

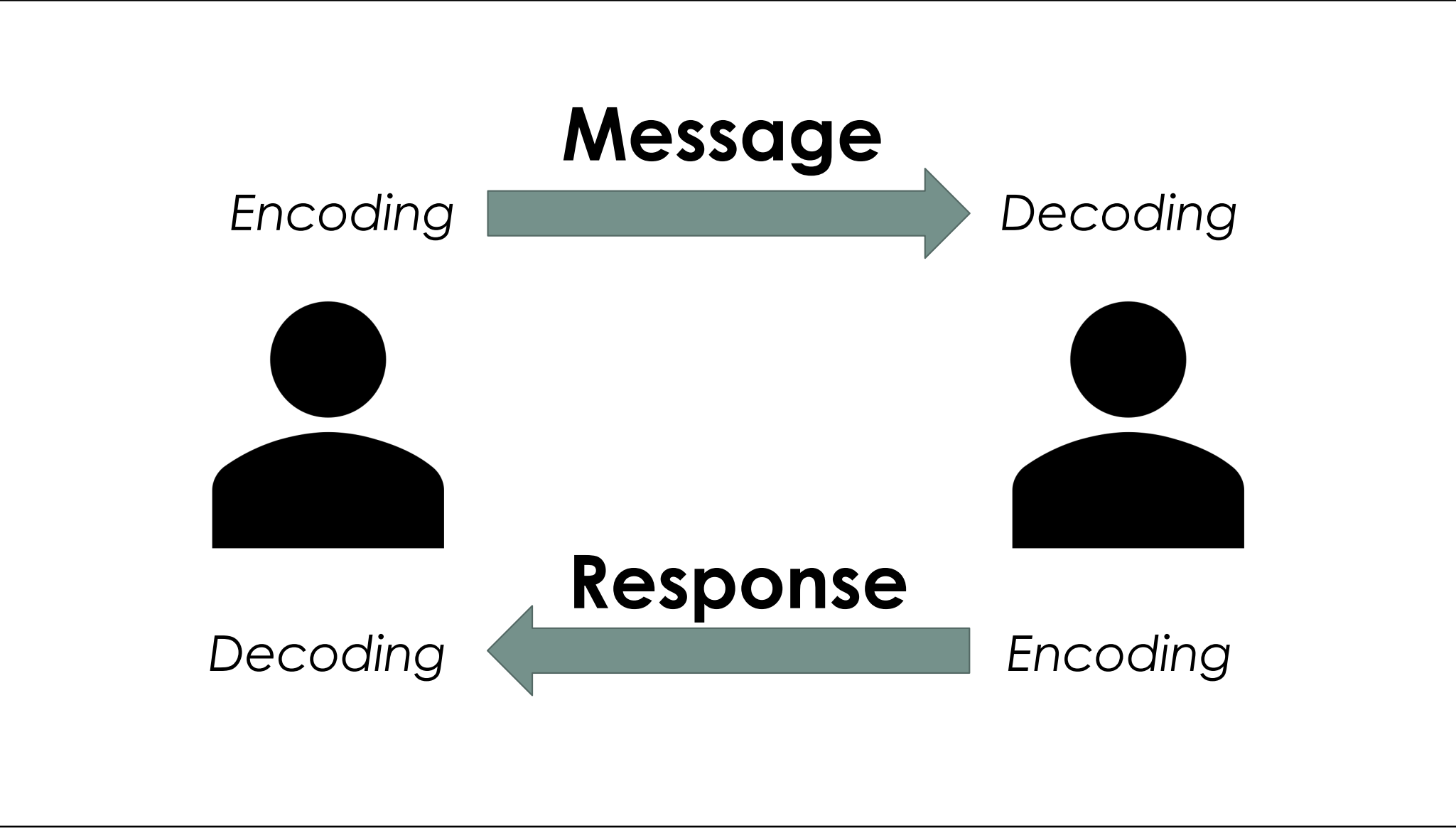
Crafting Effective and Respectful Messages

Scott Walters, PhD



**What could
these mean?**

- Teenagers make tasty snacks.
- The coach told the player he was lazy.
- The burglar threatened the student with the knife.
- She told me she saw the man with the telescope.



**I no longer love her, that's certain.
But maybe I love her.
Love is so short. Forgetting is so long.**

Pablo Neruda

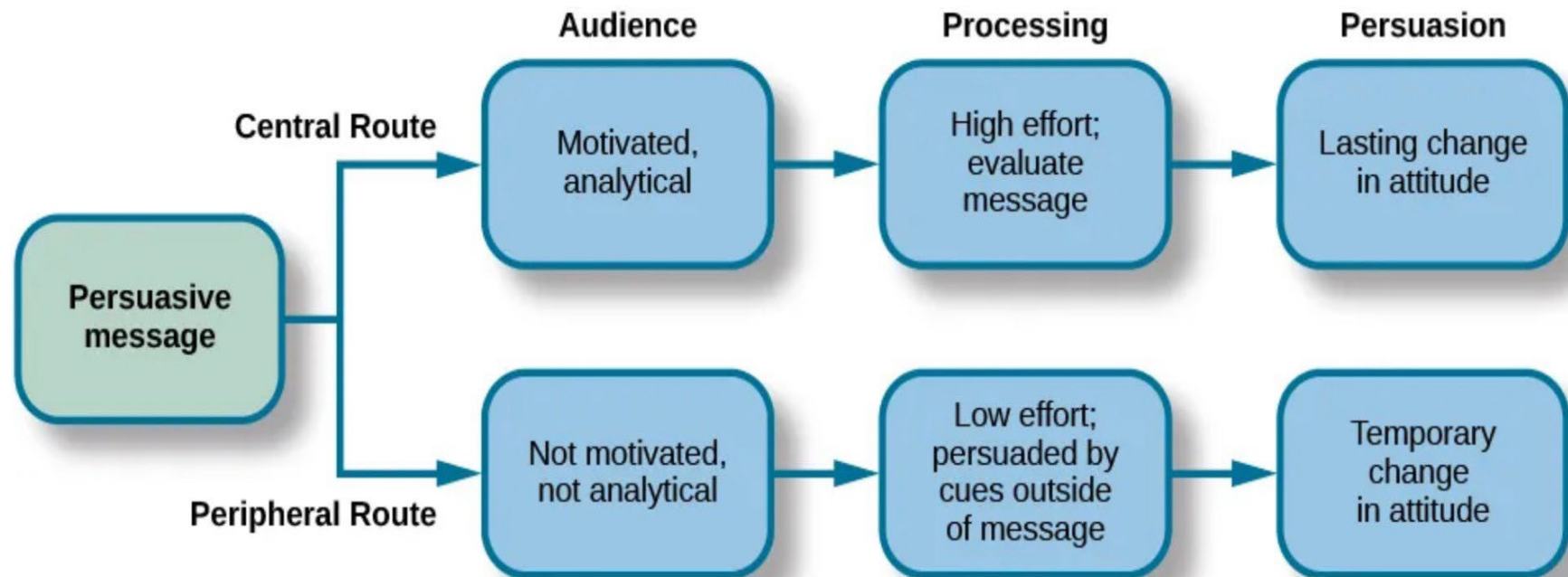
Tonight I can Write the Saddest Lines

**Lord, grant me chastity and continence,
but not yet.**

St. Augustine
Confessions

Elaboration Likelihood Model

Elaboration Likelihood Model

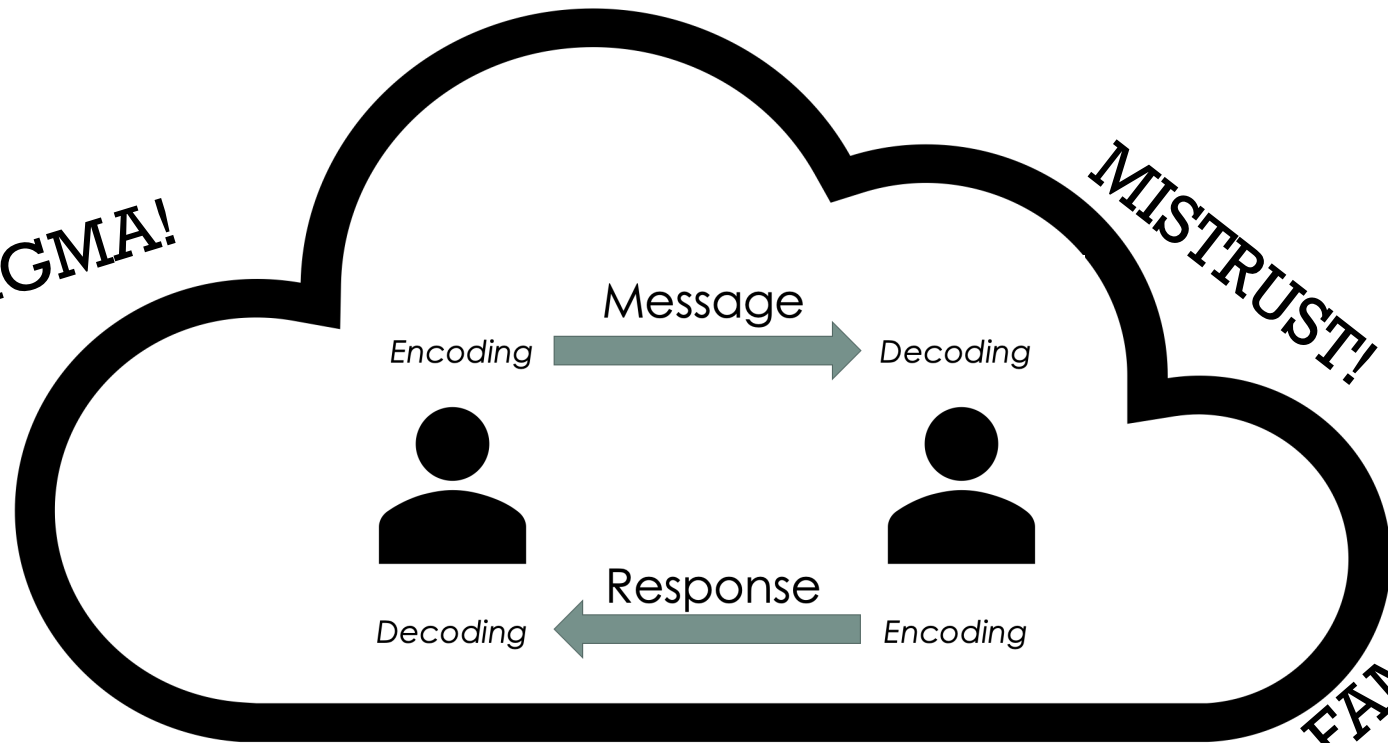
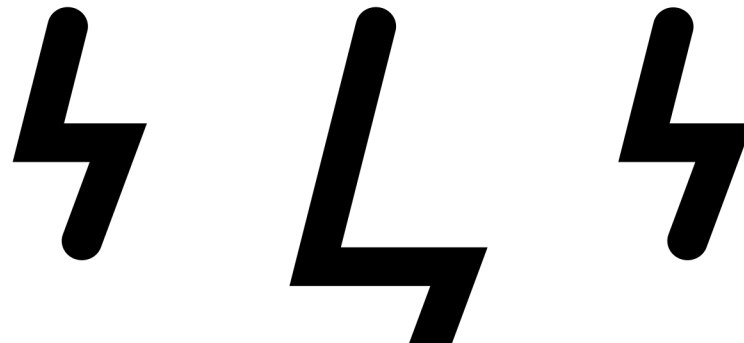


STIGMA!

MISTRUST!

**FAMILY
HISTORY!**

TRAUMA!



What does stigma look like in communication?

What Does Stigma Look Like In Communication?

Stigmatizing Terms	Respectful Alternative
<i>Addict, junkie</i>	<i>Person who uses drugs</i>
<i>Non-compliant</i>	<i>Facing barriers to care</i>
<i>Clean/dirty urine</i>	<i>Negative/positive result</i>
<i>Frequent flyer</i>	<i>Person with complex needs</i>

**I've learned that people will forget what
you said, but people will never forget
how you made them feel.**

Maya Angelou

**It's not what you said. It's how you said
it while rolling your eyes, sighing and
walking away.**

Every parent of a teenager

NO WONDER TOBACCO EXECUTIVES
HIDE BEHIND SEXY MODELS

Truth

WARNING: Their brand is
lies. Our brand is *truth*

479538 TD

OUTDOOR SYSTEMS

<https://www.thetruth.com/>



YOUR PEE CONTAINS UREA.

Thanks to tobacco companies,
so do cigarettes. Enjoy.

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Thanks to tobacco companies,
so do cigarettes. Enjoy.

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YOUR PEE CONTAINS UREA.

Thanks to tobacco companies,
so do cigarettes. Enjoy.

This document was produced by Youth for the purpose of spreading knowledge at a local level. Please only "infect" your friends, from state to state and across your hands.



A close-up photograph of a person's mouth, showing severe dental damage and lip trauma. The teeth are decayed and discolored, and the lips are swollen and bleeding. The person has blonde hair and is wearing a thin necklace.

MONTANA METH PROJECT


1-888-366-6384

YOU'LL NEVER WORRY ABOUT
LIPSTICK ON YOUR TEETH AGAIN.

METH

NOT - EVEN - ONCE.

NotEvenOnce.com



// HIV testing was a part of my routine before my relationship, and it continues to be a part of my routine now that I'm in a relationship. **//**

— Paolo

I'M DOING IT

Testing for **HIV**

#DoingIt

Testing is Fast, Free, and Confidential | cdc.gov/DoingIt



// Whether you're gay, lesbian, bisexual, transgender, or heterosexual – it doesn't matter in the black community. Everyone has a responsibility to be part of the solution to fight HIV. //


— Sharon Lettman Hicks,
CEO, National Black
Justice Coalition

**I'M
DOING
IT**

Testing for **HIV**

#DoingIt

Testing is Fast, Free, and Confidential | cdc.gov/DoingIt


A photograph of two young women with long dark hair, smiling and posing closely together outdoors. The woman on the left is wearing a green jacket over a white shirt and large yellow hoop earrings. The woman on the right is wearing a denim jacket over a grey shirt and has a colorful butterfly pin on her jacket. A purple text box is overlaid on the right side of the image.

*"I am a favorite aunt,
waitress, and artist.
I also take
methadone."*

Learn more: www.HealTogetherNY.org/Cayuga

NIH
HEAL
INITIATIVE

HEALing Communities Study
New York



"I am strength. I am hope. I am not alone. I took buprenorphine and am in recovery."

Learn more: HealTogetherNY.org/Cayuga

NIH
HEAL
INITIATIVE

HEALing Communities Study
New York

"I SAVED A LIFE."

You can too.
CARRY NALOXONE.

NIH
**HEAL
INITIATIVE**

REDUCING Opioid-Related Deaths
through Education



800-800-2110
LAMAR

Communities that HEAL Intervention

Communities that HEAL (CTH) Intervention

3 Components



Community Engagement

Diverse coalition expertise >
Enhance EBP selection,
relevance, and
implementation



The Opioid Reduction Continuum of Care Approach (ORCCA)

A menu of strategies to
support EBP
implementation



Community-Based Health Communications Campaigns

Reduce stigma, increase
awareness and adoption of
EBPs



Increase awareness and adoption of evidence-based practices to

save lives!



<https://www.youtube.com/watch?v=Dm3PkKdZcpl>

Community Stigma, Before & After

Community Stigma, Before & After

Survey Item [1 = Strongly Disagree, 7 = Strongly Agree]	Wave	N	Mean	SD	P value
Once you have an opioid addiction/opioid use disorder there is not much you can do about it.	1	1155	4.52	0.74	0.0346*
	4	447	4.43	0.82	
Most people in my community believe that it is better to offer drug treatment as an alternative to incarceration for people with opioid use disorder who are charged with non-violent crimes.	1	1152	4.83	1.51	0.0152*
	4	447	5.03	1.49	
Most people in my community think less of a person who has been in treatment for substance use.	1	1154	4.89	1.43	0.4184
	4	448	4.82	1.48	
Most people in my community believe that medications for opioid use disorder such as methadone and buprenorphine are just replacement drugs and not real treatment.	1	1149	4.52	1.44	0.5469
	4	446	4.57	1.59	

Designing Effective Messages

Define the objective

- Reduce fatal overdoses among people who misuse opioids



Choose the audience

- Group A: Actively using, 18-34
- Group B: In recovery, 35-54



Pick the right channel(s)

- Group A: Social media
- Group B: Recovery coaches, treatment centers



Tailor the messaging

- Group A: *Carry naloxone--it could save a life*
- Group B: *Naloxone is normal, not shameful*

Who is the audience?

Community Services

Harm Reduction

Recovery Services

Family & Children Services

Prevention

Health

Physicians

Public Health

Nurses

Acute Care/Emergency

Dentistry

Pharmacists

Treatment Providers

Payers/
Managed Care

Criminal Justice

Corrections

Courts

First Responders

Patients

SUD

Pregnant & Postpartum

Pain

Co-Occurring Disorders

Families/Caregivers

State, Tribal, Local, Federal

Local Government

State Government

Tribal Governments

Federal Policymakers

Priority Populations

LatinX

Justice-Involved

African American

Youth

LGBTQI+

Indigenous

Audience Segments

GEOGRAPHIC SEGMENTS

- City
- Region/State
- Climate
- Communities
- Country
- Rural, Suburban or Urban

DEMOGRAPHIC SEGMENTS

- Age
- Gender
- Race
- Language
- Income
- Education
- Occupation

PSYOGRAPHIC SEGMENTS

- Budget
- Values and Beliefs
- Pain Points
- Attitudes
- Social and Cultural Norms

BEHAVIOR SEGMENTS

- Hobbies
- Habits
- Purchasing Styles
- Social Media Practices
- Tech Device Usage
- Media Consumption

Communication Channels

Newspaper Ad

Social Media

Poster / Flyer

Palm Card

Bus Ad

Mall Ad

Printed Banner

Radio /
Television

Newsletter

Brochure

Press Release

Utility Bill Ad

Billboard

Postcard

Yard Sign

Text Messaging

News Article /
Op-Ed

Word of Mouth

Video

Website Display
Banner

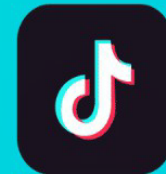
Community
Conversation

Mobile App Ad

Email Listserv

Public Service
Announcement

Social Media Platforms



Monthly Users

2.5 Billion

1 Billion

3 Billion

2 Billion

1.5 Billion

611 Million

Age

Millennials,
older adults

Millennials,
Gen X

Millennials,
Gen X, BB

Gen Z,
Millennials

Gen Z

Millennials,
Gen Z

Content

Long-form
video
tutorials,
vlogs

B2B marketing,
networking,
thought
leadership

Brand
awareness,
driving traffic,
increasing sales

Visual content,
fashion, beauty,
travel, lifestyle

Short-form
video content,
entertainment,
trends

updates,
thought
leadership

Stigma Message Testing: What To Ask

- Who is this message for?
- Could this wording feel blaming or shaming?
- Would the audience see themselves in this message?
- Does the image or tone reflect respect, dignity, and real-life context?
- Have people with lived experience reviewed this?

Messaging: Unhoused

Concept	Terms
Supportive	<i>help, safe, care, support, free, access, kit, shelter, space, community</i>
Action-Oriented	<i>get, carry, use, test, check, find, bring, call, ask, protect</i>
Reassuring	<i>no-cost, welcome, available, private, now, ready, easy, safe, open</i>
Trust-Building	<i>peer, worker, team, trusted, local, contact, mobile, here, us</i>

Messaging: Young Adults

Concept	Terms
Relatable	<i>real, friends, vibe, risk, legit, truth, stuff, test</i>
Urgent	<i>now, alert, quick, drop, fake, hit, OD, crisis, stop, check</i>
Action-Oriented	<i>share, scan, try, post, carry, save, tag, swipe, know, learn</i>
Social Media Friendly	<i>safe, alive, facts, plug, pills, blues, cap, fent, kit, tool</i>

Audience	Flyers/Poster	Social Media	Face-to-Face
People who use drugs	<i>ODs are preventable!</i>	<i>#EndOverdose #NaloxoneNow</i>	<i>Let's talk safer use.</i>
People in supportive housing	<i>Check lobby for naloxone training</i>	<i>Your housing, your health. Learn more.</i>	<i>You can grab free kits downstairs</i>
Young adults (18-25)	<i>Know what you're taking!</i>	<i>Fake pills = real risk</i>	<i>Seen fake blues? We've got info</i>
Providers/Clinicians	<i>Provider tip: universal co-prescribing</i>	<i>Training: harm reduction works</i>	<i>How are you screening for OD risk?</i>

Designing a Public Health Campaign



Examples: Komen and Movember



Who is the target audience?



How is the messaging tailored to this group?



How is the audience segmented?




What is the call to action?

Help: 1-877 GO KOMEN

Login | Register

In Your Community

About Breast Cancer

Patients & Caregivers

Researchers & Healthcare Providers

How to Help

DONATE

GIVE MONTHLY

Ending breast cancer needs

One-time

Monthly

Your gift now has 3X the impact!

\$1,000

\$500

\$300

\$140

\$100

\$50

\$ 55 USD

Komen.org uses cookies to ensure you get the best experience on our website. [Learn more](#)

Got it!

us.movember.com


Movember - Changing the face of men's health - Movember

MOVEMBER

LOG IN

Sign up

Donate



MORE

3 Of 6

IT'S TIME TO ADVOCATE FOR MEN'S HEALTH

We all have partners, fathers, brothers, sons, and buddies that we love. When these men are unwell and unsupported, we all feel it. In our families, our workplaces, and across society at large. It's why we must advocate for more public action to drive change.

GROW A MO

MOVE FOR M

Contact Us

Target Audience



- Technology professionals
- Aged between 25 to 35 years
- Working at mid-sized companies
- Active on social media
- Ambitious

VS

Persona



Technology Tom

- Has a Master's Degree in Computer Science
- Works as Tech Team Lead at a mid-sized SaaS company
- Aged 28 to 35 years
- Married. Father of one.
- Annual income: \$130,000

- Responsible for product upgrades and innovation
- Keen on learning about the latest news and industry trends
- Follows popular tech blogs and podcasts
- Spends at least an hour on LinkedIn everyday
- Part of many Facebook tech communities and groups. Active participant in GitHub communities
- Wants to be in a leadership position in the next 5 to 7 years