PERSUASIVE COMMUNICATION
DESIRED COMMUNICATION RESULTS

With each of these outcome measures (results), we want to change some, reinforce some, or introduce some.

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<th>Introduce</th>
<th>Reinforce</th>
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Logos, Pathos and Ethos

Data or Documentation
- Incidence and prevalence
- Mortality
- Improvement over time
- Increased problems or lack of change over time
- Consequences
- Actual or perceived results

Examples or Testimonials

Expert Opinions

“What If” Scenarios
- potential consequences of inaction
- desired results of vision once implemented

Creative Epidemiology (social math)

Social Marketing (product, place, price, promotion)

Social Norms Marketing (persuasive, inclusive, empowering)

Positioning

Linking and Pairing

Additional Resources
1. A memorable acronym
2. An easy-to-remember website or phone number
3. Links to current events, local news, national events
4. Include sponsorship or endorsement
LINKING AND PAIRING

Images
Associations
Tie into national week
Seasonal
Historical
Something new
Contrast
Repeat and renewal
Celebratory
Endorsement
Personal view
Uniqueness with date
Make it relevant
Comparisons
Fun
Something unique – or twist
Comparisons based on demographics
CHARACTERISTICS OF EFFECTIVE PREVENTION MESSAGES

Messages should be:

CLEAR
Avoid condoning unwise or unsafe behavior. Include visual elements of the message.

CONSISTENT
All aspects should be consistent with one another and with program objectives.

CREDIBLE
Use sources/spokespersons that audience believes and trusts.

ATTENTION-GETTING
Break through the “clutter” of messages.

PERSUASIVE
Try to persuade, rather than preach to, the audience.

POINTING TOWARD A NEXT STEP
Suggest a concrete action to take after hearing the message.

PERSONALLY RELEVANT
Respond to audience needs and interests. Use audience research to help gauge personal relevance.

APPROPRIATELY APPEALING
Use logic, fear, humor, and other emotions. Emotional appeals may make a message attention-getting and memorable Carefully test message with target audience.

CULTURALLY RELEVANT
Consider cultural differences in language, customs, and attitudes. Use appropriate language, avoid negative stereotypes, use a variety of role models.

CONVEYED THROUGH APPROPRIATE CHANNELS
Use channels which work best for specific audience: mass media, interpersonal, community

DEVELOPED IN A VARIETY OF FORMATS
Consider formats that may be new to the audience.

PRETESTED
Test drafts of the materials and messages