



# OhioHealth

BELIEVE IN WE™

## Growing Global Leaders... Advancing Palliative Care



# **Messaging Implementation Strategy: Your Audience, Framing your Message**

**Frank D. Ferris, MD, FAAHPM, FAACE  
Shannon Y Moore, MD, MPH**

**LDI C2 RC3  
October 13-18, 2013**

# Objectives

- Understand audience sub-types
- Understand message “framing”



**STRATEGIC  
DECISIONS;  
SMART  
CHART**

MESSAGE

AUDIEN  
CE

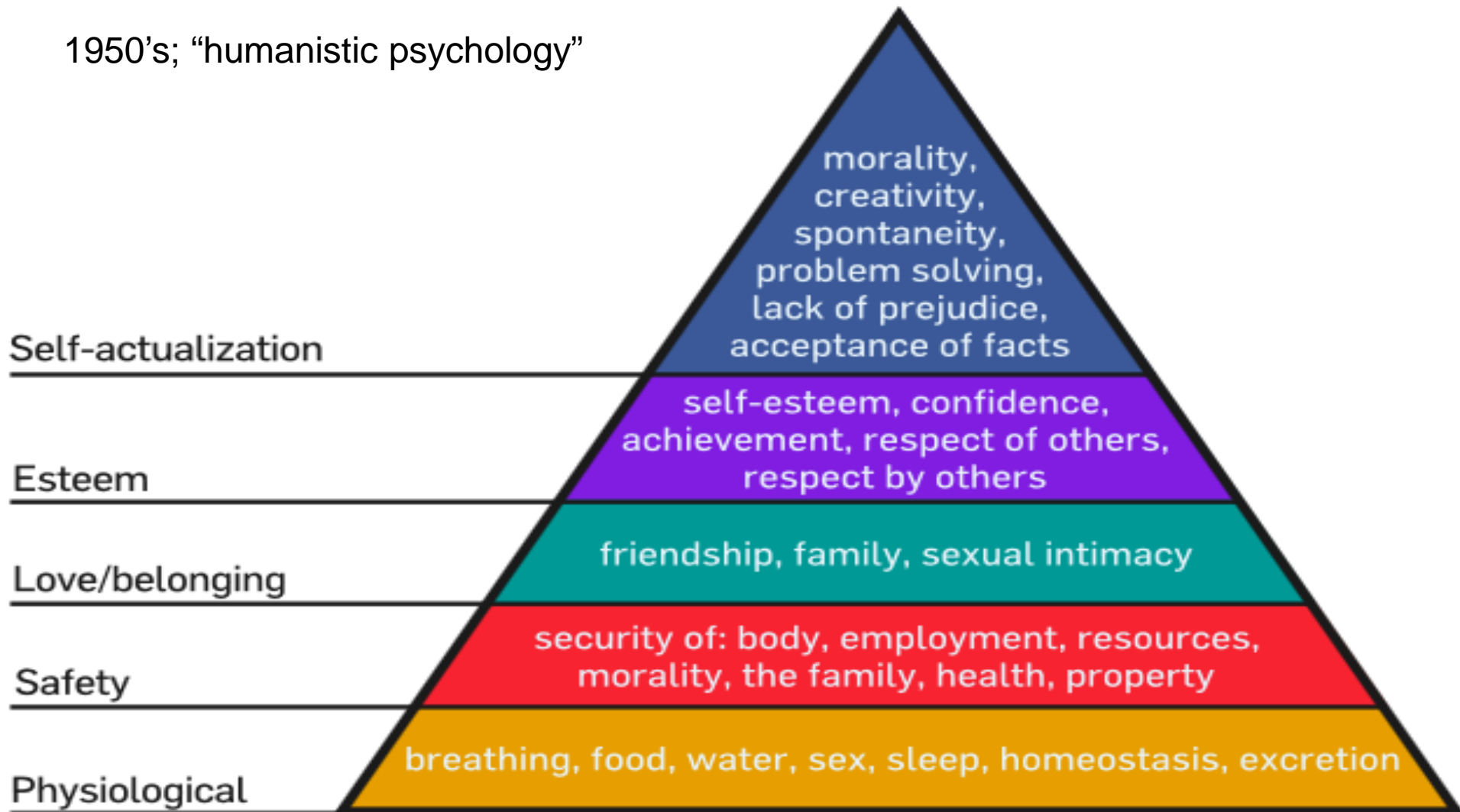
ACTION

GOA  
L

**MEDIA ?**

# Maslow's Hierarchy of Needs

1950's; "humanistic psychology"





Values

Opinions and behaviors

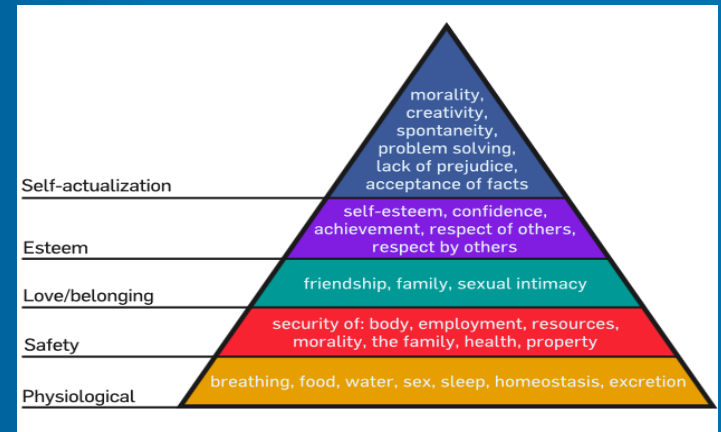


Attitudes and beliefs



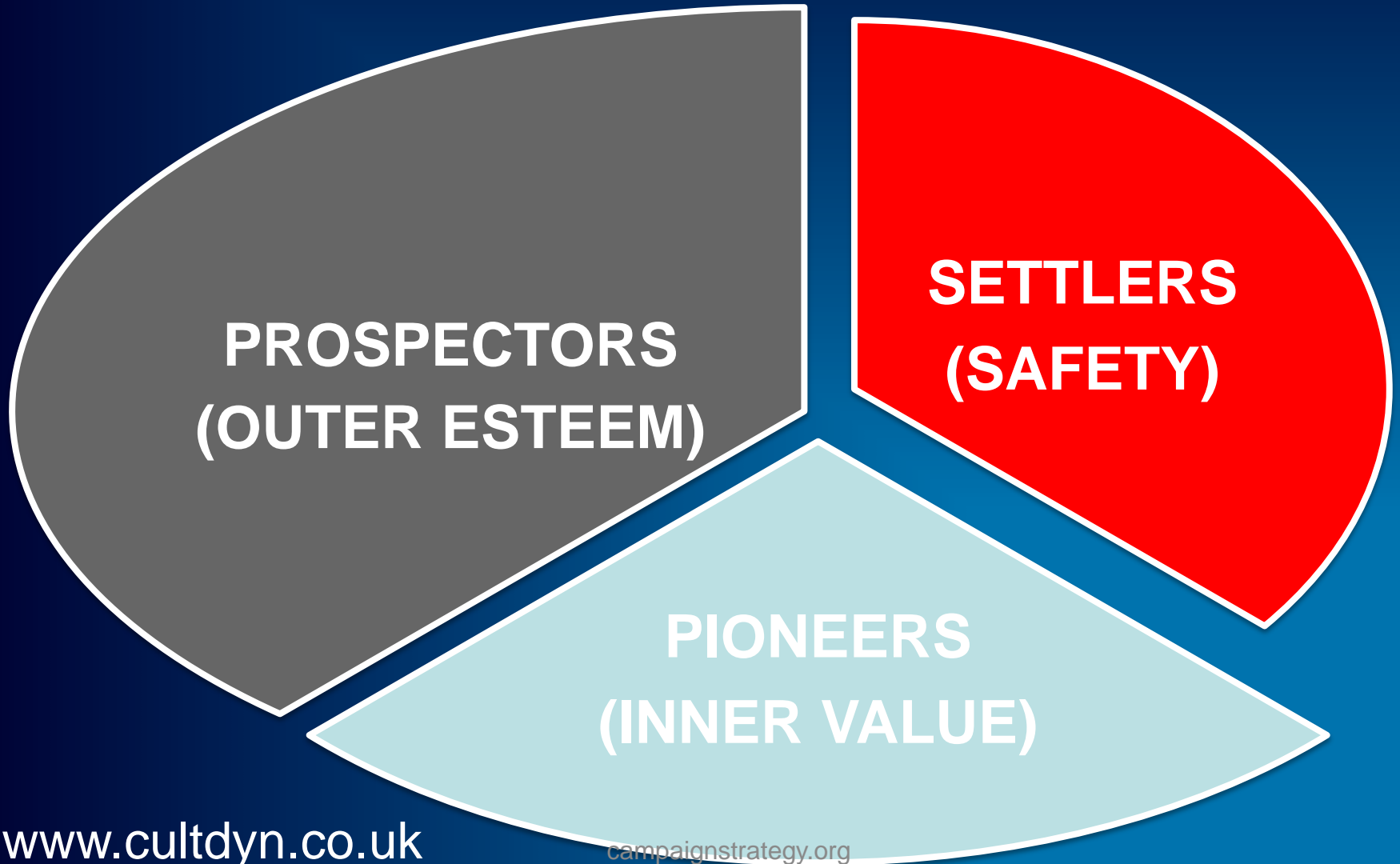
UNCONSCIOUS

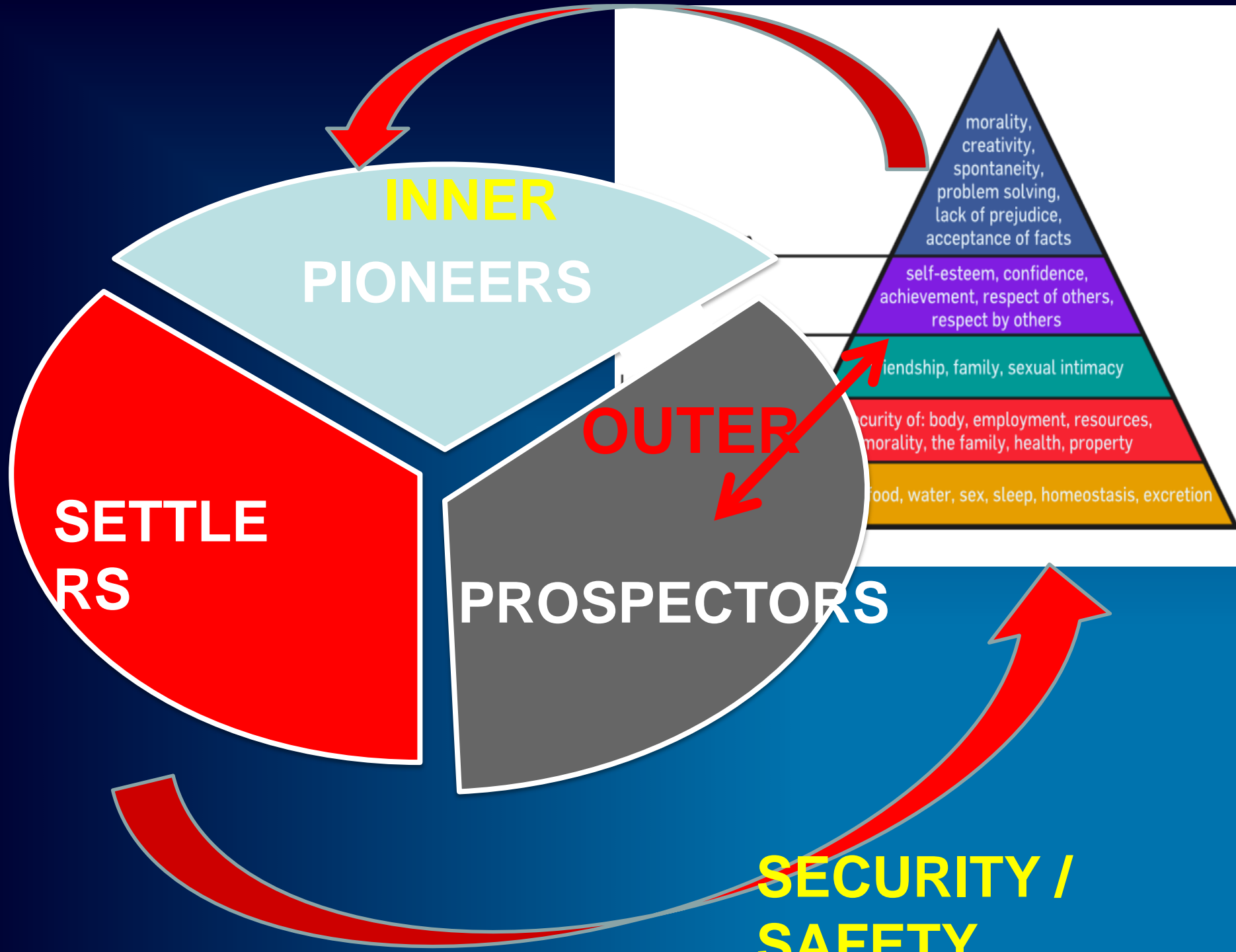
Unmet  
needs



# 3 Categories of Audience by Values

“How to Win Campaigns” Chris Rose







# **PIONEERS – inner driven “scouts”**



- **Try to put things together and understand the big picture.**
- **Concerned about the environment, society, world poverty, etc.**
- **Always looking for new questions and answers.**
- **Strong internal sense of what is right and what is wrong.**
- **Strong desire for fairness, justice and equality.**
- **Self-assured and sense of self-agency.**
- **Generally positive about change, if it is worthwhile.**
- **Cautiously optimistic about the future.**

# Pioneers – Inner Driven



- **VALUES**

New ideas, better questions, living ethically, own choices, creativity

- **Messengers**

Anyone ‘interesting’, thinkers, scientists, writers, artists, musicians, inventors.

- **Actions**

Interesting, ethical, novel, complex, change-making, about the “bigger” picture.

# Prospectors – Outer Driven



- **VALUES**

- Visible success, fun, trends, getting ahead, being a winner, sensation, celebrity, future

- **Messengers**

- Anyone famous, high achievers, business leaders

- **Actions**

- Visible, simple, fun, displayable, proven action and effect, endorsed by celebrity.



# Settlers – Safety / Security Driven

- Least likely to want to join or start a ‘campaign’
- Will join ‘local’ initiative
- Supports ‘family values’
- Resists innovation
- Protects status quo
- Skeptical about the future
- Follows trusted authority



# Settlers – Safety / Security Driven

- **VALUES**

- Control, duty, family, community, rules, loyalty

- **Messengers**

- Authority/respected figure, leader of group or tribe

- **Actions**

- Local, small, discrete, no risk, within established precedents, officially approved



# Framing



- “ Experience country living, the simple joys of simpler days ! ”
- “Who ever thought so much could be had for so little? “
- “Leave the big city behind, our safe and secure community welcomes your family !”

# Framing



- “ Pure luxury ! “
- “ Exclusive, gated community “
- “ Frank and Charles live here ! “
- “If you friends could see you now . . . “

# Framing



- “Solar energy optimized!”
- “Community-based gardens and recycling!”
- “Truly unique homes!”
- “ There has never been a community like this before!”



# BUY SOLAR PANELS FOR YOUR HOME !

## Settler, Prospector, Pioneer

Energy  
independence  
= safety



Sign of success =  
power /right  
stuff to own



Ethically right  
thing to do



## Mixed audience:

How do these 'work'  
for each group ?

- **Safety / security**
- **Success**
- **Ethics / values**

PC is a “human right”

Prevention and relief  
of suffering

Advanced care in  
advanced disease

Consider

Think about  
audiences

Already  
agree

Might agree

Probably won't  
agree

REFRAME

AMPLIFY /  
strengthen

FRAME or  
IGNORE



Target audience

# 20 second 'sound bite'

Frame :

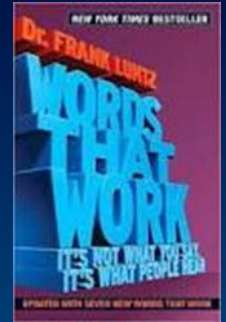
Settlers

Prospectors

Pioneers



# “Words that Work”



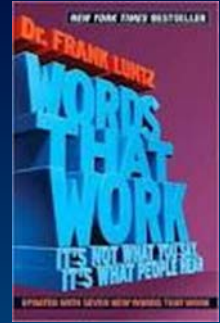
Narrow the gap !

What you say



What they hear

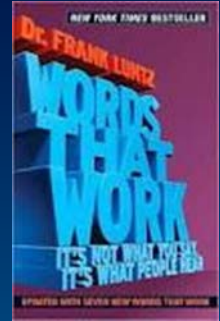
# “Words that Work”



- Small words and Short sentences
- Credibility
- Consistency (do-able, good message, repeat)
- Positive future (**Imagine**)
- Visualize with words, AND with imagery
- Ask a question
- Context and relevance
- Gender differences (“war against cancer”)

# Message Fails if :

- Not understood by audience
- Not related to the audience
- Words that Work: It's Not What you Say, It's What People Hear Frank Luntz, 2007
  - What people hear (“seek first to understand . . . .”)
  - 10 rules for effective communication ( binder )
  - Words for 21<sup>st</sup> century ( binder )







**OhioHealth**

BELIEVE IN WE™

Gandhi...

*You need to be the change  
you want to see in the world...*

**Kobacker House  
Columbus, Ohio**

