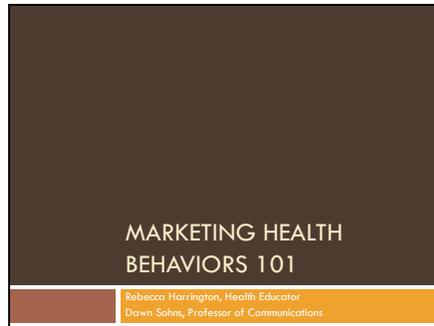


Marketing Health Behaviors 101

Rebecca Harrington and Dawn Sohns

Slide 1



MARKETING HEALTH
BEHAVIORS 101

Rebecca Harrington, Health Educator
Dawn Sohns, Professor of Communications

Slide 4

Major Theories

- ✓ Evoked Recall/Resonance Model
- ✓ Narrative Theory
- ✓ Social Comparison Theory
- ✓ Hierarchy of Needs
- ✓ AIDA Model of Motivational Research

Slide 2

Abstract

This session will cover basic theories in creating persuasive campaigns and how these techniques can be used to market healthy behaviors.

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Tony Schwartz Evoked Recall/Resonance Model

: to be memorable & persuasive, a message **MUST** resonate with a ~~primary~~ **primary** ~~audience~~ **audience** of target audience

A good ad will make a person **recall a common experience** that the persuasive aims to prompt out of them

Relationship b/w verbal, auditory, & visual elements of any persuasion

<http://www.youtube.com/watch?v=9WImS7tvlm8>
http://www.youtube.com/watch?v=tIRl_8ndfOw

Slide 3

Agenda

- Major Theories used by Advertising/Marketing Specialists
- The Process of Developing a Message
- Working Collaboratively

Slide 6

Walter Fisher Narrative Theory

:based on the assumption that the story or the drama is the most powerful and pervasive form of persuasion

We love stories
We remember stories
Story **MUST** have fidelity and be coherent

<http://www.youtube.com/watch?v=G51UTM76xYI>
<http://www.youtube.com/watch?v=7ku1YQrxXeQ>

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Leon Festinger
Social Comparison Theory

:explains how individuals evaluate their own opinions & desires by comparing themselves to others.

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The Process of Developing a Message

- Research
- Identify Key Message/Image/Symbols
- Identify Target Audience – College Aged Students
- Speak Their Language
 - Verbally & Symbolically

Slide 8

Abraham Maslow
Hierarchy of Needs Theory



Maslow's Hierarchy of Needs (original 5-stage model)

- 1st. self-actualization: personal growth and fulfillment
- 2nd. Esteem needs: achievement, status, recognition, respect
- 3rd. Belongingness and Love needs: family, affection, social contacts, work groups, etc.
- 4th. Safety needs: job stability, security, order, law, health, stability, etc.
- 5th. Physiological and Physical needs: food, shelter, sleep, warmth, etc., drink, etc.

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<http://www.youtube.com/watch?v=6eS6isp7Uao>

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1st Things First

- What is the one thing your audience is going to walk away with?

The ONE Idea

Slide 9

E. St. Elmo Lewis
AIDA Model of Motivational Persuasion

- Attention (Awareness)
- Interest (Advantages/Disadvantages)
- Desire (Want/Desire & Satisfy Needs)
- Action (Take Action)

<http://www.youtube.com/watch?v=WZEIUMthBP4>

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Primary & Secondary Research

- Surveys/Focus Groups
- Interviews
- How do you do this as a HP specialist w/o a lot of time?

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Environmental & Media Scanning

- Internet
- Blogs
- Tweets
- Youtube.com
- TV
- Newspapers
- Radios

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Course Description

Creating Persuasive Campaigns
 Socially Responsible Topic
 Must Be Relevant to College Audience
 Requires Research & Collaboration

Examples:

Fighting	Prescription Drug Abuse
Social By-Stander	Prejudice/Hate Crimes
Drinking	Speaking Up

Slide 14

Identifying Hot Topics

- Target Audience
 - ▣ Start conversation with peer educators
 - ▣ Purposefully make references in presentations
- Media Prompts
- Long Term Issues

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Course Description

This is a course that will take an understanding of the research, theory and methods of persuasion, and apply them to practical situations. This course will give the student a chance to actually create, implement, and evaluate a real persuasive campaign, using a wide range of media and methods. It is an opportunity to take motivational research, persuasion theory, image management, audience psychology, and message construction, and actually "create" a complex persuasive promotion.

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Working Collaboratively

- Use Experts
 - ▣ On & off campus
- Creative & Collaborative Teams

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Course Objectives

Primary: provide students with the opportunity to create a useful persuasive campaign, engaging them in the research, design, and presentation stages typical in a real life advertising agency.

Secondary: to give a brief overview of current research in the areas of persuasion, motivation, audience psychology, marketing, message construction, and image management and then **apply that knowledge to an actual persuasive promotion.**

The goal of this course is to have the student gain skills and explore the full range of persuasive opportunities available to the contemporary practitioner.

- Students will be expected to learn and acquire extensive technological skills throughout the semester, which will include learning to use Power Point, Digital Camera and Video apparatus, iMovie (or similar program), and other software programs in order to create commercial and radio spots, a web presence, press releases, magazine ads, posters, and other professional materials. These skills will be learned by some in-class workshops, but mostly by individual **trial and error.** Students are expected to explore all possible technology available on the campus and use it to its full ability.

After Completing this course, students will be able to:

- Conceptually and literally design and execute a persuasive campaign using various modes of communication through gaining competence in a multitude of technology available on SUNY Oneonta.
- Formally present a persuasive speech using the information contained in the written prospectus.
- Acquire technological, teamwork, and communication skills necessary to produce a contemporary, persuasive campaign, working both independently and collaboratively to accomplish goals.
- Have developed professional materials to include in a portfolio that should help secure competitive internships, interviews, or positions as practitioners of persuasive communication.

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Rebecca's Role

- Connecting students with data
 - CORE Survey, ACHA-NCHA
- Discussing current thinking on a given topic
 - e.g. talking about the caloric content of alcohol drinks
- Helping to develop survey questions
- Access to other tools & supplies

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Sample Campaigns

- SHOTTS – Drink Consciously!
- I-MATir – It's My Air Too!
- BLISS – Speaking Up In Sticky Situations!
- STS – Don't Be Wack, Call Them BACK!