

Sample Communication Mixes

Concept <i>(from Step 4.2)</i>	Message <i>(from Step 4.3)</i>	Setting(s) <i>(from Step 4.4)</i>	Activities <i>(from Step 4.5)</i>	Materials <i>(from Step 4.6)</i>
<p style="text-align: center;">-Sample 1-</p> <p>"The Fetus" – the main idea was to show the importance of taking Folic Acid before becoming pregnant.</p>	<p>A fetus is featured with the text "Even before you realize you're pregnant, her little body is growing a spine. Begin taking folic acid when you stop taking birth control."</p>	<p>Settings for reaching pregnancy contemplators included:</p> <p>Grocery stores, drug stores, health care settings, like OB/GYN offices or clinics.</p> <p>Settings for reaching pregnancy pre-contemplators included:</p> <p>Grocery stores, health food stores, drug stores, hair/nail salons, and fitness clubs.</p>	<p>Community level and societal level activities occurred, including printing brochures, posters and newspaper ads and producing radio and television ads.</p>	<p>Core materials developed included television, radio, and print public service announcements (color for women's magazines and black/white for newspapers), posters and brochures.</p>
<p style="text-align: center;">-Sample 2-</p> <p>"Brussel Sprouts" - The main idea of this concept was to show women how hard it was to consume enough folic acid from naturally occurring dietary folate, because women had previously stated their well-balanced diets provided them with enough folic acid.</p>	<p>Displays a picture of many brussel sprouts with the text, "To protect your unborn child from birth defects, you would need to eat this many brussel sprouts every day. Or, take one of these. Folic Acid. It needs to start when birth control stops."</p>	<p>Settings for reaching pregnancy contemplators included:</p> <p>Grocery stores, drug stores, health care settings, like OB/GYN offices or clinics.</p> <p>Settings for reaching pregnancy pre-contemplators included:</p> <p>Grocery stores, health food stores, drug stores, hair/nail salons and fitness clubs.</p>	<p>Community level and societal level activities occurred, including printing brochures, posters and newspaper ads and producing radio and television ads.</p>	<p>Core materials developed included television, radio, and print public service announcements (color for women's magazines and black/white for newspapers), posters and brochures.</p>
<p style="text-align: center;">-Sample 3-</p> <p>The main idea was that smoking harms your appearance and reduces your social desirability.</p>	<p>"Smoking stains your teeth." "Smoking gives you wrinkles." "Smoking gives you bad breath." "Smoking yellows your fingers."</p>	<p>Schools Retail shops/markets</p>	<p>Both mass media and interpersonal activities were selected because the combination was thought to be best for creating and building awareness and affecting attitudes.</p>	<ul style="list-style-type: none"> • Brochures • Web page for students • PSAs (print, radio and television) • Discussion guide for teachers • Posters for students • Fact sheets • Ads in trade publications for retailers

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<p style="text-align: center;">-Sample 4-</p> <p>The main idea was to alert ulcer sufferers who are chronic complainers that if they are treated for the infection, they will have nothing left to complain about.</p>	<p>“With no ulcer, Sadie has nothing to complain about anymore. Stop the complaints. Start the cure.”</p>	<p>Ways to reach the target audience varied somewhat between African Americans, Hispanic Americans and non-Hispanic white Americans:</p> <p>African-Americans- medical offices and health professional buildings, libraries, senior citizen centers, public transportation, billboards, grocery stores, liquor stores, BET and UPN programming, music video channels, magazines, local newspaper, website (strongly recommended), and direct mail.</p> <p>Hispanic Americans- church bulletins, Spanish language newspapers, medical offices, pharmacies, hospital and clinics, health fairs, Spanish-language television, schools and children’s recreation sites, restaurants, bars and airports. DO NOT use direct mail.</p> <p>Non-Hispanic white Americans- doctors’ offices, medical/science journals, 1-800 number, print materials in doctors’ offices, on prescription drug bags, coupons for drugs, consumer magazines, bus ads, Wall Street Journal, and radio during drive time.</p>	<p>A mass media approach was chosen because it worked well for creating and building awareness and changing attitudes and beliefs.</p>	<ul style="list-style-type: none"> ● Brochures and PSAs (produced in Spanish for Hispanic Americans and in English for non-Hispanic Americans) ● A local implementation kit ● A pharmacist packet of materials ● A physician packet of materials ● A press kit ● A web page ● Fact sheets

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<p style="text-align: center;">-Sample 5-</p> <p>The main idea used humor to convey that an infection is good, because in this case it can be cured.</p>	<p>“How can an infection be good news? Don’t just control your ulcer. Cure it forever.”</p> <p>“I’ve got an infection”!</p> <p>“Yes! An infection”!</p> <p>“Thanks doc, I needed this infection”!</p> <p>“Don’t just control your ulcer. Cure it once and for all.”</p>	<p>Ways to reach the target audience varied somewhat between African Americans, Hispanic Americans and non-Hispanic white Americans:</p> <p>African-Americans- medical offices and health professional buildings, libraries, senior citizen centers, public transportation, billboards, grocery stores, liquor stores, BET and UPN programming, music video channels, magazines, local newspaper, website (strongly recommended), and direct mail.</p> <p>Hispanic Americans- church bulletins, Spanish language newspapers, medical offices, pharmacies, hospital and clinics, health fairs, Spanish-language television, schools and children’s recreation sites, restaurants, bars and airports. DO NOT use direct mail.</p> <p>Non-Hispanic white Americans- doctors’ offices, medical/science journals, 1-800 number, print materials in doctors’ offices, on prescription drug bags, coupons for drugs, consumer magazines, bus ads, Wall Street Journal, and radio during drive time.</p>	<p>A mass media approach was chosen because it worked well for creating and building awareness and changing attitudes and beliefs.</p>	<ul style="list-style-type: none"> ● Brochures and PSAs (produced in Spanish for Hispanic Americans and in English for non-Hispanic Americans) ● A local implementation kit ● A pharmacist packet of materials ● A physician packet of materials ● A press kit ● A web page ● Fact sheets

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<p style="text-align: center;">-Sample 6-</p> <p>The main idea of this concept was to show ulcer sufferers that ulcers are not caused from stress, food, or behaviors commonly believed to cause ulcers.</p>	<p>A picture of a mother-in-law, a favorite chef and a boss were shown. The caption above said “Good bye ulcer, hello life”! and the caption below read “Ask your doctor about a cure for life”!</p> <p>Another message to portray this concept was “Ulcers. They’re not what you thought. Not your boss, your chef, or your mother in law. Ask your doctor who’s to blame.”</p>	<p>Ways to reach the target audience varied somewhat between African Americans, Hispanic Americans and non-Hispanic white Americans:</p> <p>African-Americans- medical offices and health professional buildings, libraries, senior citizen centers, public transportation, billboards, grocery stores, liquor stores, BET and UPN programming, music video channels, magazines, local newspaper, website (strongly recommended), and direct mail.</p> <p>Hispanic Americans- church bulletins, Spanish language newspapers, medical offices, pharmacies, hospital and clinics, health fairs, Spanish-language television, schools and children’s recreation sites, restaurants, bars and airports. DO NOT use direct mail.</p> <p>Non-Hispanic white Americans- doctors’ offices, medical/science journals, 1-800 number, print materials in doctors’ offices, on prescription drug bags, coupons for drugs, consumer magazines, bus ads, Wall Street Journal, and radio during drive time.</p>	<p>A mass media approach was chosen because it worked well for creating and building awareness and changing attitudes and beliefs.</p>	<ul style="list-style-type: none"> • Brochures and PSAs (produced in Spanish for Hispanic Americans and in English for non-Hispanic Americans) • A local implementation kit • A pharmacist packet of materials • A physician packet of materials • A press kit • A web page • Fact sheets
<p style="text-align: center;">-Sample 7-</p> <p>The main idea is that one does not have to exercise strenuously to achieve health benefits.</p>	<p>“Physical activity is no sweat.”</p>	<p>Media outlets (print, radio and television)</p> <p>Retail outlets such as grocery stores and community centers</p>	<p>Individual, group and societal level activities were conducted.</p>	<ul style="list-style-type: none"> • Brochures • Calendars • Posters • PSAs • T-shirts • Billboard

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<p style="text-align: center;">-Sample 8-</p> <p>The main idea is that taking a daily supplement will give you more vitality.</p> <p><i>VitalDía</i></p> <p><i>(“Vital”</i> represents vitality and <i>“Día”</i> conveys the idea that the supplement should be taken on a daily basis.)</p>	<p><i>Urban Women Between the Ages of 18 and 40:</i> “Medical prescriptions are not necessary for the purchase of multivitamins.”</p> <p>“Supplements do not cause weight gain.”</p> <p>“It is safe to take multivitamins every day.”</p> <p>“Supplements give women energy.”</p> <p><i>Rural Women Between the Ages of 18 and 35:</i></p> <p>“The unpleasant side-effects of ferrous sulfate tablets are not found with multivitamins.”</p> <p>“Daily use promotes good health.”</p> <p>“Supplements are preventative, not just curative.”</p> <p>“Supplements give women energy.”</p> <p><i>Physicians and Pharmacists:</i> “VitalDía is an effective, high quality, and accessible product.”</p> <p>“Multivitamin supplements for women are important.”</p> <p>“VitalDía is mildly formulated.”</p>	<p>Media, retail, health care and community based settings were used to display and run messages.</p>	<p>Group, interpersonal, societal, and individual level activities were selected for this program.</p>	<ul style="list-style-type: none"> • Radio spots • Radio programs • Television spots • Print media, including brochures, posters and comic books • Point of sale kit, including stickers, vitamin box dispenser and vitamin box • Starter Kit, including beach bags, pens, and informational material • Recipes • <i>For physicians -</i> • Brochures about the function of multivitamins and their importance • Note blocks and prescription pads

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<p style="text-align: center;">-Sample 9-</p> <p>Production of qualitative iodized salt (IS) will increase the competitiveness of domestic salt producers.</p> <p>Production of iodized salt will strengthen the mental and physical health of the nation.</p> <p>Production of iodized salt will prevent IDD.</p> <p>Legislation requiring iodizing salt will benefit producers.</p>	<p>Iodization of salt by potassium iodide will bring your company and product to the level of the best iodized salt producers in the world!</p> <p>Your iodized salt (IS) will increase public demand and increase sales.</p> <p>Your IS will protect market share from foreign producers.</p> <p>Your IS will ensure the health of our nation, and especially your children and grandchildren.</p> <p>Producers who take the lead in producing IS will be seen as those who truly care about our nation's 1) development 2) health 3) children and 4) families.</p> <p>Soon, consumers will reject salt from producers who do not iodize their salt.</p> <p>If you iodize salt, you will be contributing to the development of our nation.</p> <p>Take action to enrich your product because enriched products will soon be the only choice of your nation!</p>	<p>Work places – the leader's office and facilities.</p> <p>Place of work and inter-sector meetings with salt-producers and distributors in attendance.</p>	<p>Designing and making of materials:</p> <ul style="list-style-type: none"> - Communication kit for salt producers and large distributors. - Leaflets for distributors. <p>Letters addressed to Directors of enterprises:</p> <ul style="list-style-type: none"> - to motivate them to iodinate the salt, - Expressing of gratitude for their participation in the process of formation of social health by production of iodized salt. <p>Conducting workshops within the project frames.</p> <p>Schedule meetings with salt producers.</p> <p>Volunteer to speak at producers' conferences and meetings.</p> <p>TV interviews with producers who support efforts to iodize salt.</p> <p>TV interviews with nutritionists concerning benefits of fortification.</p> <p>Work with newspapers and trade journals on articles and special interest features about the advantages of iodized salt consumption, and about salt producers as entrepreneurs promoting the health of nation (consumers).</p>	<ul style="list-style-type: none"> • Producer communication kits • Alliance letterhead • Story boards for logo testing • Leaflets • Talking points for TV interviews • PowerPoint Presentations • E-mail communication • Web-site materials in HTML format • Newspaper articles

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<p style="text-align: center;">-Sample 10-</p> <p>Production of qualitative Flour Fortification (FF) will increase the competitiveness of domestic producers.</p> <p>Production of FF will strengthen the nation's health.</p> <p>Production of FF will prevent development of IDA.</p> <p>Production of FF will decrease maternal and infant mortality.</p>	<p>Iron fortification of flour will bring your company and product to the level of the best world producers!</p> <p>If you fortify flour with iron, you help ensure the health and development of the nation of Kazakhstan.</p> <p>Enriched products will soon be the first choice of your nation!</p> <p>Fortify flour with iron and people will stand in line!</p> <p>Fortify flour and people will show their gratitude by showing brand loyalty to your product!</p> <p>Fortifying your flour will help prevent people from suffering! (to be considered)</p> <p>FF will increase public demand and increase sales.</p> <p>FF will protect market share from foreign producers.</p>	<p>Organizations: certifying bodies, hakimates and other administration bodies – for placement of posters and leaflets.</p> <p>Workplaces: leader's office, office of organization, facilities.</p>	<p>Design and make materials</p> <p>Write letters to directors of enterprises: - to motivate them to fortify products - expressing of gratitude for the start of product fortification process.</p> <p>Conduct workshops within the project frames.</p> <p>Set up meetings and offer to give presentations to motivate flour-millers/owners at: - conference of grain producers and bakers of Kazakhstan.</p> <p>Regional and national workshop on flour fortification and bakery products.</p>	<ul style="list-style-type: none"> • Communication kits • Posters • E-mail • Articles in trade journals and newspapers • Letters of gratitude • TV scripts for testimonials • Talking points for testimony • Selection of data – the results of marketing surveys for existing electronic professional magazines • Communication kit for flour producers and distributors