

Pitching Prevention:

Explaining the Importance of Prevention through Effective Messages

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Great Lakes PTTC

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January 2021

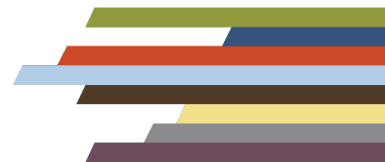
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.



Thank You for Joining Us!

A few housekeeping items:

- If you are having technical issues, please individually message Kristina Spannbauer or Stephanie Behlman in the chat section and they will be happy to assist you.
- Please put any questions for the speaker or comments in the Q & A section, also at the bottom of the screen. We will respond to questions during the presentation.
- We will be using automated transcriptions for today's webinar.

Thank You for Joining Us!

A few more housekeeping items:

- You will be directed to a link at the end of the presentation to a very short survey – we would really appreciate it if you could fill it out. It takes about 3 minutes.
- We are recording this session and it will be available on our website in a couple of weeks.
- Certificates of attendance will be sent out to all who attended the full session. They will take about 2 weeks.

A close-up, slightly angled photograph of several social media icons on a keyboard. The icons are on white, square keys with rounded corners. Visible icons include: a red Pinterest 'P' logo, a yellow Snapchat ghost logo, a blue Facebook 'f' logo, a multi-colored Instagram camera logo, and a blue Twitter bird logo. The background is a soft, out-of-focus grey.

Follow Us On Social Media!

Facebook and Twitter:

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- @GMhttc
- @GLPTTC

Look for our weekly email updates on upcoming training events.

Speaker Introductions



Erin Ficker

Jessica Goldberg



When you tell people that you **work in prevention**, what type of response do you typically receive?

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PRESENTERS



Erin Ficker

*Training and Technical Assistance
Specialist
Great Lakes PTTC*



Jessica Goldberg

*Training and Technical Assistance
Specialist
Northeast and Caribbean PTTC*

OBJECTIVES

- Describe how to use contextual information about a community to create persuasive communications
- Define three key elements of effective prevention messages
- Identify barriers to engaging new partners and strategies to overcome them

Communicating the Value of Prevention

What's the Point?

YOU SAY PREVENTION...



IN SEARCH OF UNDERSTANDING

resiliency
Proactive
decisions
Providing
promote
conditions
barriers
lives
youth
substance
Remove risky
Stop
develop
choice
people
solution
choices
skills
support
easy
program
understand
problem
Educate
misuse
help
community
wellbeing
behavior
root
information
prevent
live
change
cause
healthy
high
build
Identifying
outcomes
Reduce
healthier
Empowering
risk
strategies
good
targeted
situation
inform
lifestyles
Upstream
different
safety

COMMUNICATION GOALS

- Be better understood
- Activate the “network of energy” within your community
- Build support among key stakeholders
- Strengthen prevention work through collaboration
- Develop partners to support sustainability efforts



Communication in Context

*What we need to know to understand
(and be understood by)
our stakeholders*

WHAT MATTERS IN YOUR COMMUNITY?

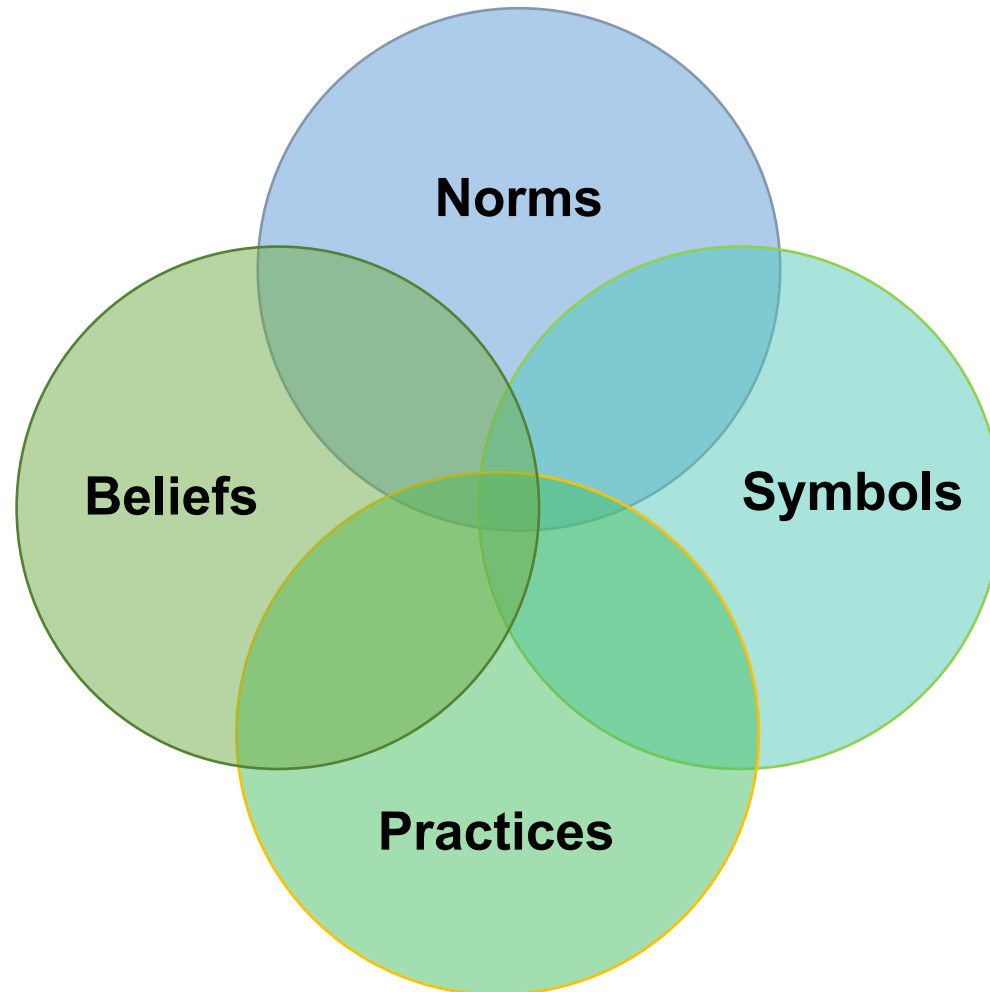


- When it comes to health and behavioral health, what's one thing that matters to people in your community?
- Is that unique to your community? To your state?

CONSIDERING INDIVIDUAL COMPLEXITY




CONSIDERING COMMUNITY CONTEXT



HOW DO YOU KNOW...

WHAT PEOPLE ARE THINKING?



"It's other parents that are the problem. They model irresponsible drinking. I try to teach my kids about safe alcohol use."

"My kids have parties in the basement sometimes. I always take their car keys so no one can get hurt."

"My organization doesn't focus on this type of stuff. What am I doing here?"

"I grew up in this town, and everyone knows everyone."

HOW DO YOU KNOW...

WHAT PEOPLE ARE THINKING?



HOW DO YOU KNOW...

WHAT PEOPLE ARE THINKING?

Gather assessment data through:

- Key informant interviews
- Focus groups
- Community forums
- Observations
- Social media posts
- News articles
- Document review
- Surveys (e.g. parent, school)



WHERE'S THE DISCONNECT?




- Current understanding of issue
- incorrect or unproductive assumptions
-

= Baseline knowledge

- + Why is this important?
 - + What explanation is needed?
 - + What can be done?
-



= An effective message

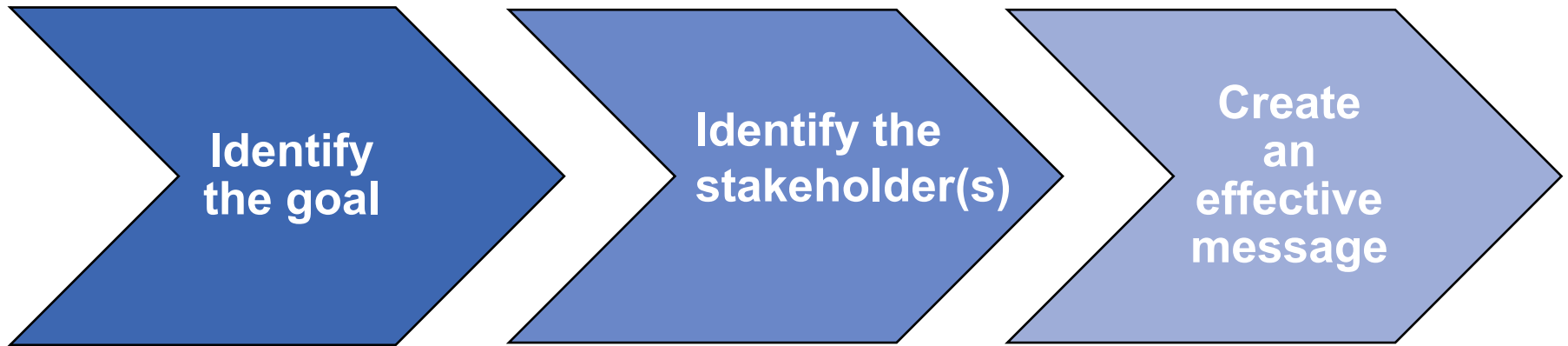


Creating Effective Prevention Messages

Essential Elements

What types of groups or organizations have you “pitched prevention” to in the past?

AS EASY AS 1, 2, 3?



1. IDENTIFY THE GOAL

What are you trying to achieve with your message?

- Enhance community readiness
- Meet project requirements
- Engage needed gatekeepers
- Locate needed skills
- Generate resources



2. IDENTIFY STAKEHOLDERS



3. CREATE AN EFFECTIVE MESSAGE



Why is this important?



Compelling reason

What other details are needed?



Explanation

What can be done?



Call to action

CREATING AN EFFECTIVE MESSAGE

Why is this important?

- To stakeholders
- To the community at large

Be careful not to make this overwhelming!

What other details are needed?

- Data to reinforce your point
- Others that are engaged in this work
- Opportunities that lie ahead

What can be done?

- Use concrete, actionable steps
- Make sure actions steps are attainable
- Access to needed information supports follow-through

LET'S BUILD A MESSAGE

- ❑ **Goal: Build support for local prevention efforts**
- ❑ **Intended Audience(s): Business leaders**
- ❑ **Compelling Reason: We are all responsible for preventing substance misuse among young people**
- ❑ **Explanation: Collaboration creates better prevention outcomes**
- ❑ **Call to Action: Chamber of Commerce youth member**

“We all have a shared responsibility to prevent young people in our community from taking their own lives. Doing so builds a stronger community and a healthier future for local businesses.”

LET'S BUILD A MESSAGE

Goal: Get other departments in your agency to co-sponsor a coalition event

Audience: People working in your organization in non-prevention-related roles



LET'S BUILD A MESSAGE

Goal: Recruit volunteers to help with the event

Audience: Coalition members





Overcoming Communication Challenges

THE AWFUL TRUTH

The single biggest problem in communication is the illusion that it has taken place.

- George Bernard Shaw



ANTICIPATING COMMUNICATION CHALLENGES

- You don't know if you are describing your prevention efforts effectively in your message
- You aren't sure that your message is received as intended
- You get a 'no' response from a prospective collaborator

TALKING ABOUT PREVENTION IS HARD!

Perfect Your “Three Ws”

- **Who** are you and who do you represent?
- **What** do you or your organization do?
- **Why** is your organization doing this work?
What need(s) are you serving?

THE THREE 'Ws'



My name is Vanessa Jones and I'm the coordinator for the Everytown Substance Abuse Coalition. Our mission is to reduce growing rates of alcohol use among the young adults in our community. These rates are particularly alarming for young adults who are in the workforce, where problem alcohol use often leads to poor job performance and onsite alcohol-related injuries

HOW DO YOU KNOW...

THAT YOUR MESSAGE IS RECEIVED?

Listen for the audience's understanding of:

- The issue
- Why it is happening
- What can be done about it
- Who is responsible



*Listen also for clues about
the recipient's beliefs,
values, and culture...*



IS THE MESSAGE RECEIVED AS INTENDED?

What is the issue?



*Peter
Preventionist*

Even in the context of an overdose crisis we need to focus on preventing youth from using substances.



*Linda
Layperson*

Kids these days don't have anything better to do than to play around and start using the alcohol and whatever else they can get their fingers on.

Why is it happening?

Youth experiment with substances when they have access to them. They might use them more often when they make them feel better.

Young people today don't have the skills to cope with stress effectively and the ones that have the least willpower turn to drugs.

IS THE MESSAGE RECEIVED AS INTENDED?



*Peter
Preventionist*

What can be done to address it?

By making prevention a priority in our communities, we can reduce access to substances like alcohol and marijuana and provide better support to our youth.



*Linda
Layperson*

Parents should pay more attention to what their children are doing.

Who is responsible?

Everyone in our community has a role to play in preventing youth substance use and helping to ensure our youth all reach their full potential.

It's the parents and grandparents that need to make sure kids are safe and thrive in school, and stay away from drugs.

- What was Linda's understanding of the issue and why it is happening?
- What did she think could be done about it?
- Who was responsible?
- What clues did you hear about Linda's beliefs, values and culture?

YOU GET A 'NO'...

- Make your goal continuing the conversation.
- Take the time to process the conversation and identify commonalities.
- Follow-up with the stakeholder to discuss those commonalities.
- Expect that it may take several attempts before you receive a positive response to your call to action.



RECAP

When crafting prevention messages:

- Assess the audience or community's understanding of the issue and determine where the disconnects are
- Craft messages that provide:
 - ✓ A compelling reason to care about the issue
 - ✓ An explanation to address gaps in understanding
 - ✓ A clear call to action
- Anticipate and prepare for challenges

QUESTIONS?



CONTACT INFORMATION

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