Message Review Tool: Communicating the Canada’s Low-Risk Drinking Guidelines

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March 2013
Learning objectives:

By the end of this session, you will be able to:

1. Explain the purpose of each criterion of the Message Review Tool
2. Identify how these criteria can be applied to your messaging activities
3. Know how to access our health communication planning products and services to support your campaign planning
Canada’s Low-Risk Alcohol Drinking Guidelines

Guideline 1: your limits

Guideline 2: special occasions

Guideline 3: when zero’s the limit

Guideline 4: pregnant? Zero is safest

Guideline 5: delaying your drinking
What is a standard drink?

For these guidelines, “a drink” means:

- 341 ml (12 oz.) glass of 5% alcohol content (beer, cider or cooler)
- 142 ml (5 oz.) glass of wine with 12% alcohol content
- 43 ml (1.5 oz.) serving of 40% distilled alcohol content (rye, gin, rum, etc.)
Four areas for action

1. Health promotion, prevention and education
2. Health impacts and treatment
3. Availability of alcohol
4. Safer communities
Effectiveness of approaches to communicate alcohol-related health messaging

Objectives:

• “Identify effective social marketing and health communication strategies for the public dissemination of alcohol-related health messaging”

• “Discuss implications for specific populations and specific settings”

• Evidence-based
12 steps to developing a health communication campaign
12 steps to developing a health communication campaign

1. Project management
2. Health promotion strategy
3. Audience analysis
4. Communication inventory
5. Communication objectives
6. Channels and vehicles
7. Combining and sequencing
8. Message strategy
9. Identity development
10. Production of materials
11. Implementation
12. Evaluation
Step eight: develop the message strategy
Health communication message review criteria

<table>
<thead>
<tr>
<th></th>
<th>Great</th>
<th>Good</th>
<th>Fair</th>
<th>Fail</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>The message will get and maintain the attention of the audience.</td>
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<tr>
<td>2</td>
<td>The strongest points are given at the beginning of the message.</td>
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<td>3</td>
<td>The message is clear (i.e., it should be easy for the audience to point out the actions you are asking them to take (Now what), the incentives or reasons for taking those actions (So what) as well as the evidence for the incentives and any background information or definitions (What)).</td>
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<td>4</td>
<td>The action you are asking the audience to take is reasonably easy.</td>
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<td>5</td>
<td>The message uses incentives effectively (more than one type of incentive is used, the audience cares about the incentives presented and the audience thinks the incentives are serious and likely).</td>
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<td>6</td>
<td>Good evidence for threats and benefits is provided.</td>
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<td>7</td>
<td>The messenger is seen as a credible source of information.</td>
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<td>8</td>
<td>Messages are believable.</td>
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<td>9</td>
<td>The message uses an appropriate tone for the audience (for example, funny, cheery, serious, dramatic).</td>
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<td>10</td>
<td>The message uses an appeal that is appropriate for the audience (i.e., rational or emotional). If fear appeals are used, the audience is provided with an easy solution.</td>
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<td>11</td>
<td>The message will not harm or be offensive to people who see it. This includes avoiding ‘victim blaming’.</td>
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<td>12</td>
<td>Identity is displayed throughout.</td>
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Final recommendation

- [ ] Use
- [ ] Lose
- [ ] Adapt
Message review tool

• It is a checklist to develop persuasive health communication messages
• Based on McGuire’s hierarchy theory\(^3\)
• Used in conjunction with audience analysis, message pre-testing and campaign evaluation
Criterion 1: the message must get and maintain attention

- If you don’t capture and maintain attention, you cannot be effective!
- Different techniques will capture different audiences – messages must always be tested.
Health communication materials should be:

- Attractive
- Interesting
- Entertaining
- Stimulating
Ways to capture attention

• Consider using
  • Parody
  • Suspense
  • Word play
  • Sensuality
  • Humour
  • Vivid visuals
  • Striking statements
  • Lively language
  • Fascinating facts
  • Memorable slogans

• Use high-quality creative (text, graphics, visuals)
HOW MANY TIMES A WEEK?

The research is unequivocal: women should limit their alcohol intake to 2 drinks a day and 10 a week. For men, the limit is 3 drinks a day and 16 a week. You just have to know how to count.

Find out more at www.educalcool.qc.ca/2810

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Holiday weight gain? It must be the cookies!

Posted on December 18, 2012 by Kim D, RN

Christmas, according to the song, is the most wonderful time of the year. And when friends and family are visiting, offering a beverage of some kind is tradition. A bottle of wine is a typical hostess gift, especially when you don’t know what else to grab or what they might like.

When it comes to gaining weight over the holidays, I always thought it was the extra cookie or helping of sweet potato to blame (though I am certain they don’t help). But I’m starting to think it might actually be the extra alcohol and mixes that make my pants feel tight at the end of the season.

2 glasses of red wine = ~140 calories (or more, if your glass is filled quite generously!)
1 standard beer = ~148 calories (but who has just one?)
1 Rum and Coke = ~240 calories (and that’s with 1.5 oz. rum, not the homemade version!)
1 Pina Colada (or anything with a creamy base like eggnog) = don’t ask (300-
Criterion 2: put strongest points at beginning of message

- Position most critical information early in the message
- Audiences who lose interest or become distracted will still process key points
BOIRE 18 CAFÉS NE FAIT AUCUN EFFET

Le seul truc pour diminuer les effets de l'alcool, c'est le temps. Pour profiter pleinement des festivités, buvez modérément. JOYEUSES FÊTES!

La modération a bien meilleur goût. Éduc alcool
 Criterion 3: the message must be clear

Can the audience identify the main message points?

• What
• So what
• Now what
Elements that can help or hinder clarity

- Language and reading level
- Pace/speed
- Amount of content
- Statistics
- Background (text, graphics, music, etc.)
- Repetition
AND THERE’S NO SANTA CLAUS, EITHER.

Moderation is always in good taste. Educ alcool

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Drinking Mirror App

Is alcohol ageing you? Deeper wrinkles, red cheeks and weight gain... some of the visible effects of regularly drinking too much are not a pretty sight.

Download the FREE Drinking Mirror Android and iPhone Apps below and see how dropping a glass size could help you look fabulous.

Alternatively you can use our web version here

And if you’re feeling especially brave why not share your mirror reflections on Facebook!

Women shouldn’t regularly drink more than 2-3 units a day and men, 3-4. Aim to have at least two alcohol-free days a week.

http://www.drinksmarter.org/handy-tools/drinking-mirror-app
We’re looking at ways to get people talking and thinking about the way we’re drinking. We’re looking at a new Nova Scotia where a change in culture will mean a place where you feel comfortable and confident saying no to one more and a time “when a drink is a drink… and company is the pleasure.”

Thank you to ALAC for the creative license to reproduce their original PSA. Thank you to our local celebrities for giving generously of their time. Thank you to the South Shore, South West and Annapolis Valley Health District and the Nova Scotia Department of Health Promotion and Protection for your support.

www.changingtheculture.ns.ca
LOW RISK DRINKING GUIDELINES

Understanding Canada's Low-Risk Alcohol Drinking Guidelines

http://www.youtube.com/watch?v=NbpdMFE-AIE&feature=player_embedded
Criterion 4: the action you are requesting is reasonably easy

• A positive behaviour may require too great a sacrifice
• Breaking the behaviour into small, easy steps may help
• Witte's Extended Parallel Process Model (EPPM) explains how and why different types of appeals for action may or may not work
Target behaviours can be arranged along a continuum according to:

- Degree of time
- Effort
- Money
- Psychological costs
- Social costs
Audiences need a reason to change their behaviour
THE KEY TO A
TRULY GREAT PARTY!

www.operationnezrouge.com
www.educalcool.qc.ca

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Criterion 5:
make effective use of incentives

• Asking is not enough
• Audiences need to know: Why? Why now? So what?
• Is the problem severe? Am I susceptible? (Kim Witte, EPPM)\textsuperscript{4}
Different kinds of incentives:

- Physical
- Economic
- Psychological
- Moral-legal
- Social
UGH-LEE

IS THIS THE CLUB YOU WANT TO JOIN?

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Santé publique Ontario

PARTNERS FOR HEALTH

PARTENAIRES POUR LA SANTÉ

Moderate... and with it.

The moderation generation.

Moderation is always in good taste.

Moderate... and still hip.

The moderation generation.

Moderation is always in good taste.

Moderate... and loving it.

The moderation generation.

Is always in good taste.

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Criterion 6: provide good evidence for threats and benefits

- Provide credible evidence that threats/benefits are real and likely and that what you recommend will alleviate those threats (i.e., response efficacy)
SORRY - PLEASE TRY AGAIN!
YOU'VE JUST BLOWN YOUR FIRST IMPRESSION.
Criterion 7: the messenger must be a credible source

- The messenger is the person who delivers information, demonstrates behaviour or provides a testimonial.

- The messenger helps:
  - Attract attention
  - Personalize, by modeling actions and consequences
  - Make messages memorable
Categories of messengers

• **Celebrity**
  Famous athlete or entertainer

• **Public official**
  Government leader or agency director

• **Expert specialist**
  Doctor or researcher

• **Organization leader**
  Hospital administrator or executive
Categories of messengers\(^5\)
(continued)

- **Professional performer**
  Standard spokesperson, attractive model, or character actor

- **Ordinary real person**
  Blue-collar man or middle-class woman

- **Specially experienced person**
  Victim, survivor, or successful role model

- **Unique character**
  Animated, anthropomorphic, or costumed
YOU ARE MY BEST FRIEND!

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Criterion 8: messages must be believable

- Messages must be realistic
- They should not make extreme claims or use extreme examples
- Avoid highly dramatic episodes
- Do not provide misleading information
- The audience must believe the information is accurate
À peine adolescents, 2 enfants sur 3 ont déjà consommé de l'alcool.

Bien souvent, les parents ne savent pas comment parler d'alcool avec leurs enfants. Pourtant, ils exercent une grande influence sur eux dans ce domaine. C'est pourquoi Educ'alcool a publié le guide PARLER D'ALCOOL AVEC SES ENFANTS SANS ÉTRE DÉPASSÉ. Quel que soit l'âge de vos enfants, une section du guide est adaptée à ce dialogue nécessaire et vous donne des conseils pratiques inspirés de situations vécues. Prenez l'initiative. Il n'est jamais trop tôt pour parler d'alcool avec vos enfants. Demandez votre guide gratuit au 1 888 ALCOOL1 ou en vous rendant sur www.educalcool.qc.ca

La modération a bien meilleur goût.
Criterion 9: use an appropriate tone

- Light
  - Humorous
  - Whimsical
  - Ironic
  - Cheery

- Heavy
  - Angry
  - Outrage
  - Injustice
  - Dramatic
STEVE PLAYS DRINKING GAMES.
HE WON BIG LAST NIGHT.
Criterion 10: use an appropriate appeal

- Rational
- Emotional
STILL THINK DRINKING GAMES ARE COOL?

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Criterion 11: do not harm the audience

- Consider the views of anyone who may encounter the message
- Ensure adequate research when using negative messages with threats or fear appeals
IT’S NOT SEXIST.
IT’S SCIENCE.

The research is unequivocal: women should limit their alcohol intake to 2 drinks a day and 10 a week. For men, the limit is 3 drinks a day and 15 a week. When it comes down to it, moderation is good for everyone.

Find out more at www.educalcool.co.ca/2340

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Identity:
- Defines
- Distinguishes
- Synergizes

Criterion 12: display identity throughout
A campaign identity includes

- A mission
- Vision
- A positioning statement/copy platform
- A slogan
- Name
- Images
- Logo
Criterion 12: display identity throughout

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PHO health communication resources

- Health communication message review criteria\(^6\)
- Health communication outcomes. At the heart of good objectives and indicators\(^7\)
- Introduction to social media\(^8\)
Other recommended resources

• On social marketing and social change\(^9\)

• Building smart networks through network weaving \(^{10}\)

• New media and the future of public service advertising – case studies \(^{11}\)

• The new technology: the consumer as participant rather than target audience \(^{12}\)
Other recommended resources (continued)

• New media cases in cases in public health communication and marketing: the promise and potential\textsuperscript{13}

• Gateway to health communication and social marketing practice\textsuperscript{14}

• Making health communication programs work\textsuperscript{15}
Health promotion capacity building services

• Free to those working on Ontario-focused projects

• Service request form: http://www.oahpp.ca/services/hpcdpip-consultation-services.html
Scope of consultations vary, depending on need

- Brief, one-time advice
- Links to other sources of information and resources
- Review your work or product
- Consultations
- Training sessions/workshops
Upon-request workshops

• All of our workshops are available upon request for groups as small as 30 and as large as 50

• Any coalition or agency can partner with PHO to host a workshop in their community

• We provide the facilitators at no cost and will work with you to help tailor, organize and promote the event
Public Health Ontario wishes to acknowledge and thank THCU staff and many partners who contributed to an earlier version of this document.

THCU (originally known as The Health Communication Unit, started in 1993 at the University of Toronto) moved to Public Health Ontario’s Health Promotion, Chronic Disease and Injury Prevention Department in 2011.
References

1. Canadian Centre on Substance Abuse [homepage on the Internet]. National Framework for Action to reduce the harms associated with alcohol and other drugs and substances in Canada. c2008 [updated 2012 December 17]. Available from: http://www.ccsa.ca/Eng/Priorities/Alcohol/Pages/default.aspx

2. Canadian Centre on Substance Abuse [homepage on the Internet]. National Framework for Action to reduce the harms associated with alcohol and other drugs and substances in Canada. c2008 [updated 2012 December 17]. Available from: http://www.ccsa.ca/Eng/Priorities/Alcohol/Pages/default.aspx


