

MEDIA CAMPAIGN TOOLKIT



This toolkit will help you understand best practices when choosing campaign messages to best fit your target audience and strategic prevention plans.

The best way to approach any behavioral health issue in your community is for community stakeholders to work together in a coordinated effort and to develop a data-driven strategic prevention plan. A media campaign can increase awareness, improve readiness to engage in the prevention efforts, and change misconceptions about an issue to increase factual norms in the community. A campaign should only be one of the strategies in your comprehensive plan in order to increase the potential of reaching the desired goals.

A campaign is an attempt to inform, persuade, or motivate behavior change in a large audience. _____

Media campaigns use media to deliver a message (TV, radio, Internet, newspaper, social media). _____

Social norms or actual norms are the behaviors or attitudes of the majority of people in a community or group. If most youth in a community don't vape, then not vaping is the "normative" behavior or the actual norm. People may regulate their behavior based on their established perceptions of what the norms are in their community. _____

Non-norms are the behaviors or attitudes of the minority of the people in a community or group. Often people misperceive behaviors and believe they are norms when, in fact, they are non-norms. *I will be seen as cool if I vape.* _____

Perceived norms are a belief about the norms of their peers. *Most teens my age vape.* Perceptions of social norms play an extremely important part in shaping behaviors. The perception of what is acceptable, majority behavior (how fast people drive, if they vape, wear a seat belt, drink and drive) plays a large role in behavioral decisions. People often misperceive the social norms of their community and peers, thinking that risky behaviors occur at a much greater frequency and with more social acceptance than how often they actually do. People tend to behave in the way they believe is most typical of and accepted by their peers. _____

Increasing the factual norms in a community can change misconceptions that drive undesired actions.

Social norms marketing campaigns use marketing techniques to change misconceptions regarding audience behavior and ultimately change behavior by communicating actual norms of the specified audiences. _____

CAUTION TIPS



When exaggerated dangers, grotesque images, false information, or distant consequences are the focus of a message, teens tend to disbelieve the message and discredit the messenger. These types of messages are not developmentally appropriate, and researchers point out that fear arousal often backfires when youth have access to contrary information and experiences.



Personal testimonies may be a powerful tool for hope when targeting treatment or recovery, but as a universal prevention strategy, it is inappropriate and not recommended due to the potential for harm. Personal testimony normalizes drug use by reinforcing the incorrect norm that “everybody uses.” Developmentally, young people see the positive attention the speaker gets, will hear that this person was able to stop using, and the prevention message backfires.



Myth-busting may be among the most commonly used means for correcting false norms across all types of communication; however, research shows that people exposed to a myth/fact presentation style are more likely to recall myths as facts. Myth-busting can actually reinforce the myth. It is much more effective to simply state the facts you want the target audience to know and then repeat them over time.

PLANNING

When implementing a media campaign, choose messages that align with actual norms, identified risk, and protective factors, and the appropriate target audience you want to reach.

BUILD CAPACITY TO SUPPORT PLANNING AND IMPLEMENTING ACTIVITIES _____

- **Creating a media work group may be helpful**
 - **Identify skills, energy, and passion within your group**
 - **Collect the data and resources needed**

IDENTIFY PRIORITIZED RISK & PROTECTIVE FACTOR(S) AND THE LOCAL CONDITION CONCERNING THOSE FACTOR(S) _____

COLLECT ADDITIONAL DATA IF NEEDED CONCERNING THE MISCONCEPTIONS AND ACTUAL NORMS TO DETERMINE THE GAP. (I.E., EXISTING DATA POINTS, SURVEYS, FOCUS GROUPS) _____

- **Identify misconceptions according to actual data points**
- **Identify factual data points to be used to grow the actual norm in your community**
- **Use credible sources only**

***DIRECT THE RIGHT MESSAGE, TO THE RIGHT PEOPLE, AT THE RIGHT TIME
AND IN THE RIGHT PLACE!***

WHEN CHOOSING APPROPRIATE MESSAGES, CONSIDER THESE QUESTIONS: _____

- What do you hope to accomplish by the campaign message?
- What do you want your audience to know, and why?
- Who is your audience?
 - Who do you want to hear the messages?
 - Who else is going to hear the message, and what will the messages say to them?
 - What are other impacts the message could have besides what you want it to have?
- Raise awareness by using factual data and not adding to the problem
 - Remember, you want to change misconceptions and increase actual norms



TURN THE MESSAGE INTO A MEDIA DESIGN

VIEW MATERIALS FROM OTHER EFFECTIVE SOURCES (MOVIES, BOOKS, MAGAZINES, AND CAMPAIGNS DIRECTED TOWARDS YOUR TARGETED AUDIENCE) FOR IDEAS ON APPROPRIATE GRAPHICS, FONTS, COLORS, MUSIC, IMAGES _____

IMAGES SHOULD BE VISUALLY APPEALING AND COMPLEMENT YOUR MESSAGE _____

- Test images with your target audience
- The message should be the central focus of every ad

- The upper left portion and writing in the largest font get the most attention
- Keep it simple
- Make it readable

SELECT APPROPRIATE AND AFFORDABLE CHANNELS FOR IMPLEMENTATION

- What platform(s) will you utilize to reach the target population?
 - Traditional media – print, radio, TV, outdoor ads
 - Social media platforms
 - Be strategic in your planning according to target audiences' medium preferences and media habits
 - Media mix – blend use to achieve target reach and frequency
- Keep in mind that people remember:
 - 10% of what they hear
 - 20% of what they read
 - 80% of what they see or do
- Be Creative! Mix media promotions – make the campaign bigger than it is.
 - Increase saturation and frequency through low or no-cost earned media
 - Contests
 - Displays
 - Events
 - Challenges
 - Partner with others
 - Free media coverage for events
 - Social Media – engage others with interaction when possible

DEVELOP AN IMPLEMENTATION PLAN AND BE SURE TO INCLUDE MONITORING AND EVALUATION

- Determine how, when, where, and for how long the campaign will run
- Who is responsible for what actions?
- How will you check for fidelity, and who will monitor the campaign?
- How will you measure the campaign's effectiveness?

MONITOR AND EVALUATE THROUGHOUT THE DURATION AND WHEN IT CONCLUDES, DOCUMENT AND ADJUST

CELEBRATE PROGRESS

PLAN FOR SUSTAINABILITY

REACH

GETTING YOUR MESSAGE REPEATEDLY OUT TO THE MAXIMUM NUMBER OF THE TARGETED AUDIENCE IS THE GOAL

$$\text{Gross impression} = \frac{\text{Number of people exposed} \times \text{frequency}}{\text{Divided by the number of people in the target population(s)}}$$

HOW TO CHOOSE THE BEST SOCIAL NETWORKS FOR YOUR CAMPAIGN MESSAGES

- Choose social networks where your target audience is the most active
 - Each platform caters to a different audience
 - Research and assess your community to find the best local fit
- Identify your resources and skills
- Create a strategy plan
 - Include who will monitor and respond to engagement
- Be as specific as possible when choosing your target audience
 - Start with one or two platforms
 - Create a posting schedule

A FEW POPULAR SOCIAL MEDIA SITES



Each social platform has unique goals. Understanding the intended purpose, functionality and available tools of each platform will help you choose the best platform for your social media campaign.

MEDIA CAMPAIGN ACTION PLAN

Coalition name:

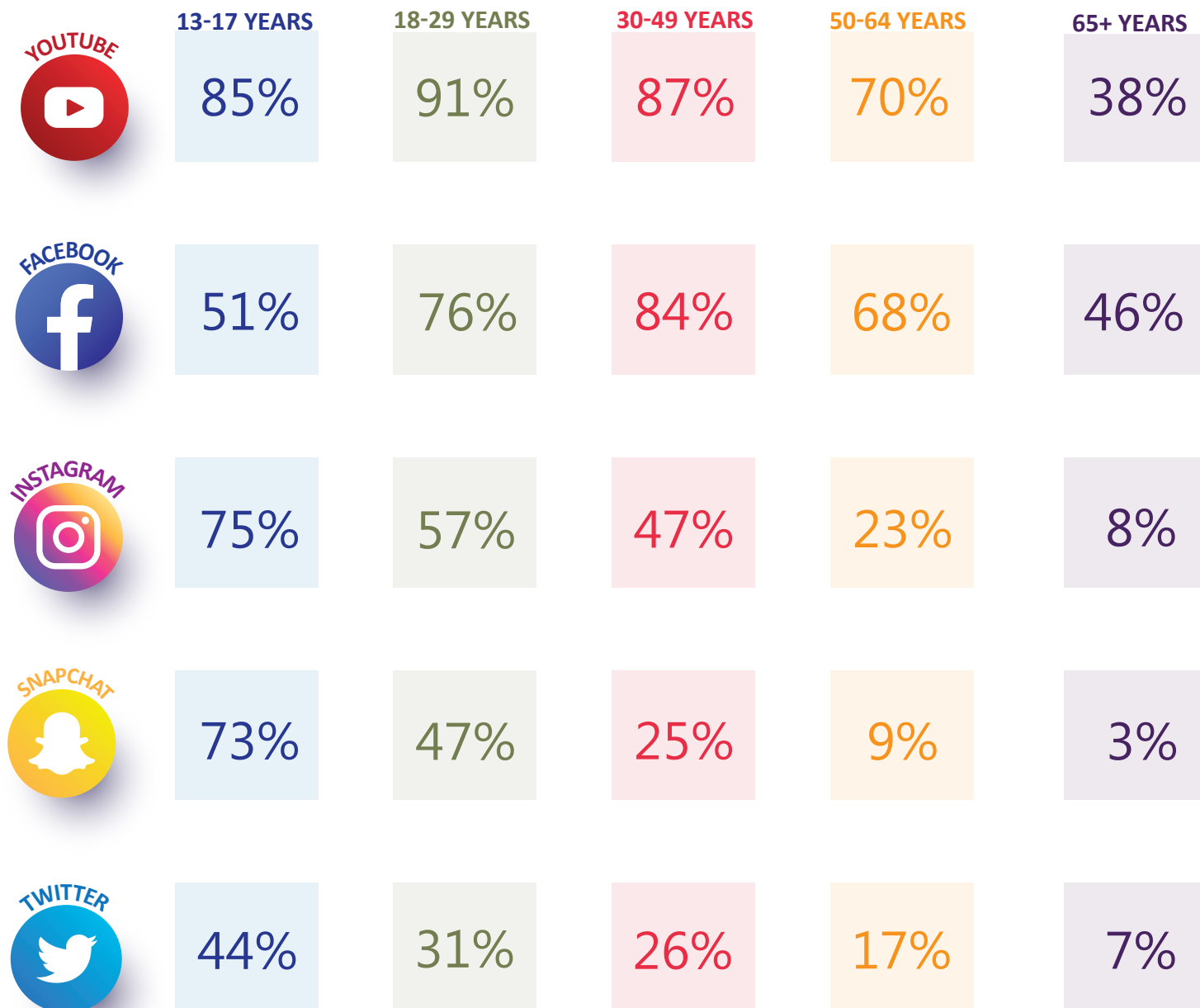
Problem area:

Risk & protective factor(s):

Message(s)	Media	Who is responsible	Dates	Resources Needed	Reach Data
Week 1					
Week 2					
Week 3					

Message	Media	Responsible	By when	Resources Needed	Reach Data
Week 4					
Week 5					
Week 6					
Week 7					

BREAKDOWN OF SOCIAL MEDIA USAGE BY AGE



[HTTPS://SPROUTSOCIAL.COM/INSIGHTS/NEW-SOCIAL-MEDIA-DEMOGRAPHICS/#FB-DEMOS](https://sproutsocial.com/insights/new-social-media-demographics/#fb-demos)



To find the toolkits and other prevention resources visit:
<http://www.kansaspreventioncollaborative.org>
<http://www.dccca.org/prevention-resources>

Or follow this link to
access this toolkit and
other helpful resources:

