

Evaluating the Effectiveness of Public Health Communications Campaigns – Part I

Are our communications campaigns effective?



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Background

NACCHO, working with partners ASTHO and NPHIC, identified activities designed to help strengthen the U.S. public health system by providing communications technical- and capacity-building assistance. The responses on NACCHO's needs assessment indicated that communications training was a preference among LHD PIOs. This webinar series is designed for a range of levels, and our hope is that everyone can take something valuable away from each.

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THE INTERSECTION OF ADVOCACY,
POLICY AND COMMUNICATIONS

Objectives

By the end of the two webinars, we hope you will be able to:

- Create a communications campaign that, from the outset, provides you with a plan to measure its success
- Know the range of tools that can be used in a communications campaign
- Understand how to analyze the reach and effectiveness of your communications, and know the different tools that are available for you to measure the impacts, and what information can be gathered from each
- Ensure you are using the analysis of current campaigns to inform future campaigns and grow your chances for success

Why Evaluation is Important

While we are focusing on evaluation – which draws outcomes from reviewing a completed campaign – it is also critical that you monitor your campaign throughout implementation so you can adapt your tactics and strategy as needed and get to better outcomes in the evaluation stage.

- To apply what works and what doesn't work to future campaigns
- To showcase your campaign's accomplishments
- Shows you are focused on results and conscious of cost and time savings
- Provides accountability and transparency
- Demonstrates evidence of effectiveness
- Captures institutional memory



Creating a Successful Communications Campaign Plan

- While there are a lot of factors to consider as you put together a communications plan for your campaign, there are a series of questions you should ask/consider that will inform your ability to evaluate the effectiveness of the campaign.
- The answers to the list of questions will both allow you to choose the best tools for reaching your goal and allow you to evaluate your success.

Things to Know Before You Launch Your Communications Campaign

- **What is the ultimate goal of the campaign?**
 - Is there a behavioral change you want to occur?
 - What percentage of your audience do you expect to impact?
- **What is the message you want to get across?**
- **What is the purpose of the specific communication?**
 - Education? Action? Behavioral change? Data collection?
- **Who is your audience?**
 - Who do you want to take an action?
 - What is the audience's demographics?

Things to Know Before You Launch Your Communications Campaign

- **Who are other stakeholders?**
- **How do each of your audiences consume information?**
- **What is the timing of when the audience needs to get the information?**
- **Who is the best messenger?**
 - Who will most effectively reach your targeted audience?

Components of an Effective Communications Campaign

- **Think about your communications campaign holistically and remember all the tools in your toolbox:**
 - Written communications, including social media posts, email distributions, postcards, palm cards
 - Earned media, including press events, press releases, op-eds, letters to the editor
 - Paid media, such as TV/radio/online
- * Factor each tactic into your evaluation plan *

Components of an Effective Communications Campaign

Other factors to consider, depending on the goals of your campaign:

- Public vs. private communications
- Targeted vs. broader audience
- Use of traditional vs. social media

Measuring Outcome Effectiveness

To determine your communications campaign's effectiveness, you want to measure the effects and changes that resulted from the campaign – the outcomes in the target audiences that came about as a result of campaign strategies and activities.

Evaluating Your Campaign's Effectiveness

- **Select your audience for evaluation**
 - Determine if same as the campaign's target audience
- **Determine who will be the evaluator**
 - Outside consultant/Staff member/Board member/Partner
- **Collect baseline information before the campaign begins**
- **Determine your questions**
- **Select your techniques to measure/quantify effectiveness**

Tie Your Evaluation to Your Campaign's Goals

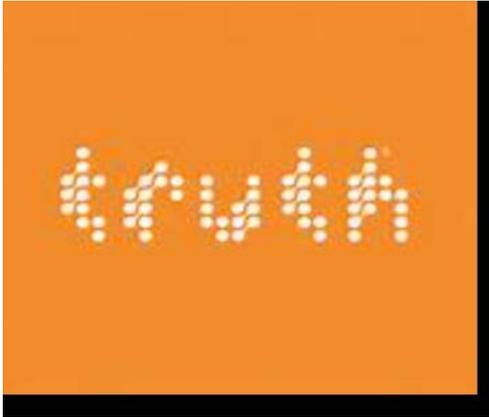
Remember the planning questions...	Use them to measure your success...
What is the ultimate goal of the campaign?	What changes did people make because of the communications?
What is the message you want to get across?	What did your audience learn from the communications?
What is the purpose of the specific communication? (e.g. education? action? data collection?)	How many people acted? What did they do?
Who is your audience?	Who knows about the campaign? Who took an action?
Who are other stakeholders?	Who shared the information you provided?
How do each of your audiences consume information?	Where did the people learn the information?
What is the timing of when the audience needs to get the information?	How long after they received the information did people take an action?
Who is the best messenger?	Who did people listen to?

Tools for Collecting Data



<p>Interviews:</p> <p>Asking open-ended questions to targeted audience members/stakeholders</p>
<p>Focus Groups:</p> <p>Facilitating a discussion among key audience members</p>
<p>Surveys:</p> <p>Conducting an online survey of multiple-choice questions to potential targets, audience members, stakeholders</p>

Lessons Learned: TRUTH Campaign



EVALUATION OF OUTCOMES:

Conducts Truth Initiative Young Adult Cohort, a longitudinal survey of 18-34 year olds, studying the trajectory of tobacco use

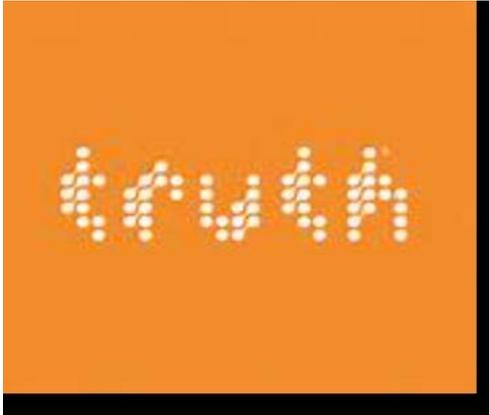
truth, one of the largest and most successful youth smoking prevention campaigns in history, uses a variety of platforms to expose the facts about the health and social consequences of tobacco use and the marketing tactics of the tobacco industry. Truth Initiative is committed to evaluating the effectiveness of its work and conducts rigorous and ongoing measurement to monitor the impact of its public education efforts. In 2015-16, an estimated 301,390 youth and young adults did not become smokers because of the truth campaign.

[Source: International Journal of Environmental Research and Public Health, 12/17]

TARGET AUDIENCE:
15-24 year olds

Data demonstrate advertising awareness of 78% among 15-24 year olds and brand awareness of 77% among 18-24 year olds.

Lessons Learned: TRUTH Campaign



truth campaign found that the use of humor in e-mails increased the odds of response to the survey by 23 percent compared to standard e-mail follow-up.

An in-depth knowledge of the target audience helps campaign developers craft the message and its delivery to maximize its effect.

Maintaining the ability to reach a young audience means constantly evolving and adapting.

Recap/Next Steps

- **Key Points:**

- Evaluation should not be an afterthought.
- Set clear goals and outcomes to measure, with baseline pre-campaign data.

- **Next Steps:**

- Join Part II of this webinar on June 13th at 2:00pm ET

Q & A



NACCHO Communications Webinar Series - Two More Hour-Long Sessions!

June 13 at 2:00pm ET

Evaluating the Effectiveness of
Public Health Communications
Campaigns, Part II

June 18 at 3:30pm ET

Tools for Telling Your
Public Health Story