

# PERSUASIVE COMMUNICATION DESIRED COMMUNICATION RESULTS

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

	Introduce	Reinforce	Change
Intention			
Attitude			
Knowledge			
Belief <ul style="list-style-type: none"><li>• Susceptibility</li><li>• Severity</li><li>• Barriers</li><li>• Self-efficacy</li></ul>			
Skills			
Other			

# **PERSUASIVE COMMUNICATION**

## **A PLANNING GUIDE OF TOOLS AND RESOURCES**

### **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