Communication Strategies for Environmental Change

Thomas Workman, Ph.D.
Principal Communications Researcher & Evaluator
American Institutes for Research

Higher Education Team Lead,
National Center for Safe and Supportive Learning Environments

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Safe Supportive Learning
Engagement | Safety | Environment

The Role of Strategic Communication

- Establish/maintain perceptions, beliefs, attitudes surrounding social problems
- Establish/maintain perceptions, beliefs, attitudes of normative behavior
- Develop/maintain community identity as collaborative and efficacious
- Create/maintain intention to act (formal or informal policymaking)

What is Strategic Communication?

- Outcomes oriented
  - Supportive outcomes: Communication goals and objectives that enhance the accomplishment of goals and objectives in the broader campus-community strategic plan
- Targeted
  - Audiences clearly identified, messages clearly modified for audience characteristics and mediums determined for reach and impact
- Evaluated
  - Assessment of reach, short term/long-term impact, and identified barriers to effectiveness

Forms of Strategic Communication

- Media placement
  - Development of local media “beat” where campus prevention efforts are tracked, reported accurately, and provide media that supports prevention efforts
    - Increasing awareness of environmental contributors
    - Increasing awareness of policy/enforcement/negative consequences of behavior
    - Establishing/maintaining perceptions of community standards and norms

Forms of Strategic Communication

- Campaigns
  - Coordinated multidimensional communication efforts over set period of time
  - Using social marketing to increasing public beliefs and attitudes concerning
    - Social/cultural norms for behaviors
    - Social/cultural intolerance of unwanted consequences
    - Environmental causes (and solutions) to social problems
    - Adoption of specific behaviors or actions
    - Institutional identity and loyalty

Forms of Strategic Communication

- Interactive Events/Activities
  - Community forums/student forums for purpose of informed deliberation
  - Public events that “show” rather than tell
    - Bar walks
    - Neighborhood walks
  - Social Media interaction
    - Web to social media interactivity to inform, engage
    - Use of video and commenting to sustain dialogue

Essential Elements

- Planning
  - Articulating overall goal and contributing objectives
  - Identifying target audience(s)
  - Strategizing around opportunities and threats to message reception or acceptance
  - Establishing timeline that considers relevance to other messages/events/seasons
  - Medium selection (reach and impact)
  - Message dosing (determining saturation)
  - Budget
  - Evaluation plan (selection of metrics and analysis plan)

Essential Elements

- Audience analysis
  - Accurate targeting: Who can enact change?
    - Tipping Point: Finding connectors, mavens, salespeople among target audience
    - Breadth and depth of target audience: profiling
  - Accurate assessment: What “sticks” for them?
    - Psychographics of the target audience
    - Identifying shared language and syntax
    - Identifying salient master narratives and how messages fit within these
    - Identifying barriers to comprehension or acceptance

Essential Elements

- Message development
  - Use of a “message box” to plot central and peripheral messages
  - Framing of message for relevancy and salience to target audience
  - “Stickiness” testing
  - Adaptations for personalization across spokespersons
  - Adaptations for medium/channel

Message Adaptation for Spokespersons

Mission, Philosophy, Goals, Strategic Approach

Coalition Message

↕

Individual Perspective

Unique perspective, experience, contribution

The Message Box

WHAT:
The current problem or need from my perspective

WHY:
The causes for the problem from my perspective

CENTRAL MESSAGE:
Action oriented
Solution Focused

SOLUTION:
How the action fixes the problem

COST INNOCULATION:
Why benefit is greater than cost or loss

EXCEPTION: The “human” interest story: Message box focuses on narrative/meaning. There is still a central message!

Example Message Box

DUI, acute intoxications, crime, noise, garbage: neighborhood not safe

Lack of law keeps us from addressing the root cause (social hosts)

We need a tougher Social Host law

No more blaming the guest; hosts can be trained to avoid consequences of law and can control parties

Burden on enforcement and adjudication system quickly compensated by reduction in police calls for wild parties

Common Message Mistakes

- No clear action/response suggestion is built into message
- Action/response is beyond capacity of target audience
- Message ignores cultural or social barriers to acceptance (does not provide inoculation)
- Message tries to say it all at once
- Message assumes a predisposed audience

Essential Elements

- **Spokesperson training**
  - Establishment of uniform language
  - Scripting, outlining, and providing supportive data and examples in easily communicated formats
  - Contextualization (understanding of how messages fit within strategic plan)
  - Interview preparation (Q & A sheet) including inoculation approaches for common opposing views

Essential Elements

- Media selection
  - REACH: Ability of medium to expose the target audience to message
  - SATURATION: Ability of medium to create familiarity with message
  - IMPACT: Ability of medium to enhance effect of the message on beliefs, attitudes, or behaviors
    - Credibility/Authority
    - Believability
    - Source recognition

Communication Evaluation Metrics

- Survey/interview data
  - Key Informant Survey of involved stakeholder attitudes, beliefs, behaviors
  - Target population surveys of audience awareness, perception, reaction, attitude toward, and intention to act
- Collective Observation
  - Monitoring of popular public discourse sites for comments and feedback
  - Observed dialogue/feedback
  - “Reflective” analysis
    - Are we seeing our language/ideas coming back to us in the retelling of our messages?

Discussion

- What gets in the way of doing this?
- What is needed?
- Where to start?

Examples of Strategic Communication

Why do so many Spartans like this duck?

'Party Patrol' targets revelers

Lincoln police issue dozens of tickets over the weekend, several for being a minor in possession of alcohol.

Lincoln Journal Star

Lincoln police, including the department's "Party Patrol," issued 75 tickets, including citations for minor in possession and consuming alcohol in public, during the weekend.

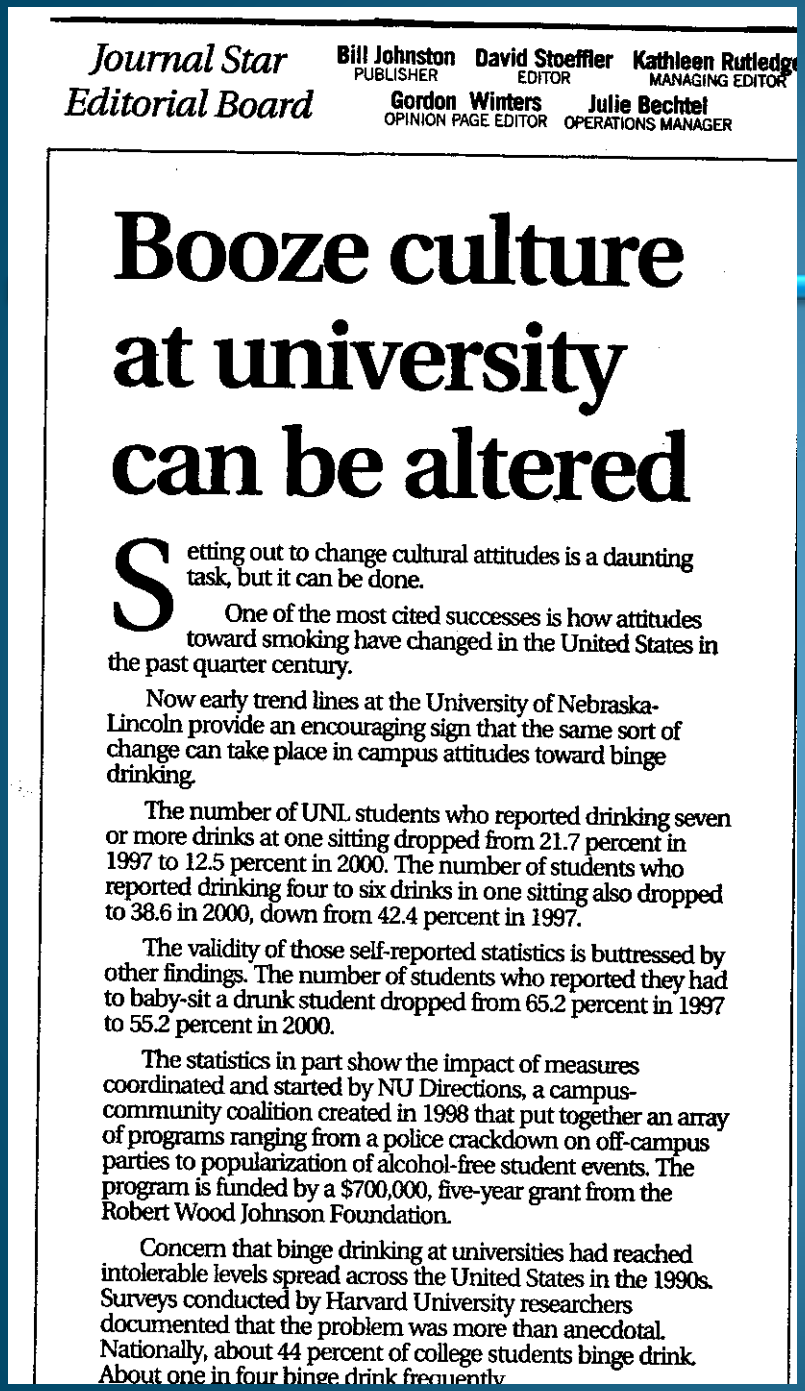
Police Chief Tom Casady said the tickets were issued between Friday night and Saturday morning and Saturday night and Sunday morning.

Fifty of the tickets were for minor in possession.

With thousands of college students having returned to Lincoln for Monday's start of classes, many of the tickets were issued by the "Party Patrol." Casady said there were 53 party disturbances reported over the weekend.

Tickets also were issued for littering, urinating in public and having an open container, Casady said.

He said some landlords could be ticketed for maintaining a disorderly house.



Journal Star Editorial Board

Bill Johnston, PUBLISHER
David Stoeffler, EDITOR
Kathleen Rutledge, MANAGING EDITOR
Gordon Winters, OPINION PAGE EDITOR
Julie Bechtel, OPERATIONS MANAGER

Booze culture at university can be altered

Setting out to change cultural attitudes is a daunting task, but it can be done.

One of the most cited successes is how attitudes toward smoking have changed in the United States in the past quarter century.

Now early trend lines at the University of Nebraska-Lincoln provide an encouraging sign that the same sort of change can take place in campus attitudes toward binge drinking.

The number of UNL students who reported drinking seven or more drinks at one sitting dropped from 21.7 percent in 1997 to 12.5 percent in 2000. The number of students who reported drinking four to six drinks in one sitting also dropped to 38.6 in 2000, down from 42.4 percent in 1997.

The validity of those self-reported statistics is buttressed by other findings. The number of students who reported they had to baby-sit a drunk student dropped from 65.2 percent in 1997 to 55.2 percent in 2000.

The statistics in part show the impact of measures coordinated and started by NU Directions, a campus-community coalition created in 1998 that put together an array of programs ranging from a police crackdown on off-campus parties to popularization of alcohol-free student events. The program is funded by a $700,000, five-year grant from the Robert Wood Johnson Foundation.

Concern that binge drinking at universities had reached intolerable levels spread across the United States in the 1990s. Surveys conducted by Harvard University researchers documented that the problem was more than anecdotal. Nationally, about 44 percent of college students binge drink. About one in four binge drink frequently.

Reflection of message saturation: Local newspaper editorial board fully replicates message

ΑΧΩ ΑΔΠ ΑΟΠ ΑΦ ΑΞΔ ΧΩ ΔΔΔ ΔΓ ΓΦΒ ΚΑθ ΚΔ ΦΒΧ ΦΜ ΠΒΦ

Representing All Greeks

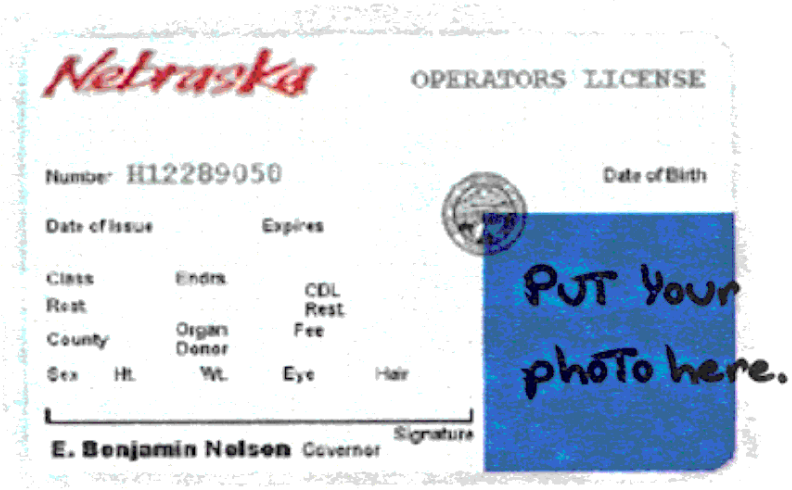
NEW MEMBER SUMMIT

A GATHERING OF NU'S GREEK FUTURE

ACACIA ΑΓΝ ΑΓΡ ΑΓΣ ΑΤΩ ΒθΠ ΧΦ ΔΤΔ ΔΥ FARMHOUSE
ΚΑΨ ΚΣ ΛΧΑ ΦΔθ ΦΓΔ ΠΚΑ ΣΑΕ ΣΧ ΕΛΒ ΣΝ ΣΦΕ θΖ TRIANGLE

Pull This Template off The web.

Be sure To make The birthdate before 1979!



Laminate and enjoy.

A COMMUNITY FORUM ON
FALSE IDENTIFICATION USE IN NEBRASKA
APRIL 12, 2000

Digital driver's licenses one step closer to reality

BY KEN HAMBLETON
Lincoln Journal Star

Fears of giving up too much information aside, Nebraska will ...ing ...g in ...sal, ...ap- ...es- ...ch ...led ...ho ...er- ...the ...se ...ow ...aw ...e- ...so- ...nt ...of ...of ...on ...re- ...ke ...r. ...te ...id. ...ot ...s." ...of ...n-

Sen. Kermit Brashear added an amendment to penalize those who disburse the information on the license illegally with penalties of up to one year in jail and a $1,000 fine. "This is important that we have an appropriate penalty if someone knowingly discloses or permits disclosure of the information on the license," he said.

He also expressed concern about accessibility to the electronic signature on the license and what information might be available with the signature. During the first day of debate Wednesday, Brashear said, "We are storing the key to the safe deposit box next to the deposit box." Thursday, Brashear accepted Bromm's promises to investigate the matters.

The license could hold such information as a thumbprint or facial features.

"It's not a bad thing if we catch criminals with the information supplied here," Bromm said. "We take a lot of care to make sure these kinds of things are done right, though, because these things — license plates, our driver's licenses and such — affect our daily life."

Reach Ken Hambleton at 473-7251 or khambleton@journalstar.com.

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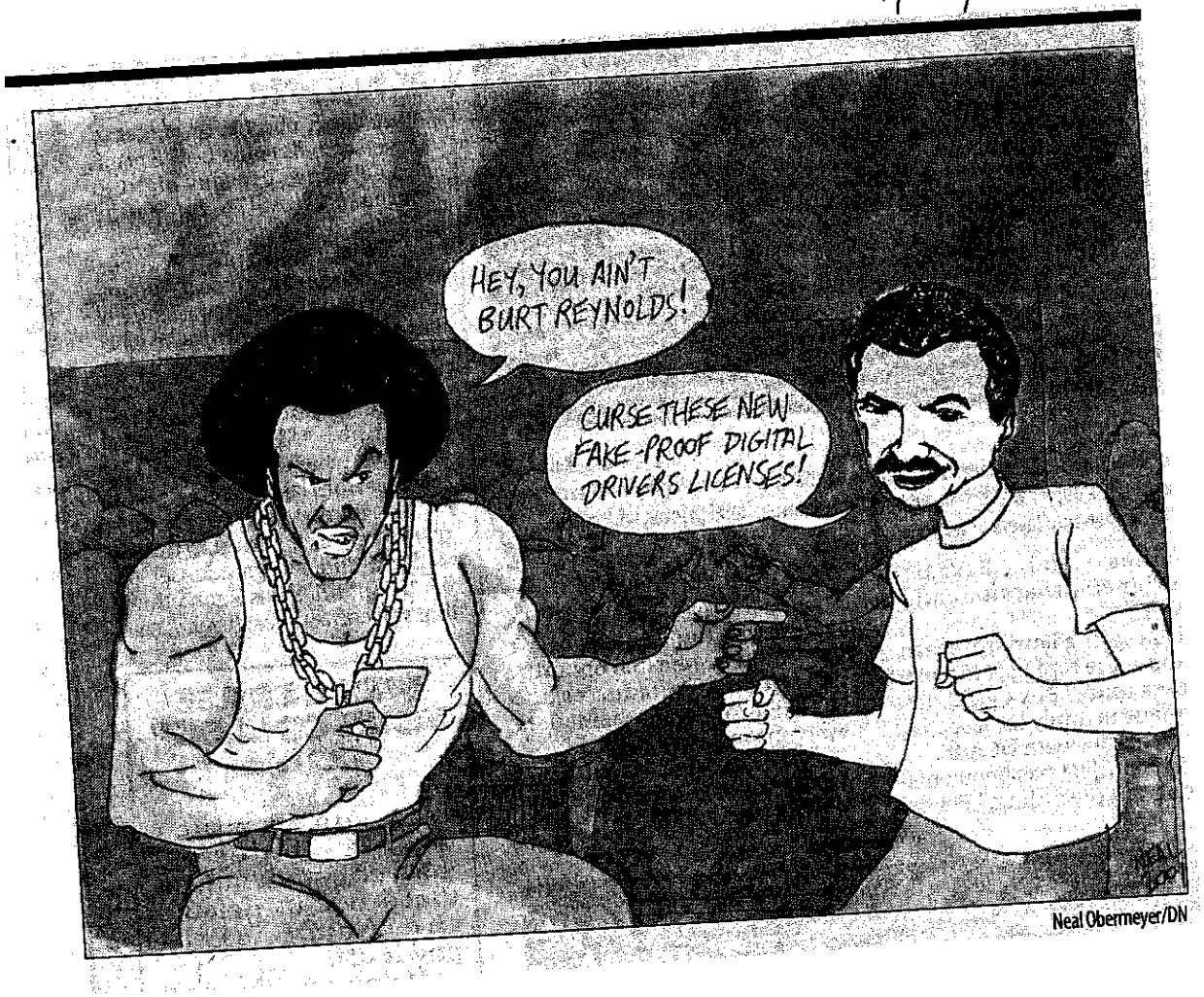
1/31/01



Neal Obermeyer/DN

Volunteer program aims to curb underage drinking

Students make sure alcohol venues are carding customers

By KATIE BACKMAN

Also, to encourage students to

Konen, whose dad o
cery store, said a clerk wh
trained could cause a st
license to be taken away.
Storeowners should
learn from a mistake b
liquor license is threatene
Konen said it was go

RESPONSIBLE ALCOHOL SALES

Report Card

Congratulations! This compliance check caught you checking my I.D., the first step in avoiding the illegal sale of alcohol to minors. A full check includes:

Asked to see valid I.D.	✔
Removed I.D. from holder	✔
Swiped I.D. in machine	✔
Matched I.D. to face	✔
Manipulated I.D. for possible alterations	✔
Your grade	A

For more information about this report card, see other side.

Freshman music major Thomas Pullen drinks the free soda police gave to him during the Mall Stop 2000. During the event Lincoln police officers gave away buffalo wings and soda to promote

Stop fills bargoers' stomachs

■ Police, bars and NU Directions warm up to students with free soda, buffalo wings and tips on responsible drinking.

BY JOSH FUNK

Lincoln Police and the downtown bars

and wildlife and agronomy major. "It would be better if it was more downtown."

NU Directions was founded in 1998 with a $700,000 grant from the Robert Wood Johnson Foundation to reduce high-risk drinking on campus.

That does not mean the group is against drinking, NU Directions Communications

"I think it's a cool idea. It lets us see police and see their good side."

Justin Wilberding
junior biology major

oln Police officers handing out
was one of the night's main

nce for the average student to
officer at a time when they are
tacted" by an officer for violat-
ncoln Police Capt. Joy Citta said.
aid they liked meeting the offi-
y weren't being suspected of or
ing.
a cool idea," said junior biolo-
in Wilberding. "It lets us see
their good side."
ents said they just stumbled on

Please see **BEER** on 7

COLLEGE DRINKING STUDY

High-risk behavior drops

Poll: Students take interest in problem

BY MARTHA STODDARD
Lincoln Journal Star

Raise your glasses — filled with soft drinks, naturally — to salute a three-year-old battle against high-risk drinking at the University of Nebraska-Lincoln.

The battle, undertaken by a campus-community coalition called NU Directions, appears to be making a difference in the number of drinks that university students down at one sitting, a Harvard University study shows.

The coalition also appears to have reduced the number of other problems that can be traced to student drinking between 1997 and last year.

But parents of UNL students still share the worries about excessive college drinking that parents across the United States expressed in a poll released Wednesday.

"In Nebraska there's a tremendously high interest," said Trixie Schmidt of Lincoln, a member of the UNL Parents Association. "It's probably one of the hottest topics at the parents' meetings over the years."

The national poll, conducted for the American Medical Association, found that 95 percent of parents with children in college or high school believe excessive college drinking is a very or somewhat serious problem.

What's more, a majority of those parents cited easy access to and abundant availability of alcohol as one of their top two or three concerns about sending a child away to college.

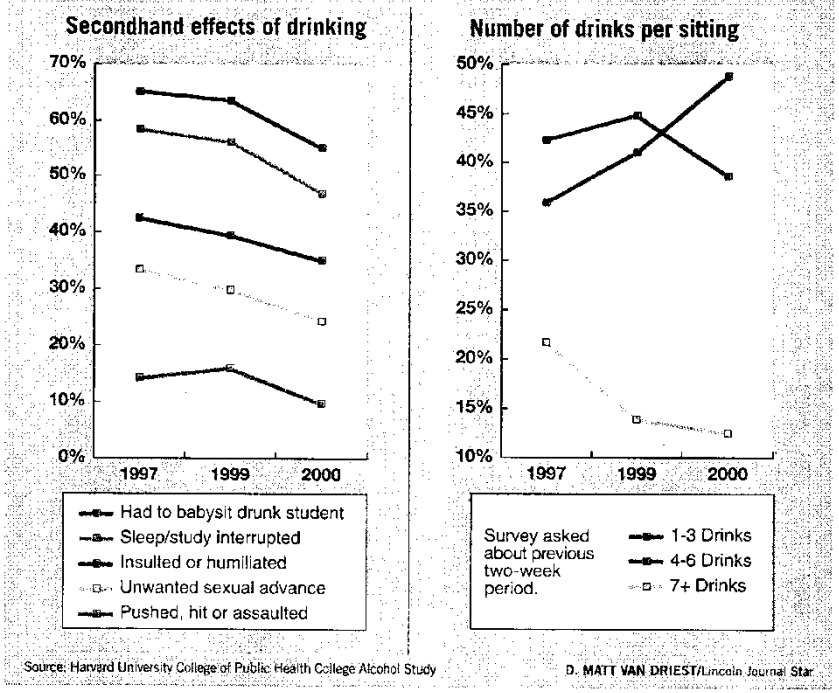
Nor are parents the only ones concerned, the poll found.

Among adults generally, 87 percent said excessive college drinking is very or somewhat serious. And more than half say they strongly support tougher limits on selling and promoting alcohol to young people.

See DRINKING, Page 2A

Drinking at UNL

Campus and community efforts to battle binge drinking at the University of Nebraska-Lincoln appear to be making a difference, according to a Harvard University study. Students report having fewer drinks per sitting and having fewer problems because of drinking by others.



Source: Harvard University College of Public Health College Alcohol Study

D. MATT VAN DRIEST/Lincoln Journal Star

'The majority believe we can no longer treat binge drinking as a rite of passage.'

Dr. Edward Hill, American Medical Association

KEN BLACKBIRD/Lincoln Journal Star

Patrons (left to right) Jeffrey Patton (partially hidden at left), David Conlon, Amy Denvir, Lucy Clayton and Jason Buckingham sip drinks Wednesday at bw-3 in downtown Lincoln.

Sometimes, being known as the place for wild parties isn't a good thing.

Neighborhood houses known for parties
are targeted regularly by Lincoln police.
"Maintaining a Disorderly House"
is just one of many citations.
Just ask any of the over 200 people
busted last year.

my choice. my consequence.

Want to know more about the law? Try www.nudirections.org

New neighbors making you see red?

Your new neighbors may need your help learning about the standards you've set for your neighborhood. Here's a few ways to keep you and your neighborhood happy:

1) **Introduce yourself to your new neighbors**. Let them know who you are and find out more about them.
2) Let your new neighbors know right away about the **stan dards of the neighborhood**. Invite them to your ne Neighborhood Association meeting, or share associati literature with them.
3) **Let your neighbors know** your personal conc about parking, late-night noise, parties, trespassing, l or any other problems. Ask them to share with you they plan to have parties, and work with them to fin to avoid problems before they happen.
4) **Address problems immediately**. If your new bor violates your standards or ignores your requ them know right away.
5) If your neighbor's parties are out of control requests are being ignored, **call the Linco Department** at 441-6000. Your call can result using officers to break up the party and make LPD can also contact landlords about tenants respectful to neighborhood needs.
6) **Be fair** in your assessment of problems, your neighbors for a resolution. Chances neighbors just need a bit of education an Communicate with them often, and invo neighborhood.

The Lincoln Police Department and

Welcome to the Neighborhood!

We're glad to have you as a part of the neighborhood. We're a community that cares about the area we live in, and cares for the people who live here.

There's plenty you can do to have a great time here:

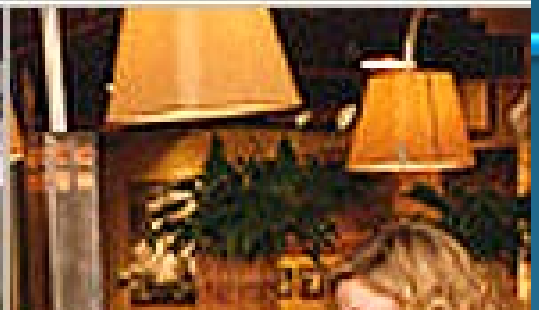
1) **Get to know your neighbors.** Introduce yourself and your roommates.
2) **Find out what standards the neighborhood follows** about noise, parking, litter, yard maintenance, and other details.
3) **Realize that not everyone in the neighborhood is on the same schedule**. The people next to you may have children, or need to wake early in the morning.
4) **Let your neighbors know** when you're planning a party, and find out their concerns.
5) **Know the Lincoln Police Department plan for "wild parties."** Complaints by your neighbors will bring officers to your party, ready to make arrests.
6) **Know the law.** The minimum drinking age in Nebraska is 21. You can be charged with **illegal sales of alcohol** if you collect money for the party in any form, **procurement for minors** if any are drinking in your apartment, and **disorderly house** if the noise gets out of hand. Police can respond to loud **noise complaints** at any time. If your name is on the lease, you become the person responsible, regardless of who does the crime. LPD does contact landlords, and there may be additional campus sanctions if you're a student at the University of Nebraska.

The Lincoln Police Department and NU Directions

RESPONSIBLE BEVERAGE SERVICE TRAINING

for those who sell and serve alcohol in Nebraska

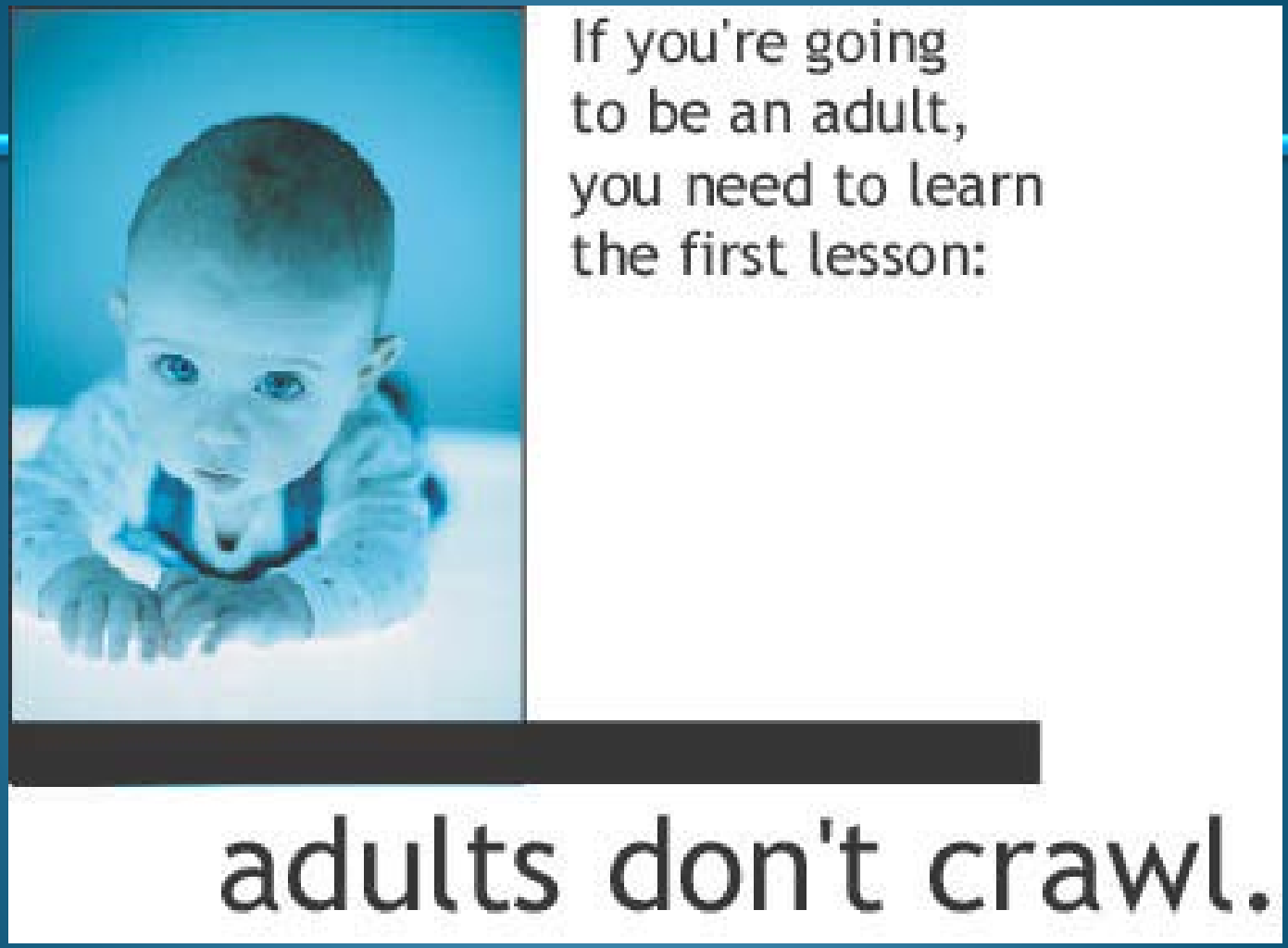
FOR MANAGERS | FOR EMPLOYEES



Web-based Server-Seller Training wins OJJDP award

The web-based server-seller training program created by NU Directions through a grant from the Nebraska Office of Highway Safety and the Liquor Control Commission was recognized by the Center for Enforcing Underage Drinking Laws "for innovation and perserverance in reducing underage drinking" at the OJJDP National Conference this past spring in Atlanta. Coalition member Fred Zwonecheck accepted the award on behalf of the coalition and the Office of Highway Safety.

INITIAL SET UP | ABOUT THE PROGRAM | PROGRAM PARTNERS



21st Birthday Card Campaign

Community Environment

Resident Roundtables Address Neighborhood Issues

Remnants of a student party in the North Bottoms neighborhood. Photo by Ed Caudill.

NU todo.com

THIS WEEK WITH FRIENDS AT HOME PLAN A PARTY

Find it. Do it.

What do you want to do? Want to hang at home? Go out with friends? Plan a party? Just click on any of the options above, and the choices are all yours. Check out what is happening this week, or do a quick search by typing in an activity or local vendor to see what is happening there.

Have an event that you want to put on-line? Click here, and let others find it and do it, too.

Keep checking back-there is always a new event, special package, or seasonal offering created just for NU students.

Help Topics

NUtodo.com

Feedback | Sponsors | Event entry

A step in unknotting the tangled tradition

Today, as we hope you've noticed, begins a five-day Daily Nebraskan series on college drinking.

The DN senior staff hatched this idea back in January, just months after a spate of alcohol-related deaths at Colorado universities and as college drinking seemed to be becoming a growing presence on our nation's radar.

What, we wondered, drives smart, well-adjusted, seemingly stable students to drink to their deaths? Who is responsible for fostering the hand-in-hand relationship between college and alcohol? And is there anything to be done about it?

We began researching and reporting in hopes of answering these questions.

What we encountered were four months of brutal education – and difficulty.

During the workweek, we'd pour ourselves into interviews, talking with a wide variety of people: greeks, alcohol researchers, bar owners and friends of students who've died from drinking. You'll hear from figures, like the

Reporting on a topic that's killed our peers, then going out and partaking in the same activities they partook in was uncomfortable.

We asked ourselves: What are we trying to do? Why advocate safe drinking choices when we ourselves can't claim to be perfect?

From the outset, we had concerns of presenting a holier-than-thou project on a subject some consider overdone and overhyped. We didn't want to sound as if we were on our high horses – better, smarter, safer than everyone else.

After all, we've made mistakes, too.

But we realized something: Even though these discussions are uncomfortable, we must continue to have them.

Because if we don't, there will be more deaths and more lives needlessly ruined.

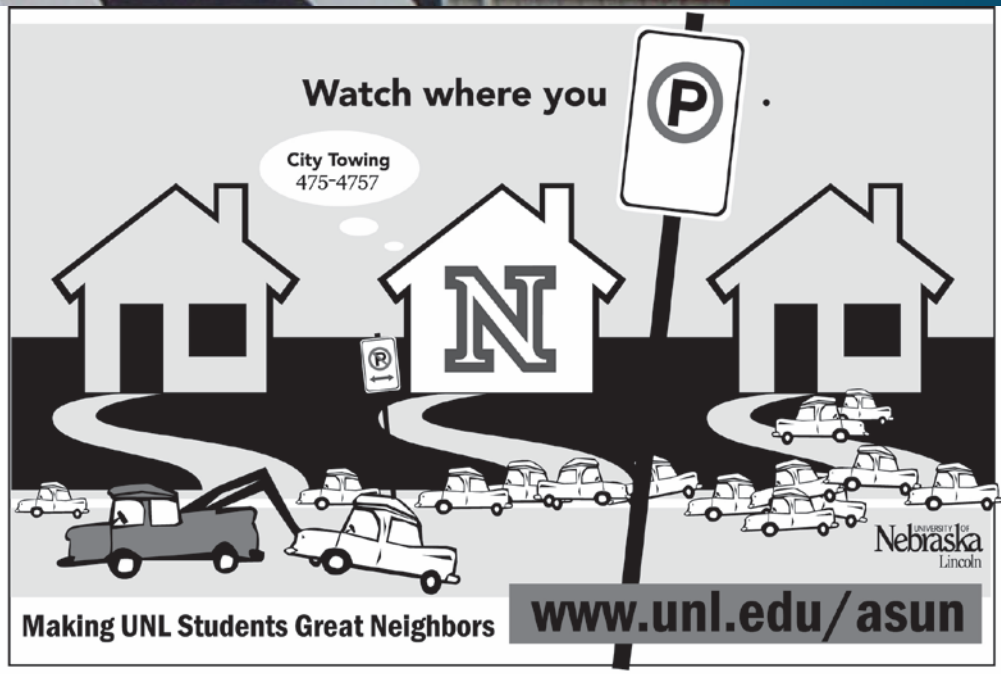
There's no quick fix, no magic wand, to cure a college culture already saturated with the presence of alcohol. We learned that quickly.

Unraveling the culture of drinking on college campuses will be a long, complicated process. But,

The student newspaper runs a 5-day feature on the problems of college drinking and features the efforts of the coalition

GETTING DRUNK AT A BAR • BIRTHDAY BAR CRAWLS • FAKE IDS
Sometimes, good times hurt great places.
Support Your Server
when they tell you that enough is enough
A Message from your local establishment & NU Directions

"Great Neighbors" campaign launched in North Bottoms neighborhood



We Agree

"College student leaders should be congratulated for working with authorities to tone down disruptive parties in Lincoln."

Lincoln Journal Star Editorial
September 2, 2006

A MESSAGE FROM THE LINCOLN COLLEGE PARTNERSHIP
A collaboration of college students, city leaders, police, landlords and neighborhood associations

INFORMATION BRIEFING

Reducing the Incidence of Alcohol-Related Harms Among College Students

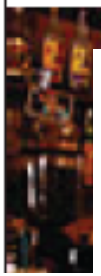
Case Study:
Samantha Spady

THE FACTS

INFORMATION BRIEFING

Responsible Beverage Service

Local Case Study:



Server intervention is a strategy designed to minimize harms associated with the consumption of alcohol. Similar to other public health harm reduction strategies (e.g., seatbelts, helmets, and airbags), server

INFORMATION BRIEFING

Alcohol Outlet Density

amount of
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lcohol outlets
ampuses),

issues of

INFORMATION BRIEFING

Controlling the Sales and Service of Alcohol to Reduce Problems in Local Communities

Facts Surrounding LB 845

What the new law **CAN** do:

1. Courts have overturned license denials

Why Control Density?

Research conducted on the impact of outlet density on alcohol problems has found that:

LEGISLATURE

Liquor bill would limit licensing

By JOEL GEHRINGER
Daily Nebraskan

Too much alcohol in too condensed an are leads to too big a problem, proponents of a bill i the Nebraska Legislature said.

The bill, LB530, would give the Nebraska Liquo Control Commission greater discretion when issu ing liquor licenses to retailers, including bars anc grocery and convenience stores.

The General Affairs Committee heard testimony from both sides of the issue Monday.

Under the current language of the law, the commission feels obligated to grant licenses to retailers who meet the minimum criteria, even if the members feel the retailer would break the law, said Liquor Control Commission Executive Director Hobert Rupe.

The bill wouldn't affect current licenses no matter how many liquor retailers are in an area, Rupe said, because they would be grandfathered in.

But, he said, the commission should be able to consider density when issuing new licenses.

"We're not seeing a problem with the number of licenses, but with the saturation," Rupe said. "When you get a number of

LIQUOR:

continued from page 1

department's daily media briefing.

"I think it will allow the liquor commission and city council to consider something that's just common sense," he said.

Casady also said the bill

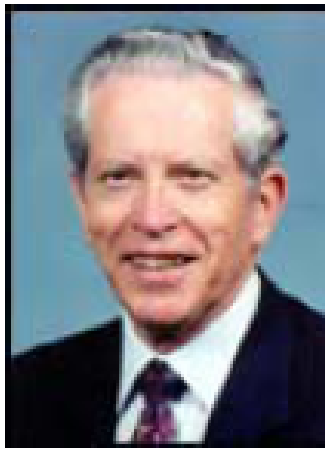
Community Environment

WITH ONE STONE

New state law provides control over density and RBST certification, completing the coalition's original 1998 strategic plan

Though the end of the 2006 Legislative Session was only hours away, Senators of the Nebraska Unicameral passed LB 845, a bill that gives new teeth to the Liquor Control Commission's ability to deny new licenses, adds outlet density as a criteria for license denial, and grants provisions and authority for the Liquor Control Commission to certify and under-

Sen. David Landis



Sen. Lowen Kruse

Key Lessons Learned

- Communication efforts must be comprehensive and complimentary to achieve intertextual resonance
- Pick your attitude change battles wisely
- Do the work of the media for them and all the coverage is yours
- Messages must be salient to audiences, not just spokespersons
- Timing matters
- Your ability to accurately assess reach/impact is critical, and many things will throw you into the bushes.

For more information

- Thomas Workman, Ph.D.
  - tworkman@air.org
  - Facebook: Tom Workman
  - Twitter: @drworkman
  - Academia.edu: http://bcm.academia.edu/thomasworkman
  - Linked In: ThomasWorkman
  - Mobile: 832-392-1224