Increasing the Impact of Success Stories

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February 23, 2017
Objectives

- Understand how to determine your impact
- Understand how to identify your audience
- Understand how to tailor based on your audience
- Understand how to tie your audience, your topic, and your goals together for impact
What’s the impact of your program?

- Positive changes in behavior or practices
- Policy, systems, and environments changes
- Focus on the outcomes, not activities
Goal Area 3
Promoting Quitting Among Adults and Young People

Inputs
- Comprehensive functioning tobacco control infrastructure with continued support for sustainability
- Community mobilization
- Policy & regulatory action
- Disparities assessment & action planning
- Surveillance & evaluation

Activities
- Counter-marketing
- Completed media campaigns and counter-marketing activities to prompt tobacco users to quit
- Completed activities to increase access to cessation services
- Completed activities to enhance cessation linkages in communities, workplaces, and schools
- Completed activities to develop and implement comprehensive health care systems change policies for cessation
- Completed activities to increase insurance coverage for cessation
- Completed activities to implement and enforce evidence-based policies that support cessation, including smokefree laws and increasing excise tax

Outputs
- Focus on reducing tobacco-related disparities

Outcomes

Short-term
1. Increased intention to quit, perceived harm of tobacco use, and awareness of and support for cessation services
2. Increased availability and expanded coverage of comprehensive cessation services
3. Increased health care systems change to promote and support cessation
4. Increased policy and environmental changes to support quitting, strengthen smokefree laws, and increase tobacco product price
5. Reduced tobacco industry influence

Intermediate
6. Increased quit attempts and attempts using evidence-based cessation services
7. Increased cessation of all tobacco products as early in life as possible
8. Reduced tobacco-use prevalence and consumption
9. Reduced tobacco-related morbidity and mortality
10. Decreased tobacco-related disparities
SUCCESS = SIMPLE UNEXPECTED CONCRETE CREDIBLE EMOTIONAL STORIES

Why Some Ideas Survive and Others Die
MADE to STICK
Chip Heath & Dan Heath
Credible, Emotion, and Story
Before You Begin Ask:

• Who is your audience?
  • What are their goals?
  • What is the goal of the story?
• How do these two sets of goals match up?
Who is the Audience?

- Decision Makers
- Non-Tobacco Users
- Tobacco Users
The Decision Maker

- **Clear** - without jargon and acronyms
- **Connect** – use an image or analogy they can relate to
- **Compelling** – make the audience want to act
- **Concise** – simple; three or four bullet points

*(Peggy Yen, CDD)*
What Decision Makers Read

- Relevancy
- Ease of reading

(Sorian & Baugh 2002)
Non-Tobacco User

- Always show benefit
- Memorable fact/truth
- Emotional hook
- Paint a picture
- Sense of immediacy
- The ASK
The Classic Scientist’s Misplaced Belief: Virtue Earns Its Own Reward

“My data speak for themselves.”

“If I publish it, they will come.”
Tobacco User

“A good statistic is one that aids a decision or shapes an opinion. For a statistic to do either of those, it must be dragged within the everyday.”

— Chip and Dan Heath
“Economic Costs of Excessive Alcohol Consumption in the U.S., 2006” (AJPH, Nov. 2011)

Which stat did the media use?

a. $224 billion nationally
b. $746 per person
c. $1.90 per drink
Take Home Points

• “Who is your audience?”
• Their interests
• Your interests
• Alignment of interests?
• Pitfalls?
Questions?

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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.