

Chapter 14 Communication

Student assignments and activities designed to enhance learning and stimulate critical thinking.

1. As part of the federal Small Steps Campaign, the Ad Council created several public service announcements (PSAs) to promote obesity prevention (see <http://www.adcouncil.org/default.aspx?id=54>). View at least 2 of the PSAs in each of the 6 media outlets (for a total of 12 PSAs). What was your initial reaction upon viewing these PSAs? What was your favorite and least favorite PSA and why? What method(s) has the advertising agency used to send their message? Do you think these methods are effective in getting across the intended message? Why or why not?
2. Identify a social marketing campaign (other than the VERB campaign) that seeks to address a nutritional issue. For your campaign, answer the following questions:
 - A. When was the campaign launched? Who funds the campaign? How much money is it funded for? How long will it be funded? Who are the secondary sources of funds (if there are any)?
 - B. Who will implement the campaign? Which other organizations (if any) will the campaign partner with?
 - C. Who is the campaign's target audience? Secondary audience? Other audiences? How many people (families, communities, etc.) are expected to be reached by the campaign?
 - D. What are the campaign's vision, mission, goals and objectives.
 - E. Why was the campaign launched? Which HP 2010 objectives are addressed by the campaign?
 - F. Summarize the methods being used to implement the campaign.
 - G. Summarize the qualitative and/or quantitative research that was used in the design of the campaign.
 - H. How will the campaign be evaluated?
 - I. What provisions exist for continuation after the campaign's funding runs out?
 - J. If there are additional comments you care to make about the campaign or additional information about the campaign you would like to share, please provide it here.

Reference all the information you provide.

3. Choose a nutritional issue prevalent in your community and answer the following questions:
 - A. Using the 7 steps listed in Section 14.1.3.1 (pg 439-440), plan the approach for a social marketing campaign that will address the nutritional issue. Be sure to include a description of each step.
 - B. Based on your planning in the previous question, what channel and materials would you use for this social marketing campaign? Justify your choices.

- C. Develop a logic model for your social marketing campaign. For additional information and examples of logic models, refer to the W.K. Kellogg Foundation's Logic Model Development Guide at www.wkkf.org/Pubs/Tools/Evaluation/Pub3669.pdf.
- D. Describe how you would evaluate your social marketing campaign.

4. Answer the questions below with regard to the following scenario:

"When the Ad Council proposed a campaign that focused on "the risks associated with not breastfeeding" and included statistics from studies that have found that babies fed formula have a higher risk of developing asthma, diabetes, leukemia, and other illnesses, federal officials pulled the ads after two formula companies complained that claims made in the government's campaign were not based on solid science and that the overall approach was like a scare tactic." (from Box 14.4 Ethics Scenario)

- A. Is it acceptable to exaggerate risk and heighten fear if doing so saves more lives or at least reduces morbidity?
- B. When is it acceptable to improve the lives of people in one group at the expense of another?
- C. Does a marketing campaign respect a group's culture if it calls for fundamental change within it?

5. Breastfeeding has many health benefits. Infants who are breastfed are less likely to develop a wide range of infectious diseases or become overweight. Breastfeeding also lowers the mother's risk of breast and ovarian cancer, as well as help the mother return to her pre-pregnancy weight. While breastfeeding rates in the United States have increased over time, many states have not reached the Healthy People 2010 objectives of 75% of mothers initiating breastfeeding, 50% of mothers breastfeeding at 6 months, and 25% of mothers breastfeeding at 12 months.

- A. Write a 15, 30, and 45-second Public Service Announcement (PSA) for the radio to encourage new mothers in your community to breastfeed their children. Also, design a 60-second PSA for television. Make sure the PSAs are engaging and interesting for new mothers. Also, specify the station(s)/channel(s), time(s), and day(s) you recommend broadcasting each PSA.
- B. Write an opinion-editorial (op-ed) for your local newspaper about breastfeeding promotion. For more information about breastfeeding, see
 - 1) *Department of Health and Human Services* at <http://www.4woman.gov/Breastfeeding/index.cfm?page=home>
 - 2) *Centers for Disease Control and Prevention* at <http://www.cdc.gov/breastfeeding/index.htm>
 - 3) *La Leche League* at <http://www.lalecheleague.org/ab.html?m=1>

For information on how to write an op-ed, go to

- 1) *Physicians for a National Health Program* at http://www.pnhp.org/action/how_to_write_an_oped_and_letter_to_the_editor.php

- 2) *National Association of County and City Health Officials* at http://www.naccho.org/advocacy/MarketingPublicHealth_guide_op_ed.cfm
- 3) *Advocates for Youth* at <http://www.advocatesforyouth.org/media/oped.htm>