and sitcoms** rank highest



**Eat Smart, Move More Health Tip**

## Tame the Tube—and Get Moving

Many of us say we don't have time for physical activity, yet we spend 3 to 4 hours in front of the TV. Not only are we inactive while watching television, we often snack on high-calorie foods at the same time. Trade TV time for physical activity. Walk or bike with your family after dinner. By planning TV time, you'll have more time for physical activity.

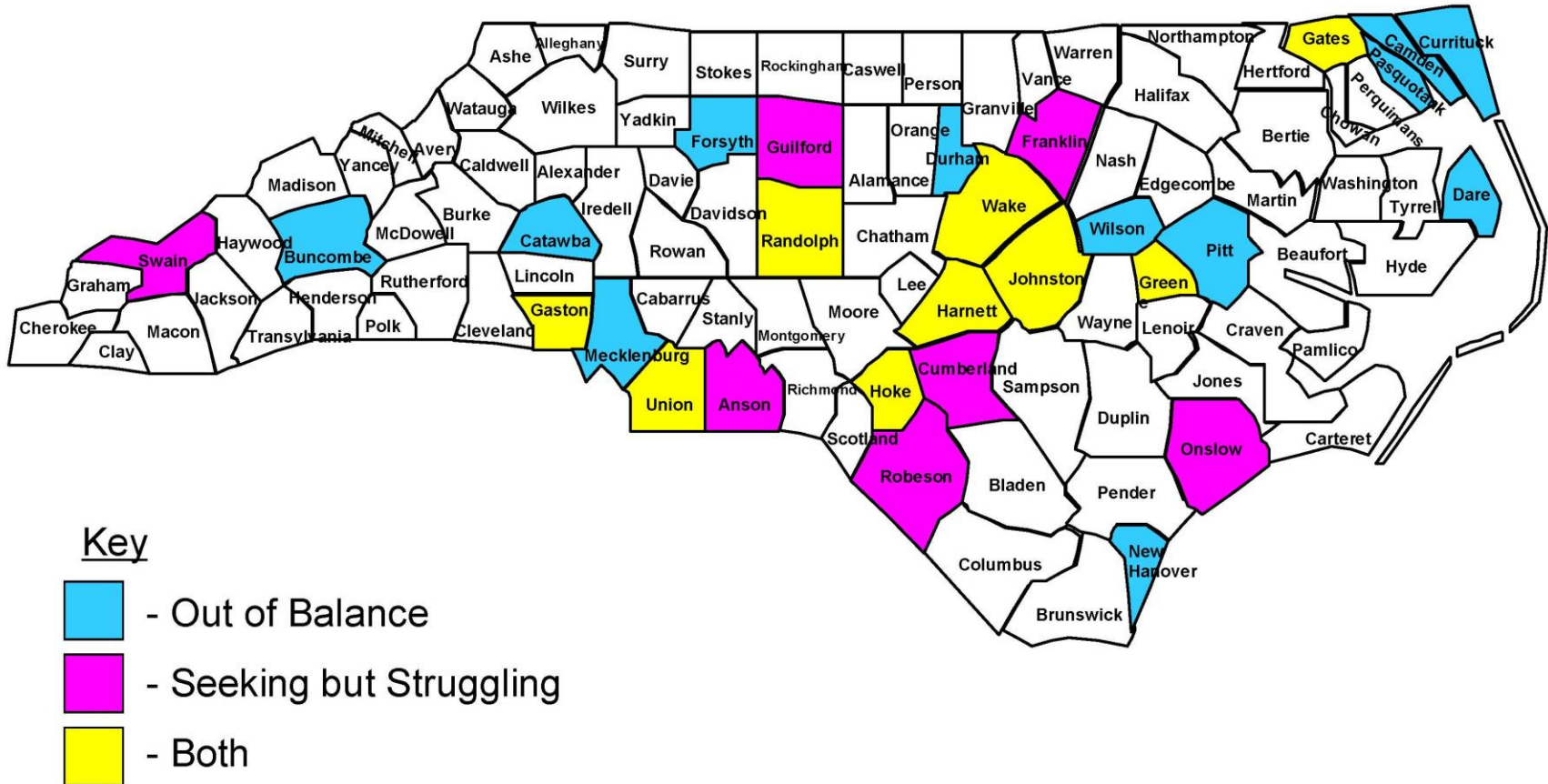
For more tips on how to tame the tube where you live, learn, earn, play and pray, visit

[www.EatSmartMoveMoreNC.com](http://www.EatSmartMoveMoreNC.com)



This message brought to you by

# Placing the Messages



Source: *Using Technology and Science to Segment Audiences*. Presentation by Sheree Vodicka, North Carolina Division of Public Health.

# Bedrock America

Anson, Robeson, Swain – Robeson #1

## Seeking but Struggling

- Fast food fit my busy lifestyle
- Treat myself to bad foods
- About as likely as any to exercise 1/week
- Should exercise more
- Normally count calories
- Will try any new diet that comes along
- Get health info from web

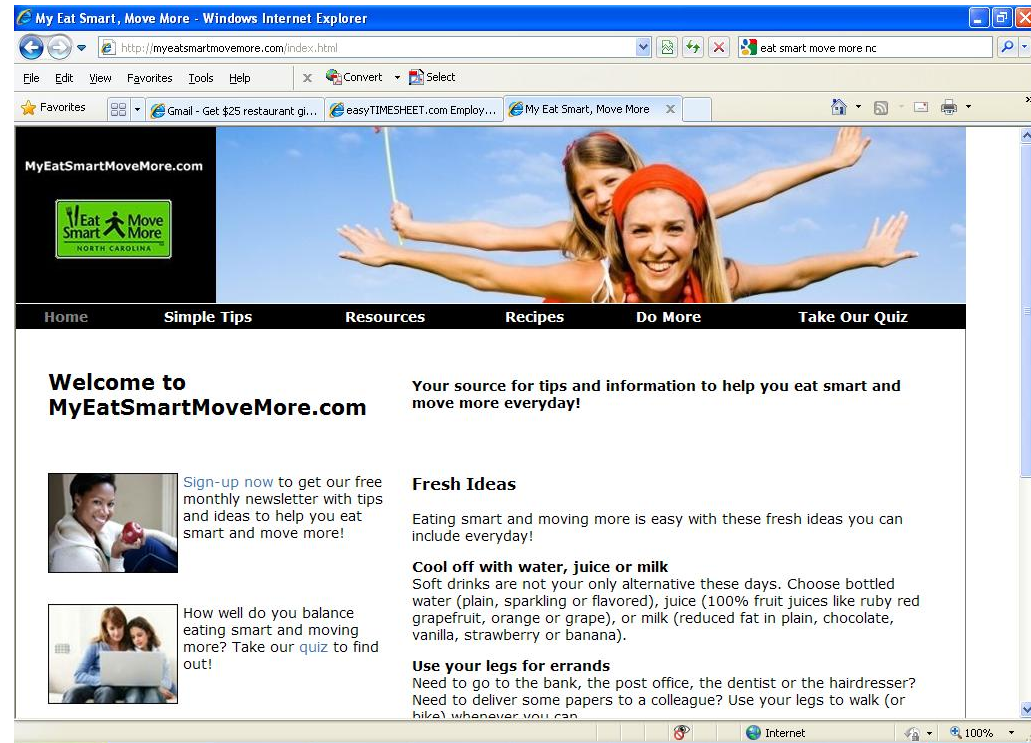
## Lifestyle Traits

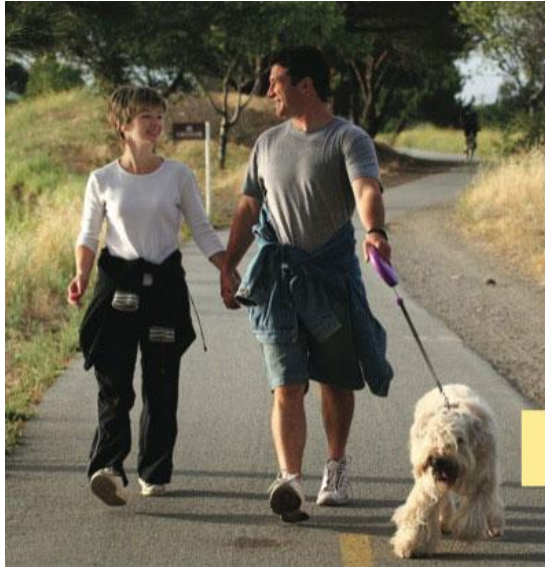
- Go roller skating
- Follow professional wrestling
- Baby magazines
- Passions TV
- Chevy Silverado



# Targeting Seeking But Struggling

- Consumer Web site
  - Energy balance quiz
  - Tailored messaging
  - Tools and resources for individuals in all Energy Balance segments with emphasis on Seeking but Struggling and Out of Balance





# Move More

Walk, dance, play, work in your yard...**30 minutes a day** can help you stay in shape and feel good.

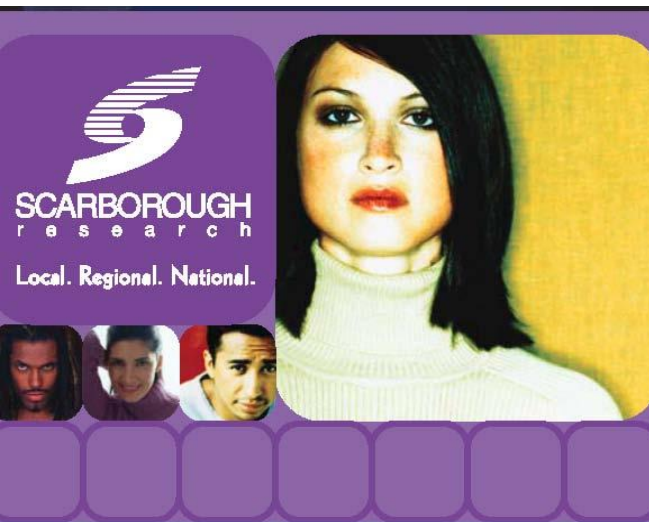
[www.EatSmartMoveMoreNC.com](http://www.EatSmartMoveMoreNC.com)



# Additional Consumer Surveys

# Scarborough Research: Consumer Insights From Main Street to Wall Street

- Scarborough's 81 top-tier local market studies provide comprehensive insights into the media usage, shopping patterns, detailed demographics and lifestyle behaviors of the consumer in a local market.
- Scarborough information is used by a broad range of media and marketer clients to create more efficient and effective marketing and sales programs.
  - From targeting an ethnic audience and prospecting for new advertising business to establishing a suitable co-branding partnership, Scarborough is a vital tool for marketing and sales strategies.
  - Scarborough's Top-Tier Local Market Studies are Media Rating Council (MRC) accredited.





# Porter Novelli HealthStyles Survey

## TV Drama/Comedy Viewers and Health Information

- 83% of respondents reported watching TV dramas/comedies at least a few times a month; 64% are regular viewers (watch two or more times a week).
- 32% reported watching daytime dramas at least a few times a month; 21% are regular viewers.
- 83% reported watching primetime dramas at least a few times a month; 62% are regular viewers.
- Those with lower income and less education reported watching daytime dramas more often than other groups.
- Women, blacks, and young adults (ages 18–34) consistently reported watching TV dramas/comedies more often than other groups.
- Five percent of Hispanic respondents are telenovela viewers who watch telenovelas (like *Amigas y rivales*, *La intrusa*, *El derecho de nacer*, *Pedro el escamoso*, or *Corazón salvaje*) at least a few times a month.



# Entertainment Education or “Edutainment”



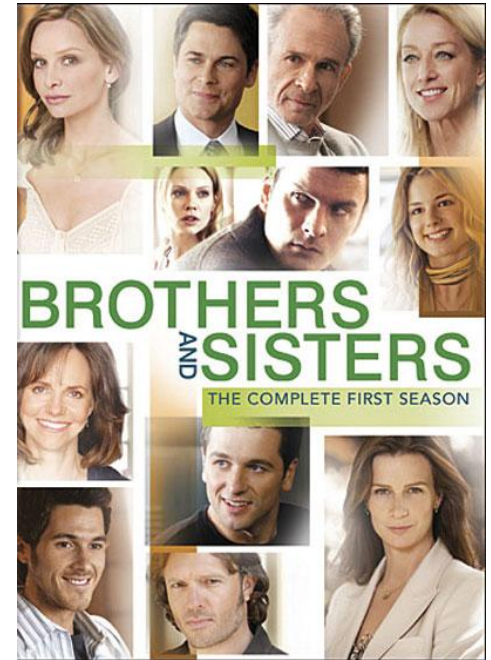
Type 2 Diabetes



HIV



Safer Surgery Check List



Heart Attack –  
Signs and Symptoms  
Recognition/Calling 9-1-1



Stroke Signs and Symptoms  
Act FAST



Healthy Eating

Know your competition

# Supportive versus Competitive Competition

## Examples of Competitive Competition in Social Marketing

<b>Desired behavior or actual product competition</b>	<ul style="list-style-type: none"><li>• Teen seatbelt use versus no seatbelt use (competition sources: personal preference, social norm)</li></ul>
	<ul style="list-style-type: none"><li>• Daily physical activity versus screen time (competition source: social norm)</li></ul>
	<ul style="list-style-type: none"><li>• Eat more fruits and vegetables (5-A-Day) versus fast food industry products (competition sources: convenience, cost, personal preference, taste, access)</li></ul>
<b>Promotion competition</b>	<ul style="list-style-type: none"><li>• VERB: It's what you do versus "supersize" meals at fast food restaurants (competition sources: multimillion-dollar advertising budgets, taste, personal preference, convenience, access)</li></ul>
	<ul style="list-style-type: none"><li>• Routine prostate cancer screening versus informed decision making (competition source: differing scientific recommendations/messages from credible sources)</li></ul>

# Supportive versus Competitive Competition

## Examples of Supportive Competition in Social Marketing

<b>Desired behavior or actual product competition</b>	<ul style="list-style-type: none"> <li>• Skin cancer prevention (use of hats, sunscreen, clothing, shade; sun avoidance during peak hours)</li> </ul>
	<ul style="list-style-type: none"> <li>• <i>The Heart Truth</i> campaign and other complementary women's heart health campaigns (NHLBI, OWH, AHA, WomenHeart)</li> </ul>
	<ul style="list-style-type: none"> <li>• Seat belt use among adults and child seat and booster seat use among parents</li> </ul>
<b>Promotion competition</b>	<ul style="list-style-type: none"> <li>• <i>The Heart Truth</i> campaign: NHLBI targets women; OWH targets health care providers</li> </ul>
	<ul style="list-style-type: none"> <li>• <i>Choose Your Cover</i> skin cancer prevention campaign (targets teens and young adults whereas other efforts target adults and young children)</li> </ul>
	<ul style="list-style-type: none"> <li>• National Bone Health Campaign, VERB, 3-A-Day (same target audience)</li> </ul>
	<ul style="list-style-type: none"> <li>• California Project LEAN, California PTA, California Obesity Prevention Initiative, California Food Policy Advocates (same core messages; different promotional approaches)</li> </ul>

# Factors to Consider in a Competitive Analysis

Factor	Description
<b>Organization name</b>	Name of the organization
<b>Web site</b>	Web site URL
<b>Type</b>	Association, corporation, government, foundation, etc.
<b>Contact</b>	Person or persons in charge of the organization's intervention(s) (include contact information if available)
<b>Initiative synopsis</b>	Overview of the intervention
<b>Scope</b>	National, regional, statewide, or local
<b>Objective(s)</b>	Overall objectives
<b>Audience(s)</b>	Primary, secondary, and tertiary audiences
<b>Products (s)</b>	Desired behavior(s) (e.g., same, similar, or different)
<b>Messages(s)</b>	Primary messages and calls-to-action
<b>Duration</b>	Planned length of intervention (e.g., 5 years, 1 year)
<b>Intervention type</b>	Primary prevention, secondary prevention, etc.
<b>Intervention components</b>	Overview of the various tactics employed
<b>Evidence of reach, impact</b>	KAB data, evaluation data, if available

# **West Virginia Case Study Exercise**

Divide into groups of 5 or 6

# West Virginia



## Quick Facts:

Population (2008)	1,814,468
% Aged 65+ years	15.7%
% White	94.5%
% Black	3.6%
Median Household Income	\$37,057



## West Virginia - Handouts

In your handouts, you'll see that you have West Virginia burden data:

- Knowledge of stroke signs and symptoms.
- Knowledge of stroke signs and symptoms and the need to call 9-1-1.
- Prevalence of stroke by gender and other population factors.
- Location of stroke deaths (out of hospital vs. in-hospital)

You also have some Scarborough data for the DC market.

## West Virginia – Thought Questions

Using the handouts specific to West Virginia and the consumer profiles and audience data you picked up today, think about responses following questions:

- 1) What are your options for segmenting the West Virginia market for a **stroke signs and symptoms campaign**?
- 2) Pick **one** potential audience segment. What are some characteristics that would be useful to know about this segment?



SCIENCE



CONNECTIONS



ACTION

# Thank You

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*The findings and conclusions in this presentation are those of the author and do not necessarily represent the official position of the Centers for Disease Control and Prevention.*



**Heart Disease  
& Stroke Prevention**

Science · Connections · Action