# FRAMING THE DIALOGUE ON TRAFFIC SAFETY TO ADVANCE SAFE SYSTEMS

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# What is a communication campaign?

"…Purposive attempts to inform or influence behaviors in large audiences within a specified time period using an organized set of communications activities and featuring an array of mediated messages in multiple channels generally to produce noncommercial benefits to individuals and society."

Rice and Atkin (2013)
*Public Communication Campaigns*

# Campaigns…

- Have a goal of informing, changing attitudes, and/or changing behavior

- Are strategic

- Involve coordinated communication

- Use consistent/multiple/repeated messages

- Time specific

- Use multiple channels

# Campaigns Can Involve Multiple Levels

- Individual
- Interpersonal
- Group
- Organizational
- Community
- Society/Policy

# Campaigns Can Involve Multiple Channels

- Social Media/Networking
- Text messages
- Television (Advertising, PSAs, "Edutainment")
- Radio
- Magazine
- Newspaper
- Special Events
- Internet Ads
- Billboards

- Community Organizations/Partners (churches, community centers, etc.)
- Print pieces: brochures, fliers, posters, etc.
- Apps
- Websites
- Media kits
- And LOTS more....

# Recent Review of Evidence of Success

**1940-50s**
- Era of Minimal Effects

**1960-70s**
- Campaigns can succeed
- Successes like the Stanford 3-city Heart Disease Prevention Program
- Scholars began to blame ineffective campaigns rather than the recipients

**1980-90s**
- Moderate effects era
- Increased understanding of how campaigns work—effectiveness and limitations

**2000 and beyond**
- Conditional effects era
- Formalizing principles identified in previous eras
- Increasing creativity of putting principles into action
- Increasing effectiveness

A 10-Year Retrospective of Research in Health Mass Media Campaigns: Where Do We Go From Here? Seth M. Noar, Department of Communication, UNC-CH, 2006

# So What Makes a Campaign Effective? Principles of Effective Health Campaigns

- Conduct formative research with priority audience
- Use theory as conceptual foundation
- Segment audience into meaningful subgroups
- Use targeted message design approach
- Select appropriate channels
- Strategically position campaign messages within selected channels
- Conduct process evaluation
- Use sensitive outcome evaluation design
- Also, the right topic and the right theory…

A 10-Year retrospective of research in health mass media campaigns: Where do we go from here? Seth M. Noar, Department of Communication, University of Kentucky, 2006
Anker, A. E., Feeley, T. H., McCracken, B., & Lagoe, C. A. (2016). Measuring the effectiveness of mass-mediated health campaigns through meta-analysis. *Journal of Health Communication, 21*(4), 439–456.

# What about the numbers?

Snyder, L. B., & Hamilton, M. A. (2002). A meta-analysis of U.S. health campaign effects on behavior: Emphasize enforcement, exposure, and new information, and beware the secular trend. In R. C. Hornik (Ed.), *Public health communication: Evidence for behavior change* (pp. 357–384). Mahwah, NJ: Lawrence Erlbaum.

Snyder, et al.. (2004). A meta-analysis of the effect of mediated health communication campaigns on behavior change in the United States. *Journal of Health Communication*, 9, 71–96.

- Average 8-9% change in desired outcomes for desired population

- Average change in behavior for campaigns involving policy enforcement: 17%

- Average change for without policy enforcement: 3-5%, depending on campaign type.

# Some examples of campaigns for road safety

- Reductions in the frequency of road accidents and deaths through increases in use of seat belts, booster seats, helmets for bicyclists, skateboarders, and motorcyclists
- Reductions in speeding, driver fatigue, and drunk driving
- Distracted driving campaigns ongoing now

Wakefield, M. A., Loken, B., & Hornik, R. C. (2010). Use of mass media campaigns to change health behaviour. *Lancet*, *376*(9748), 1261–1271. https://doi.org/10.1016/S0140-6736(10)60809-4

# Effectiveness of Road Safety Campaigns

## Some Promising Results

- Average associated decline in vehicle crashes estimated to be at least 7%, and of alcohol-impaired driving to be 13%.

- Designated driver program results are less conclusive

## Click It or Ticket

- In North Carolina was associated with increase in seat belt use from 63% to 80% and lowered highway deaths; became a model for other state and national programs

- Version in Washington state reported gains from 83% up to 95% of seat belt use

Wakefield, M. A., Loken, B., & Hornik, R. C. (2010). Use of mass media campaigns to change health behaviour. *Lancet*, *376*(9748), 1261–1271. https://doi.org/10.1016/S0140-6736(10)60809-4

# What are some unintended effects?

Is policy change always the right move, even if average effect sizes are larger?

# Consider this Scenario

- In the 1960s Florida city banned the sale of phosphate detergents. Phosphates were banned for environmental reasons, and phosphates were not shown to have any impact on the cleaning effectiveness of the detergent. In the weeks before the ban went into effect, stores reported a run on phosphate-containing detergents. After the ban went into effect, stores in the city limits reported a drop in the sale of detergents. Stores outside of the city limits, however, reported increases in the sales of their phosphate detergents. Why do you think this happened?

Mazis, M.B, Settle, R.B, & Leslie, D.C. (1973). Elimination of Phosphate Detergents and Psychological Reactance. Journal of Marketing Research, 10, 390-395.

# Theory of Reactance

□ Threat to Freedom: "When a person believes himself free to engage in a given behavior, he **will experience psychological reactance if that freedom is eliminated or threatened with elimination.** Psychological reactance is defined as a motivational state directed toward the reestablishment of the threatened or eliminated freedom, and should manifest itself in increased desire to engage in the relevant behavior" (pp. 15-16)

□ Brehm, J. (1966). A theory of psychological reactance. New York: Academic Press.

# Assumptions of Reactance

- Individuals have a basic need for self-determination in controlling their own environment.

- People have strong preference to perceive themselves as free and responsible for their own fate.

- People can behave instinctually and irrationally.

# Other Causes of Reactance

- More recent studies have shown that messages inducing guilt and/or fear may also cause reactance (Massi Lindsey, 2005)

- "You ain't guiltin' me into nothin'!" (Study of Anti-Drug PSAs)

Bessarabova, E., Turner, M. M., Fink, E. L., & Blusein, N. B. (2015). Extending the theory of reactance to guilt appeals: You ain't guiltin' me into nothing'!" Zeitschrift für Psychologie, 223(4), 215–224.

# Implications for Health Communication

- Not all communication is good communication.

- Health messages that appear to restrict individuals' freedoms could actually encourage individuals to engage in harmful behavior.

- Make sure that unfair restrictions are not placed upon individuals' freedoms.

- If a policy or restriction is put in place, make sure people agree or can understand why it is fair.

# Example Reactance Study

☐ Pennebaker and Sanders (1976) put one of two signs on college bathroom walls: (1) 'Do not write on these walls under any circumstances' and (2) 'Please don't write on these walls.' A couple of weeks later, the walls with the first message had far more graffiti on them.

☐ Pennebaker, J.W., Sanders, D.Y. (1976). American Graffiti: Effects of Authority and Reactance Arousal. Personality and Social Psychology Bulletin, 2(3), 264-267.

# Through the lens of framing…

"To frame is to *select* some aspects of a perceived reality and make them more *salient* in a communicating text, in such a way as to promote a particular *problem definition, causal interpretation, moral evaluation*, and/or *treatment recommendation* for the item described."

Entman, R. (1993). Framing: Clarification of a fractured paradigm. *Journal of Communication*, 43(4):52.
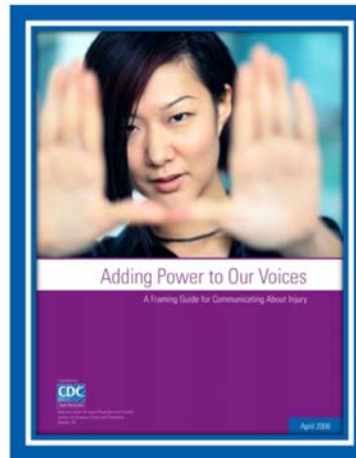
# More about framing…

Communication science research tells us:

- People use "mental shortcuts" to make sense of the world.

- Mental shortcuts rely on "frames"—sets of internalized core **values** that give meaning to information.

- Frames allow us to process the world quickly and efficiently.

- The media help create a "dominant frame" through which information is interpreted.

# Framing…

- **Is** an appeal to values held by our audiences.

- **Connects** these values to our issues.

- **Can** change the way media responds to an issue.

- **Can** persuade entire populations to shift their collective paradigms, beliefs, and assumptions.

Adding Power to Our Voices: A Framing Guide For Communicating About Injury

# Example in Action

CDC's Injury Center Framing Guide

# Social Math Examples

- *Only 1 in 10 teens* buckles up when riding in a vehicle with someone else.

- Every day, an *average of 12 teenagers (16-19 y.o.)* die as a result of a motor vehicle crash.

- Image from CDC Injury Center



At 55 mph, sending or reading a text takes your eyes off the road for about 5 seconds, long enough to cover a football field.
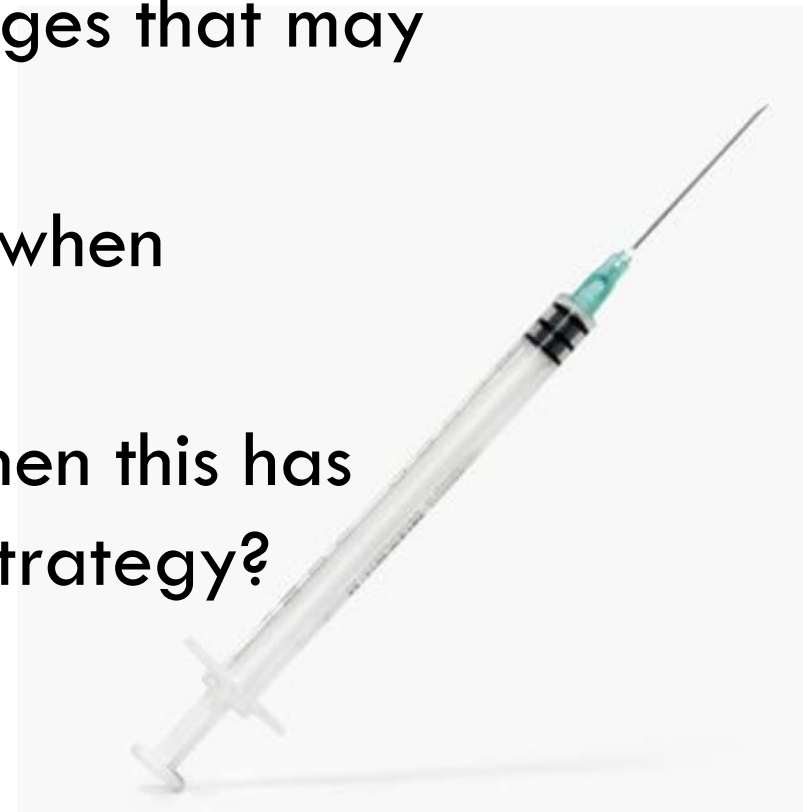
# Some more message design theories

Inoculation Theory

Affect/Emotion Appeals

# Inoculation Theory

- "Inoculate" against future messages that may come in

- Makes receiver more defensive when competing messages come in

- Can you think of an example when this has been used as a communication strategy?

# Affect (Emotion)

- Fear Appeals

- Guilt Appeals

- Anger and Disgust Appeals

- Warmth and Humor Appeals

# Fear Appeals

- Messages designed to impart the belief that negative consequences will occur unless certain steps follow.

- Are one of many persuasive, emotion-based techniques.

- Do they work??  Do you like them?

- Would you use them?  When?  How?

- Let's compare:

# Drive Explanations--

- The fear appeal elicits drive that can be reduced by following directions in the message.

- Original theorists believed the greater the fear elicited, the more effective the ad would be on a linear scale.

- Further research indicated that too much fear would produce backlash (i.e., defense mechanism is triggered to protect individual resulting in resistance to the message)

- Curvilinear relationships may exist: Low persuasiveness at low fear level and low persuasiveness at high fear levels

# Extended Parallel Process Model

## Another framework: Social Marketing
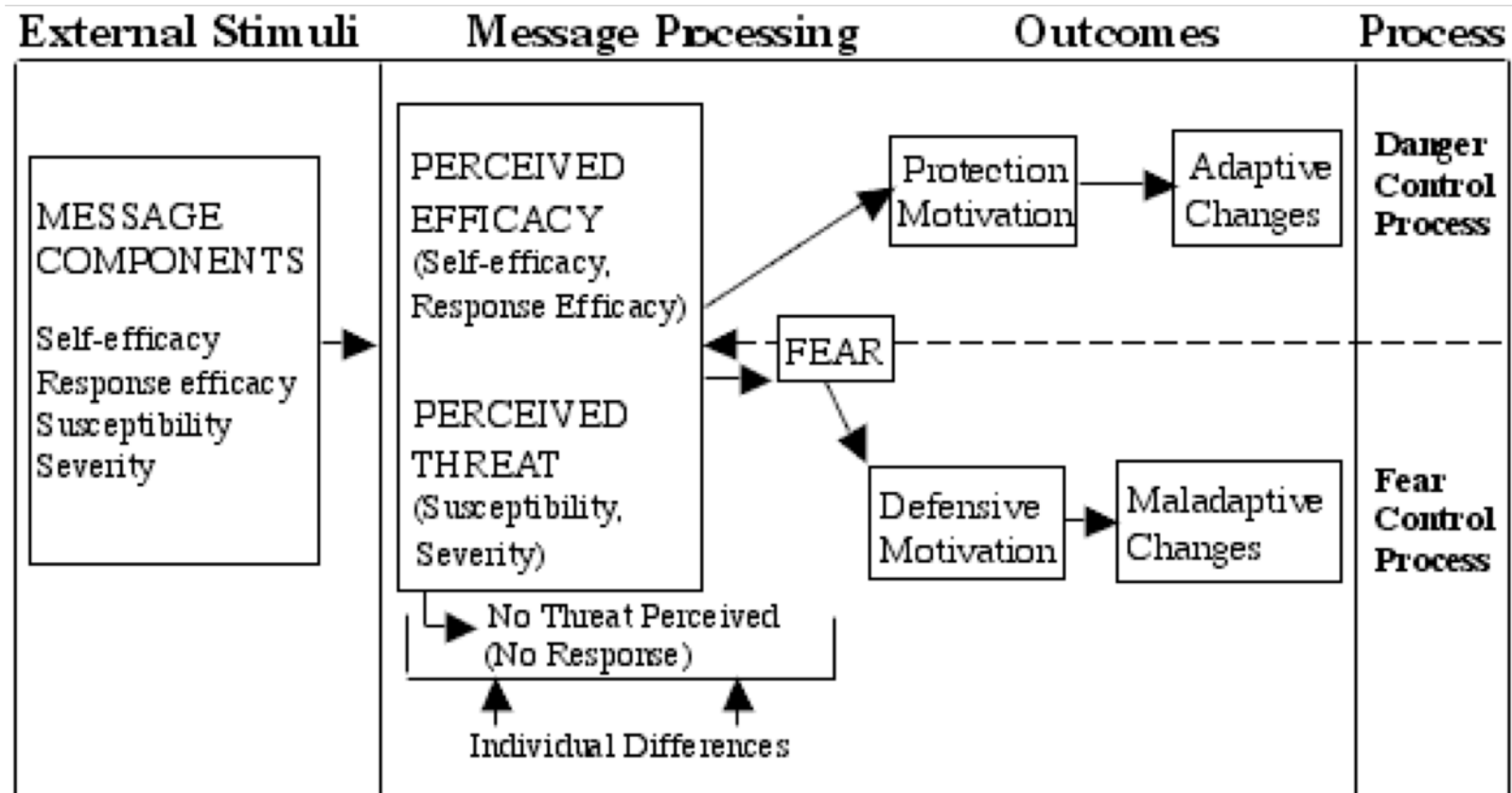
Process of influencing human behavior on a large scale, using marketing principles for the purpose of societal benefit, rather than commercial profit.
—W. Smith

**PRODUCT-** *How to make the product, service, or behavior more (or less) attractive?*

**PRICE-** *How to minimize costs, maximize rewards?*

**PLACE-** *How to make it more accessible, convenient, appealing?*

**PROMOTION-** *How to promote the offering (PRODUCT) through appropriate channels (PLACE) in a beneficial (PRICE) way?*

# PRODUCT/PLACE/PRICE STRATEGY:
## Road Crew Wisconsin



- Limo service ($5-$15) for drinking men 21-34
- 17% reduction in fatalities (approx. 140 alcohol-related crashes avoided)
- No decrease in alcohol consumption

# Some more examples

**Product**

**Place**

# Any questions?

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