

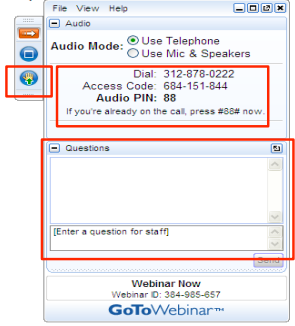
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teamlab
TOBACCO EDUCATION AND MATERIALS LAB

**Message Framing and
Communications Strategy**

January 11, 2011

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2

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Presentation Overview

- Message Framing
 1. Defining message framing
 2. Deciding how to frame your issue
 3. Understanding your opposition
 4. Creating impactful messages and materials
- Questions

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Your Presenter

Robert Berger, MSJ

- First tobacco prevention experience late 1980' s
- Background in journalism & advertising
- Experience as contractor & consultant
- 15 years of social marketing working with underserved communities
- 10 years of frontline tobacco policy work
- Currently serve as PD for Project TRUST, LA County Tobacco Control & Prevention Program' s CPPW grant

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Defining Message Framing

- “A frame is a way of packaging and positioning an issue so that it conveys a certain meaning”
(Menashe & Siegel, 1998)
- Focuses attention on the most salient arguments
- Preempts and neutralizes opposition
- Creates consistency with your partners
- Forms the foundation of effective materials and campaigns

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Deciding How To Frame Your Issue

- What will motivate your target audience to take act?
- Best practices...locally, statewide and nationally
- If you have opposition, what are they saying?
- Seek technical assistance
- Primary and secondary research
 - Surveys, polling data
 - Focus groups, one-on-ones

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Video Clip #1: The Dot

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Video Clip #1: The Dot

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Video Clip #3: The Disappearing Act (English)

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Video Clip #2: The Disappearing Act (Spanish)

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Opposition Messages

Personal freedom
Personal responsibility
Unenforceable
Bad for business

Freedom to breathe
Protection from harm
Social norm change
Nonsmokers = \$\$\$

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Understanding The Climate

- Competing issues
- Opposition
- Other tobacco prevention efforts (national, state, local)
- Political climate
- Economic climate

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Video Clip #4: Beverly Hills City Council Meeting

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Make It Personal

- Personal Impact
- Local Community Impact
- Societal Impact

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Pre-Test Messages

- Polling/surveys
- Focus groups
- One-on-ones
- Key informant interviews
- Partners/Coalition members

15

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Broaden and Focus

- Consider messages that focus on co-benefits to broaden support
- Involve your key partners in message development
- Keep it simple...quality vs. quantity
- Stay on message
- Always take the high ground

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Logos & Branding Can Enhance Messaging



BEVERLY HILLS DINING IS NOW SMOKE-FREE

90210

COAST

90210

COAST

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Video Clip #5: Coast

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Video Clip #2: 90210 Media Plug

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Questions

Thank you!

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21

Next Webinar

Literacy and Cultural Considerations in Material Development

•Wednesday, February 9th, 2010

•1:00pm to 2:00pm

•Description: This training will review literacy/reading levels and cultural issues to consider when developing materials. Special attention will be given to California's diverse populations and how to avoid common assumptions.

22