

Communication science & behavior change

How to use theory to
create effective messaging

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Communicating behavior change

- What is a health message?
- Approaches to messaging
- Using theory to inform persuasive messaging
- Examples
- Considerations

What is a health message?

CORONAVIRUS DISEASE

HEALTH ALERT: PROTECT YOURSELF AND OTHERS



Stay home if you're sick. Wash your hands often. Cover coughs and sneezes.

For more information: cdc.gov/COVID19

 2020 February 22, 2020 10:00 PM

A TIP FROM A FORMER SMOKER

BE CAREFUL NOT TO CUT YOUR STOMA.

Shawn, Age 50, Diagnosed at 46
Washington State




Smoking causes immediate damage to your body. For Shawn, it caused throat cancer. You can quit. For free help, call 1-800-QUIT-NOW.

 U.S. Department of Health and Human Services
Centers for Disease Control and Prevention
www.smokefree.gov

Testicular Cancer Society
February 4 at 7:28pm · 🌐

Having your buddy doing a Testicular exam during the #Superbowl is awesome but using our free app at home is less awkward
www.BallChecker.com



Super Bowl LII 7:00p
4:12p

44647 👍 Like 💬 Comment ➦ Share

Approaches to messaging



Persuasion = what
to think



Agenda Setting =
what to think
about



Priming = *when* to
think



Framing = *how* to
think about it



Persuasion = what to think

- **Message** (Content Strategies) Variables: Appeal, style, repetitiveness
- **Source** Variables: Appearance, Credibility, Likability
- **Recipient/ Audience** Variables: Ability, culture, lifestyle, personality, demographics
- **Channel** Variables: Exposure , Information overload
- **Context** Variables: Counter-messaging

Using theory to create persuasive messaging



Identify audience

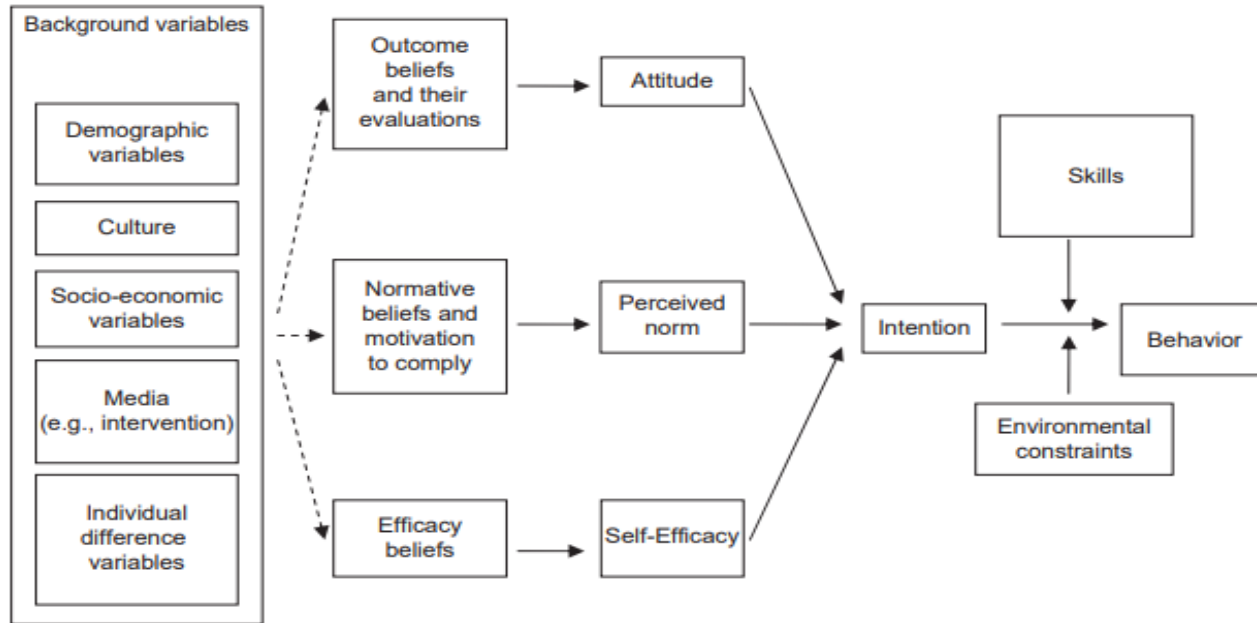


Identify target behavior(s) What is a “behavior”?

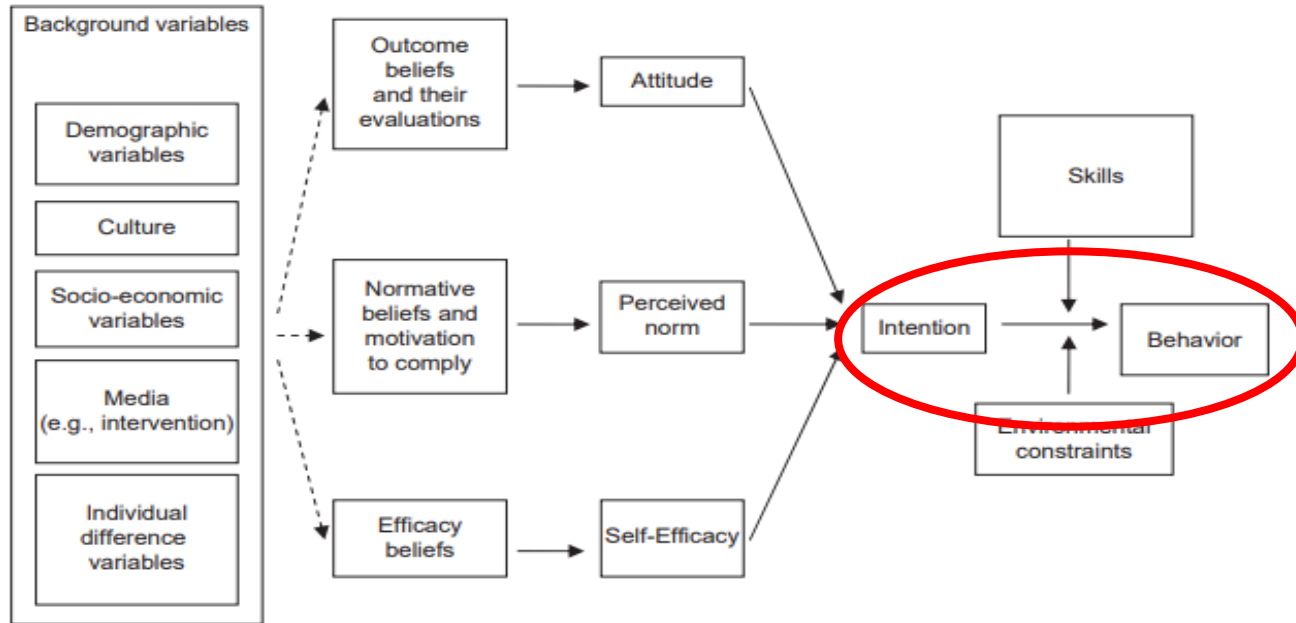


Applying theory and best practices

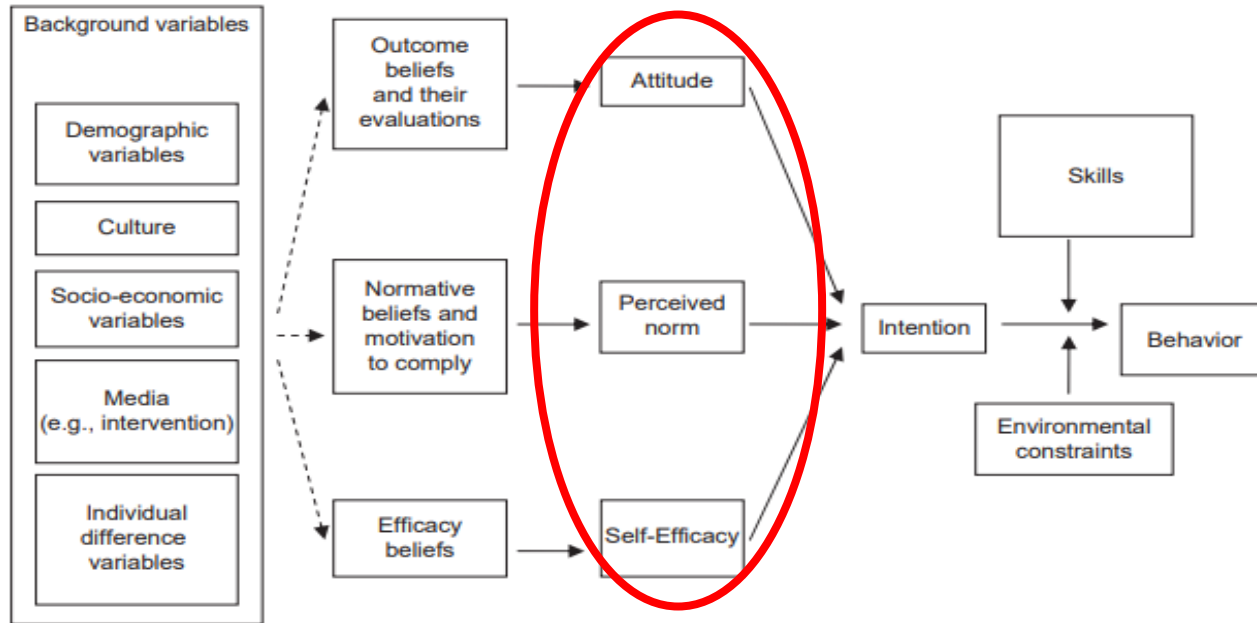
The Reasoned Action Approach



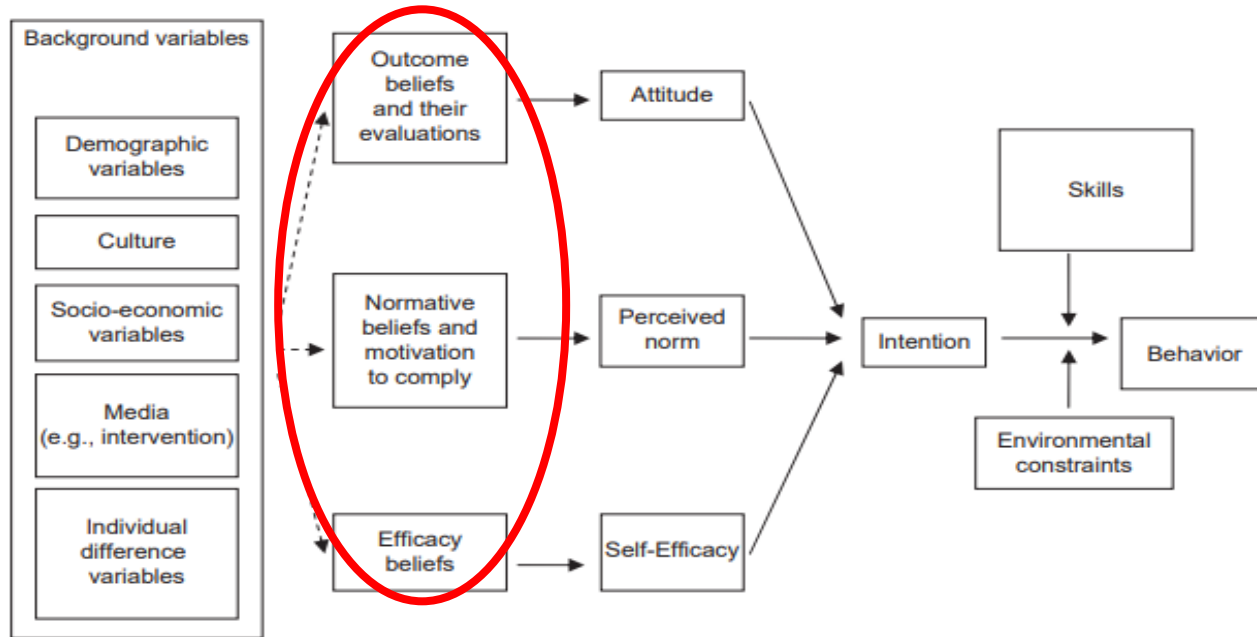
The Reasoned Action Approach



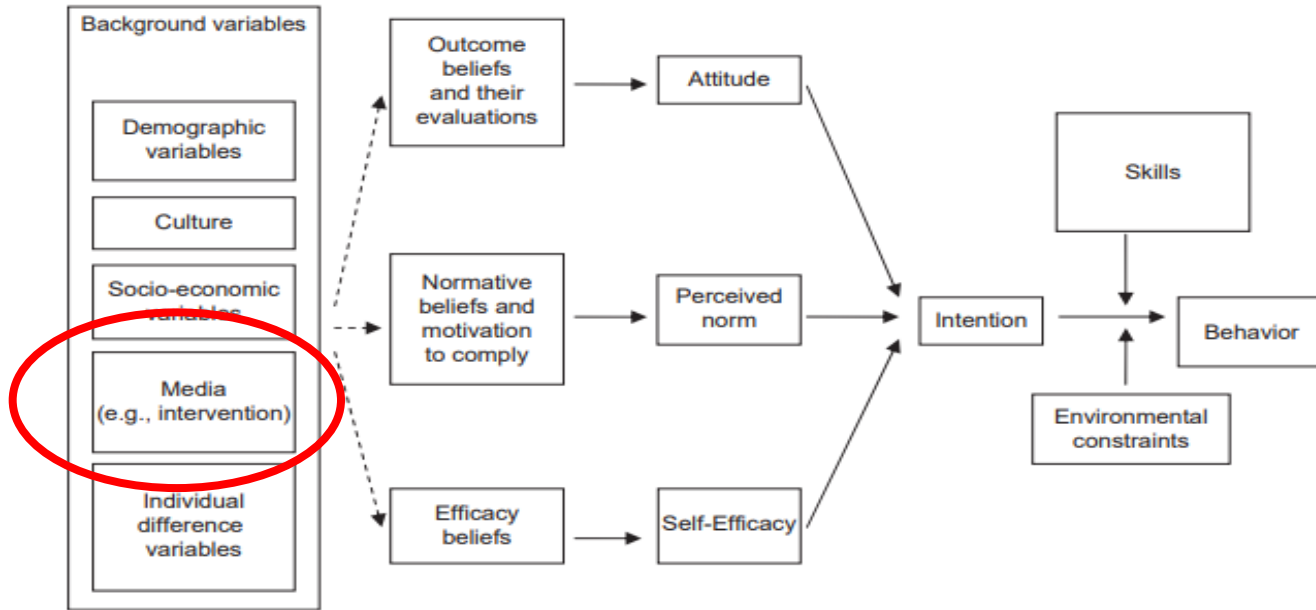
The Reasoned Action Approach



The Reasoned Action Approach



The Reasoned Action Approach



Using theory to create persuasive messaging



Conduct systematic formative research



Audience segmentation



Message development and testing

Together make a visit. Together make a plan.

You might think your loved one doesn't want you to visit a memory doctor with her, but she needs you there.



Call the Penn Memory Center at 215-662-7810

 Penn Medicine
www.pennmemorycenter.org

Is your father experiencing memory loss or confusion that disrupts his daily life?

Be there for him now, like he was there for you then.

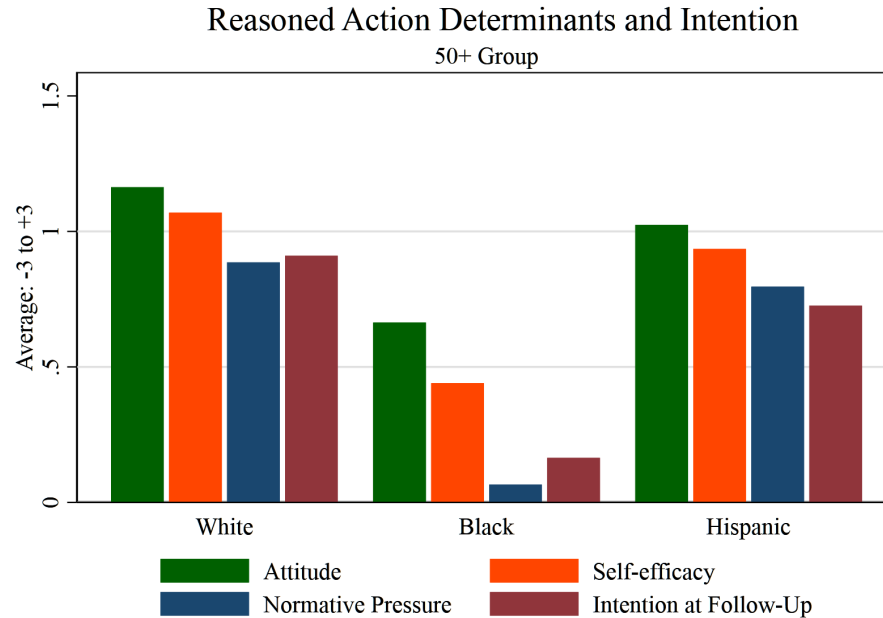
Go with him to see a memory doctor.



Call the Penn Memory Center at 215-662-7810

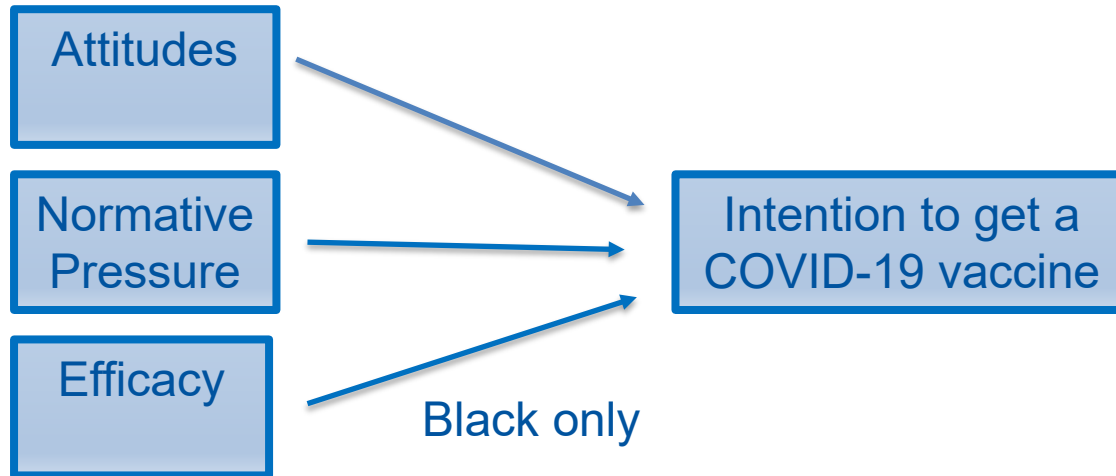
 Penn Medicine
www.pennmemorycenter.org

Psychosocial determinants of getting vaccinated for COVID-19



50+ US adults n=2,284
Black n=755;
Hispanic n=771;
White n=758

Psychosocial determinants of getting vaccinated for COVID-19



Thoughts for moving forward

1. Know your audience
2. Specify the behavior of interest
3. Use media messaging as part of a larger overall effort



Thank you!

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