

	<h2>Coordinating Intervention Development</h2>
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	<h2>Blueprint</h2> 
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	<h2>Intervention Development</h2>
	<ul style="list-style-type: none"> • Selecting members & assigning roles for your planning team • Writing specific, measurable objectives for each intervention activity • Writing a program plan, including budget & timeline, for each intervention • Pretesting, pilot testing & revising, if necessary • Summarizing your program plan & review factors that can affect it • Confirm plans with stakeholders

	<h2>Step 1: Assemble a Planning Team</h2>
	<ul style="list-style-type: none"> • The team is responsible for turning specific strategies into messages, products, and materials <ul style="list-style-type: none"> - Original Stakeholders - Others with specific skills • Need to "stay on strategy"

	<h2>Step 2: Objectives for each Activity</h2>
	<ul style="list-style-type: none"> • Translate goals from Phase 3 (Strategy) into specific, measurable achievable, and time-specific (SMART) objectives • Goals <ul style="list-style-type: none"> - Short term - Intermediate - Long term

	<h2>Step 3: Program Plan for Each Intervention</h2>
	<ul style="list-style-type: none"> • Program interventions will depend on your Marketing Strategy <ul style="list-style-type: none"> • Product • Service • Policy • Communication - Be realistic on how long the activity will take to develop - Be realistic about budget

Step 4: Pretesting

At Each Stage

- Concepts
- Partially completed materials
- Revised products
- Final products

Steps

1. Determine objectives
2. Plan methodology
3. Pretest
4. Revise, pretest, revise...

Determine Objectives

1

- Comprehension
- Attention-Getting
- Relevancy
- Believability
- Persuasiveness
- Untoward effects

Plan Methods

2

- Develop questions
- Select collection techniques
 - Groups
 - Individuals
- Determine sampling scheme

Pretesting Questions

2

- See Pretesting Questions Handout
- Select appropriate questions from categories that correspond to your pretesting objectives.

	Comprehension
2	<ul style="list-style-type: none"> • What do you think this brochure/poster is telling you to do? • What is the main idea it is trying to get across? What will you get if you do that? • What does it tell people will happen if you do that?

	Attention-Getting
2	<ul style="list-style-type: none"> • What first caught your eye? • Once seeing this did you want to continue reading? • Do you recall seeing this poster/brochure?

	Attractiveness
2	<ul style="list-style-type: none"> • What do you think about the pictures? • What do you like/dislike about the way the material looks? • What could be done to make the material more interesting?

	Relevancy
2	<ul style="list-style-type: none"> • Who do you think this brochure/poster is speaking to? • What type of people should read this? • What makes you think the message is/is not made for them?

	Believability
2	<ul style="list-style-type: none"> • Who do you think wrote this material? • How do you feel about who wrote it? • How do you feel about the person on the cover?

	Credibility
2	<ul style="list-style-type: none"> • Who wrote this brochure? • How do you feel about who wrote it?

	Acceptability
2	<ul style="list-style-type: none"> • Is there anything about the material you find offensive? • Is there anything about the material that you find annoying?

	Persuasiveness
2	<ul style="list-style-type: none"> • What does the poster/brochure make you want to do? • How likely are you to do that? • What makes you want to take the recommended action? • What could convince you to take the recommended action?

	Usefulness
2	<ul style="list-style-type: none"> • What information did you already know? • What new information did you learn? • Do you think we should spend our money to print this material?

	Sampling Schemes
2	<ul style="list-style-type: none"> • Source of subjects • Recruitment strategy <ul style="list-style-type: none"> – Eligibility requirements – Incentives – Script

	Data Collection
2	<ul style="list-style-type: none"> • Individual interviews <ul style="list-style-type: none"> ▪ Cheaper and easier to set up ▪ Provides in-depth understanding • Groups <ul style="list-style-type: none"> ▪ Watch interaction ▪ May add to groups in formative phase

	Next Steps
2	<ul style="list-style-type: none"> • Identify communication objectives • Select or write question(s) for each objective • Select data collection method • Decide how can recruit sample

Steps Reviewed	
	<ol style="list-style-type: none"> 1. Determine objectives 2. Plan methodology 3. Pretest 4. Revise, pretest, revise...

Setting the Stage for Pretesting Exercise	

Concept Development/ Testing	
	<ul style="list-style-type: none"> • Share formative research data and social marketing plan with creative team • Develop concept and prototype materials • Ask for two or more concepts so people can compare

Purpose	
	<p>Create a SM program that merges the issues of reducing tobacco and alcohol initiation and use in a common set of community-based interventions that target multiple audience segments with common message themes.</p>

Overview	
	<p>There are significant common determinants for smoking and drinking habituation among primary audience. These factors allow for a merged communication approach to allow for more efficient use of communications approaches and resources.</p>

Audience	
	<p><u>Primary Audience:</u> Middle school youth</p> <p><u>Secondary Audiences:</u> Parents, K-5th grade youth, 9th to 12th grade youth, community decision makers/influencers</p>

<i>Behavioral Recommendations</i>	
	<p>Do not initiate habitual smoking and drinking</p> <p>Establish alternate coping behaviors to substitute for habitual smoking & drinking</p>

<i>Benefits to Promote</i>	
	<p>Improved health</p> <p>Parental (dis)approval</p>

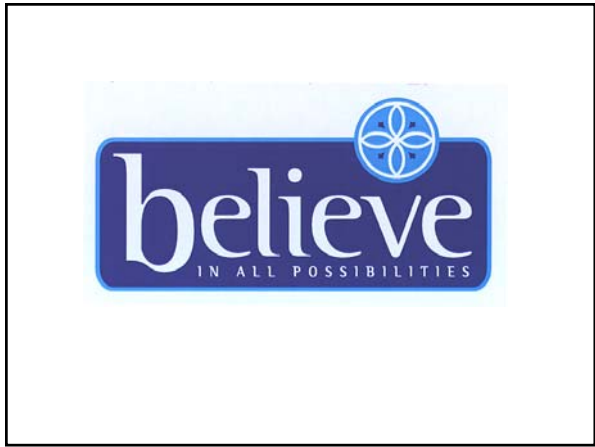
<i>Costs to Lower</i>	
	<ul style="list-style-type: none"> ✓ Loss of driver's license ✓ Getting caught smoking or drinking ✓ Social distance ✓ Looking stupid ✓ Unpleasant taste ✓ Injury or death to self or others

<i>Spokespersons</i>	
	<p>Primary Audience: DARE Resource Officers, Older youth, teachers, school counselors</p> <p>Secondary Audiences: 5th graders: Parents 9th- 12th graders: Peers Parents: Other parents who have experienced problems with children</p>

<i>Message</i>	
	<p>The ability of our community to maintain the health of our youth is limitless.</p>

<i>Test All of the Following</i>	
	<ul style="list-style-type: none"> • Comprehension & meaning • Attention-getting • Attractiveness • Relevancy • Believability • Credibility • Acceptability • Persuasiveness • Usefulness • Use consumer research to revise

GROUP
EXERCISE



Feedback

A collage of four logos arranged in a 2x2 grid. The top-left logo is 'STAND' (UP | OUT | TOGETHER), the top-right is 'TAKE CHARGE SARASOTA' (IT'S EVERYONES JOB), the bottom-left is 'believe' (IN ALL POSSIBILITIES), and the bottom-right is 'TRUST' (it carries us through the day).

Case Study: Concept Development & Testing: REVISE



Final.....



<http://www.believe-in-all-your-possibilities.org/>

Believe in All Your Possibilities

- **Believe in All Your Possibilities** prompts youth, parents, and communities to have confidence in young people's ability to succeed.
- **For youth**, the **Believe** reinforces their sense of self worth. It says, "Believe in yourself and your ability to create a fulfilling future. Even if you are having a tough time now, you can make wise decisions that will enable you to realize your potential. It says, "A bright future can lie ahead and you can take charge of your future."
- **For parents**, **Believe** offers a sense of confidence in their ability to do what is best for their children. It reminds them that they have a powerful influence on their children, even in the face of strong disagreement. It says, "Believe in your children and the potential you have for helping them to create a fulfilling life."
- **For community members**, **Believe** reminds them of the power of working together to make Sarasota County a better place for youth to grow up. **Believe** is a reminder of the important role a community plays in helping youth realize their potential and in encouraging them to believe in themselves.

Pre Testing Summary

- Social Marketing Plan
 - Data Driven
 - Systematic
 - Comprehensive
 - Based on 4 P's

Pretest

3

- Focus on key elements
 - Not a popularity contest
 - Don't count
 - Search for insights

Common Mistakes

3

- Substitute staff
- Don't sample for variation
- Overlook what is not said

Revise and Re-test	
4	<ul style="list-style-type: none"> • Two or more rounds • Sufficient redundancy • Pretest with all audiences

Measures of Success	
4	<ul style="list-style-type: none"> • Understand the message • Believe the promise • Think the messages for them • Are not confused or offended • Are motivated to act



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