

Do Online Health Campaigns Impact Offline Behavior?

What We've Learned
and What We Need to Know

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Communication is Difficult

“Communication is both an art and science... Ignore this fact at your own peril.”

R. Darn Smart



Guessing Results Miscommunication



Cooks: Message
Production Team



Guesswork



Patrons:
Target Audience

Asking and Listening Improve Communication



Cooks: Message
Production Team



Servers:
Research Team



Patrons:
Target Audience

Research Improves Communication



To ensure health communication is credible, effective, accurate, familiar, and that it's heard by the right people, at the right time, in the right place with the right message, it must be based on good research.

Necessary, 'mostly sufficient' persuasion variables

Receive message? **NO** ▶ No action.

YES

Pay attention? **NO** ▶ No action.

YES

Comprehend? **NO** ▶ No action.

YES

Believe? **NO** ▶ No action.

YES

Remember? **NO** ▶ No action.

YES

Skills to act? **NO** ▶ No action.

YES

Experience few environmental constraints to action? **NO** ▶ Less likely to act.

YES

Believe advantages of action outweigh disadvantages?

NO ▶

Less likely to act.

YES

Perceive social pressure for action?

NO ▶

Less likely to act.

YES

Action doesn't conflict with personal standards?

NO ▶

Less likely to act.

YES

Receives reinforcement for actions?

NO ▶

Less likely to act.

YES

Confidence can perform action?

NO ▶

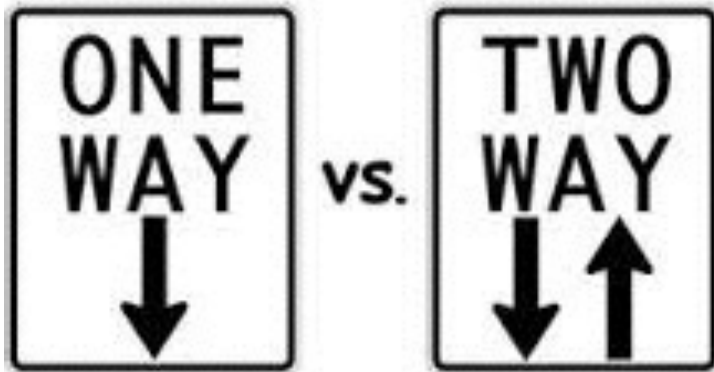
Less likely to act.

The Holy Grail of Communication Research



**Demonstrating Results
...Like Behavior Change**

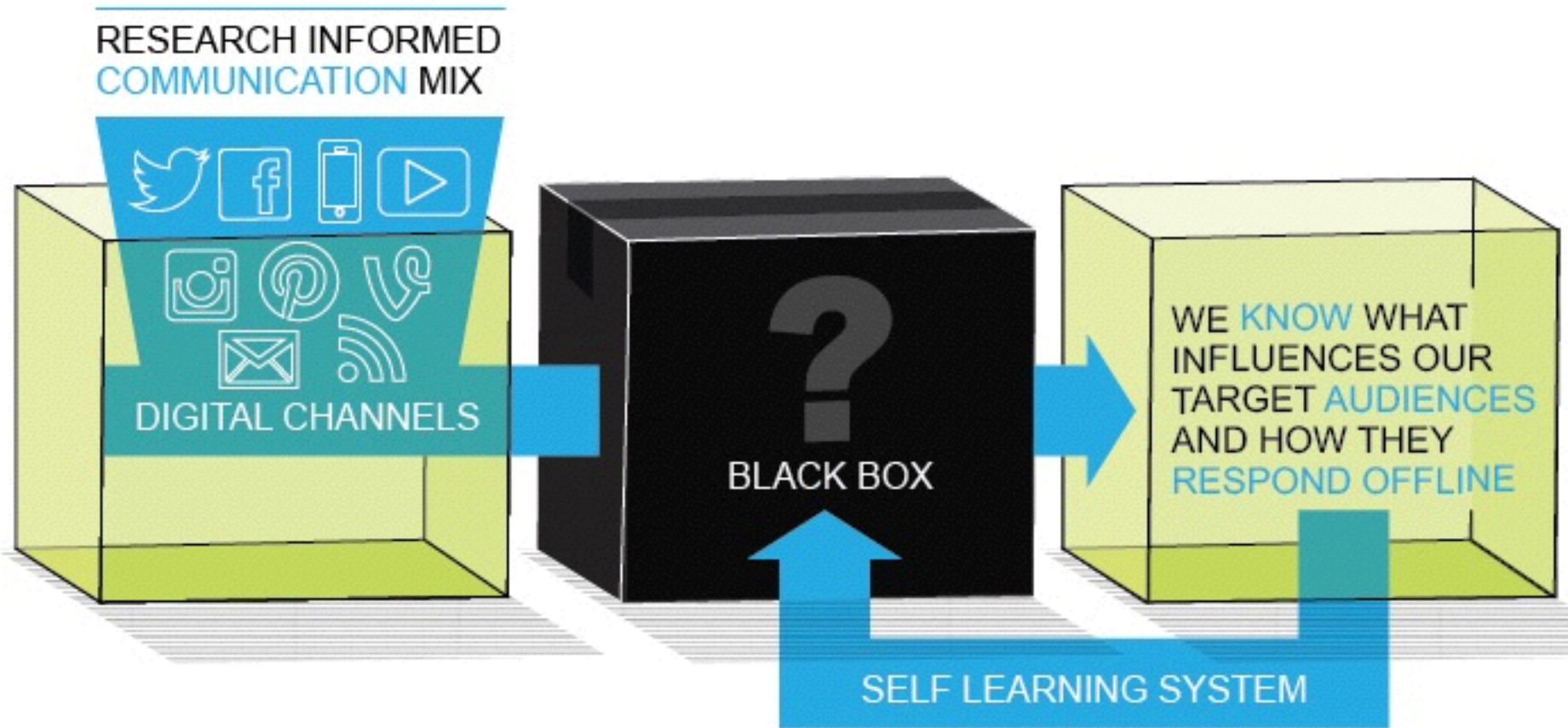
How to Transition from **Talking At** to **Talking With**?



From Broadcast
Media Monologues
to Social Media
Dialogues...

DECODING THE BLACK BOX:

How Digital Communication Influences Offline Behavior



Beyond the Clicks and Likes...What are the Best Methods and Metrics for Determining Impact

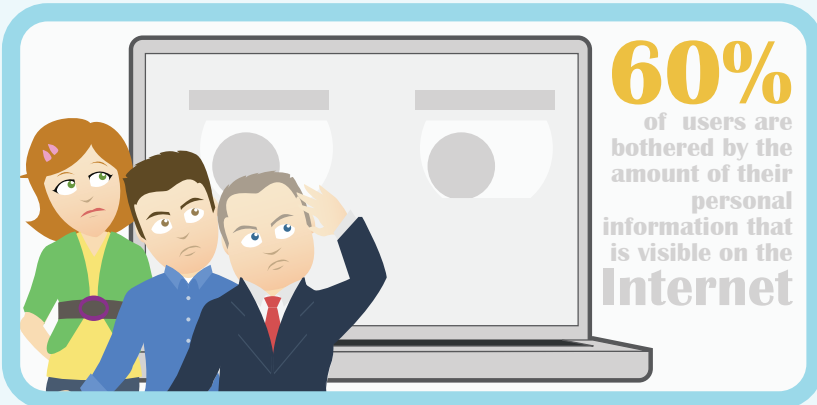
- Visits
- Click-throughs
- No. of comments
- No. of ratings
- No. of reviews
- FB impressions
- Video views
- Page views
- Asset popularity


- Proportion of posts and videos viewed
- Fans/page likes
- No. of discussion participants
- Unsubscribers
- No. of followers
- Demographics of subscribers

- Ratings
- Likes on FB posts
- Like Rates
- Frequency favorites
- Video likes/dislikes
- No. of shares
- Downloads
- Mentions

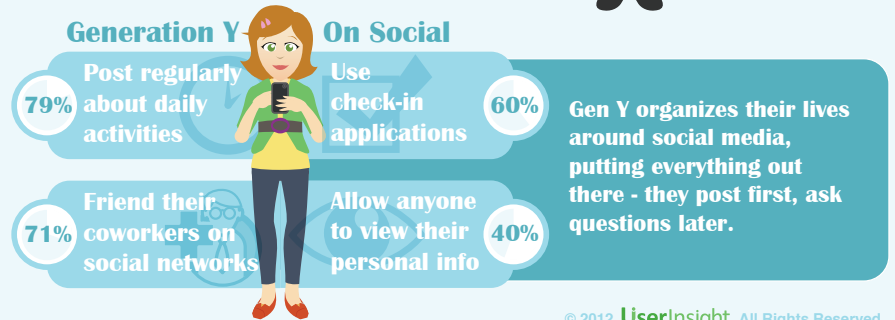
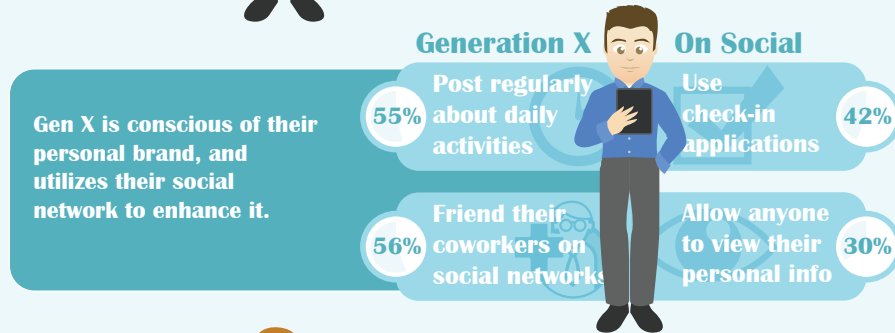
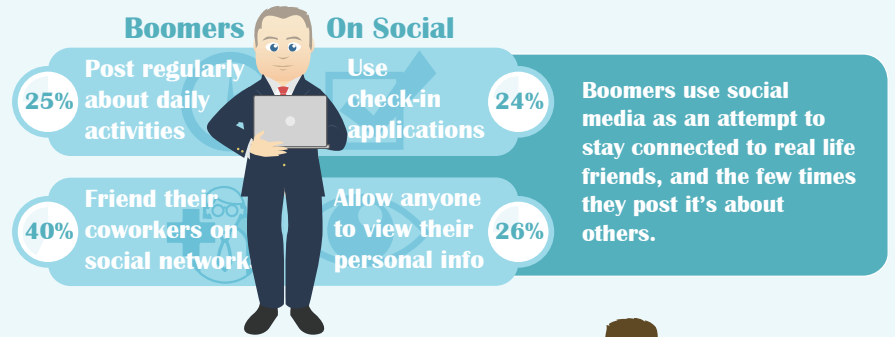
Online Sharing and the Generation Divide

What Everyone Can Agree On:



 ...but half say they are OK with tracking as long as they benefit from it.

Where Everything Changes:



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