

Using Data to Target Messages

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Building Safe, Healthy, and Drug Free Communities

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Learning Objectives

- Learn how to utilize data to identify target populations
- Learn how placement of messages impact the target population

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Using Data to Target Populations

Types of data to consider

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Basic Epidemiology

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Types of Data

Used to identify target population:

- Age	- Geography
- Gender	- Hot spots
- Income level	- Epidemic
- Education level	- Behavior
- Marital or family status	- Health statistics
- Occupation	- Interest
- Ethnic background	- Shared/lived experience
	- Other

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Why have a target?

- No one can afford to target everyone with messaging
- Small organizations can compete and reach objectives by targeting a niche market
- Does not mean you are excluding people:
 - Focus marketing dollars on a specific market
 - More affordable and efficient

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Regardless of target

- Keep your brand in mind
- Identify target audience
- Develop culturally appropriate materials
- Utilize proper media outlets
- Evaluate effectiveness
- Understand copyright laws and reference procedures

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Considerations for your target

- What is their media literacy?
- What is their level of understanding on your topic?
- Who are they?
- Where are they?
- What is their culture?
- Did you involve your target in your planning?
- What media outlets do they use?
- Who do they trust?

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Community Description

1. Provide geographic information (e.g., boundaries, rivers, roads)
2. Define the jurisdictions within the boundaries (e.g., counties, cities, towns, school districts)
3. Provide demographic information about the people in the community.


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Community Description

- Jurisdictions (e.g., boundaries, school districts)
- Geography & Infrastructure (e.g., mountains, rivers, lakes, roads)
- “Hot spots” (What is happening? Where?)
- Resources
- Other relevant features



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Community Description

Be sure to consider the different aspects of a community or “communities within the community:”

1. Community of place
2. Community of experience
3. Community of interest



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How to define your target

- Make data-driven decisions
 - Who needs to hear it?
 - What do they need to hear?
- Establish different messages for each niche/subpopulation/sector

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Placement of Messages

Types of messages and placement

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Prevention Communication

- Promote programs, services, activities, and maintain good public relations.
- Participate in public awareness campaigns and projects relating to health promotion across the continuum of care.
- Identify marketing techniques for prevention programs.

Source: IC&RC www.internationalcredentialing.org

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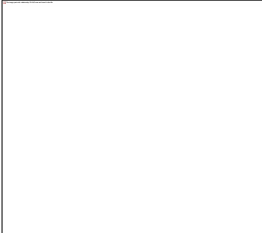
Prevention Communications

Mass Media Social Media Face to Face (Interpersonal)

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Types of Prevention Communications




1. Health Promotion
2. Strategy-Specific
3. Strategic Marketing
4. Social Marketing
5. Media Advocacy
6. Media Literacy
7. Social Norms Marketing
8. Branding
9. Counter Advertising
10. Warning Posters
11. Social Media Marketing

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Health Promotion




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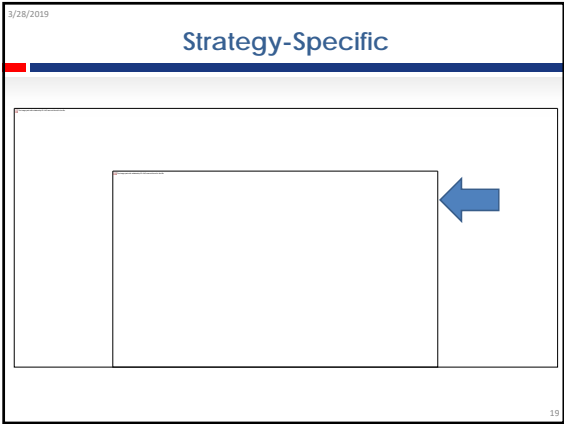
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Community Awareness



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Social Marketing

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Media Advocacy

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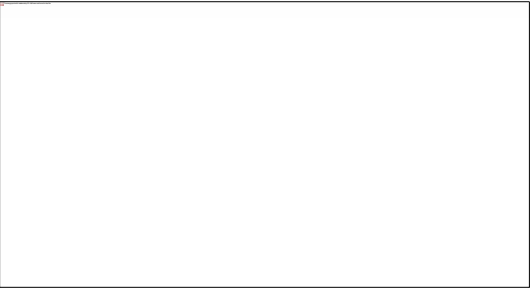
Media Advocacy

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Media Literacy




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Social Norming Campaign

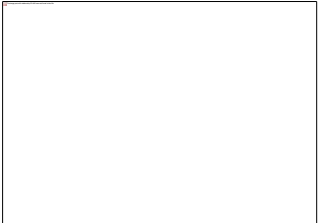


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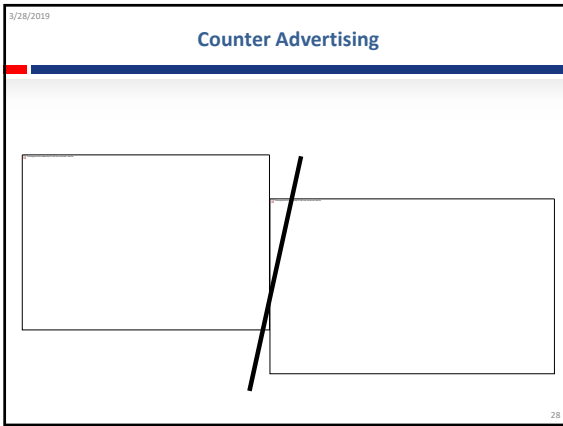
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Branding

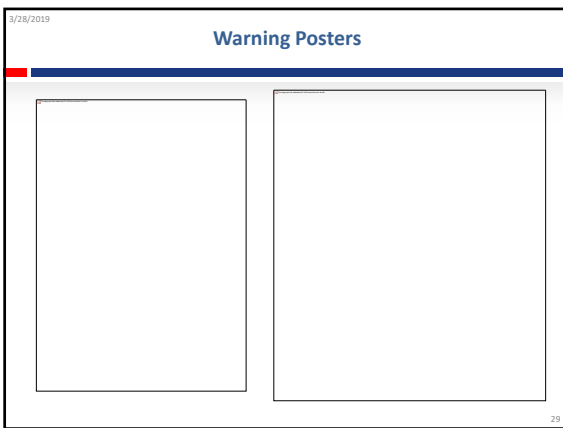


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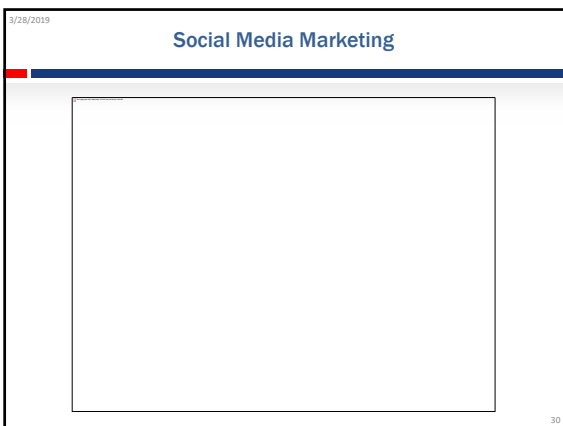
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Social Media Marketing

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The Four P's


- Social marketing campaigns should consider:
 - Product
 - Price
 - Promotion
 - Placement

Source: SAMHSA, Center for Applied Prevention Technologies. (January 2013).

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