





Metropolitan Group
the power of voice

Building Public Will: A Sustainable Approach to Social Change

Jennifer Messenger Heilbronner

September 13, 2012

Metropolitan Group crafts strategic and creative services that empower social purpose organizations to build a just and sustainable world.

www.metgroup.com



Defining Public Will Building

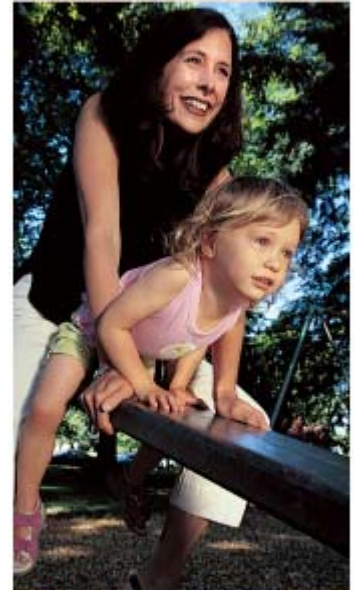
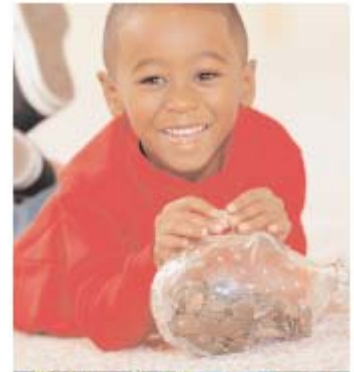
- Communication approach that builds public support for long-term social change
- Results in
 - Long-term behavior and attitudinal shifts
 - Support for policy and system change
- Achieved when
 - Community members unite around an issue
 - Normative expectations shift





Principles of Public Will Building

- Closely held values
- Cultural context
- Engaging target audiences
- Grassroots AND mass media



building Public Will

FRAMING
THE PROBLEM

BUILDING
AWARENESS

BECOMING
KNOWLEDGEABLE/
TRANSMITTING
INFORMATION

CREATING A
PERSONAL
CONVICTION

EVALUATING
WHILE
REINFORCING

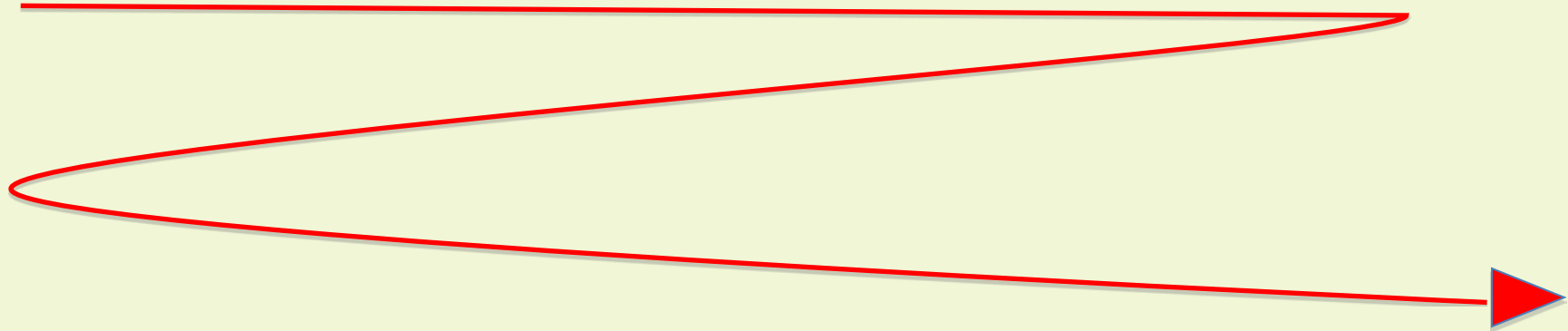
PHASE
1

PHASE
2

PHASE
3

PHASE
4

PHASE
5



building PublicWill

FRAMING
THE PROBLEM

PHASE
1

Organizers

- Conducting research
- Framing the message around values
- Identifying change agents and pathways

Audiences

- Moving from not aware to early awareness and relevance

Research: Colorectal Cancer Screening

Motivators

1. Provider referral
2. Personal testimonial
3. Conversation and dialogue
4. Message:
 - Prevention
 - Different options/prices

Barriers

1. Cost (perceived and actual)
2. Lack of information
3. Lack of access

Early Results

In-depth dialogue in focus groups **already caused** shifts in behavior.

Recommendations

1. Build public will
2. Normalize the topic
3. Mobilize messengers

GOAL: 80% of Oregonians age 50+ are screened.



Framing: Colorectal Cancer Screening

I got screened for
colorectal cancer.

Now, I'm talking
about it.

Gretchen Darnell
Seaside resident

Find out why: www.TheCancerYouCanPrevent.org

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**BUILDING
AWARENESS**

**PHASE
2**

Organizers

- Preparing:
 - Segmenting audiences
 - Crafting messages
 - Building strategy
- Attracting early adopters
- Early outreach

Audiences

- Participating in testing
- Gaining information through trusted sources



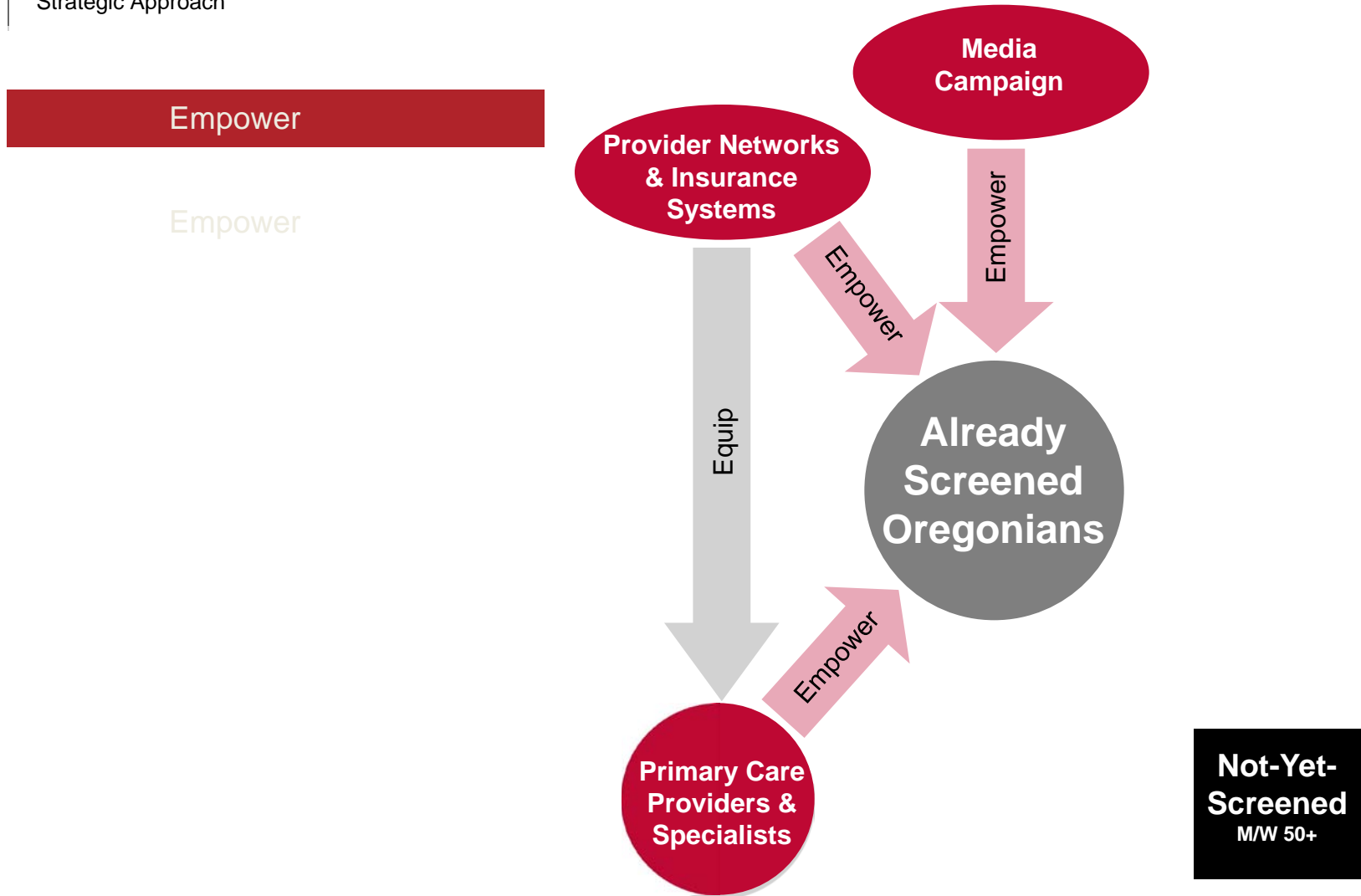
Equip

Provider Networks
& Insurance
Systems

Equip

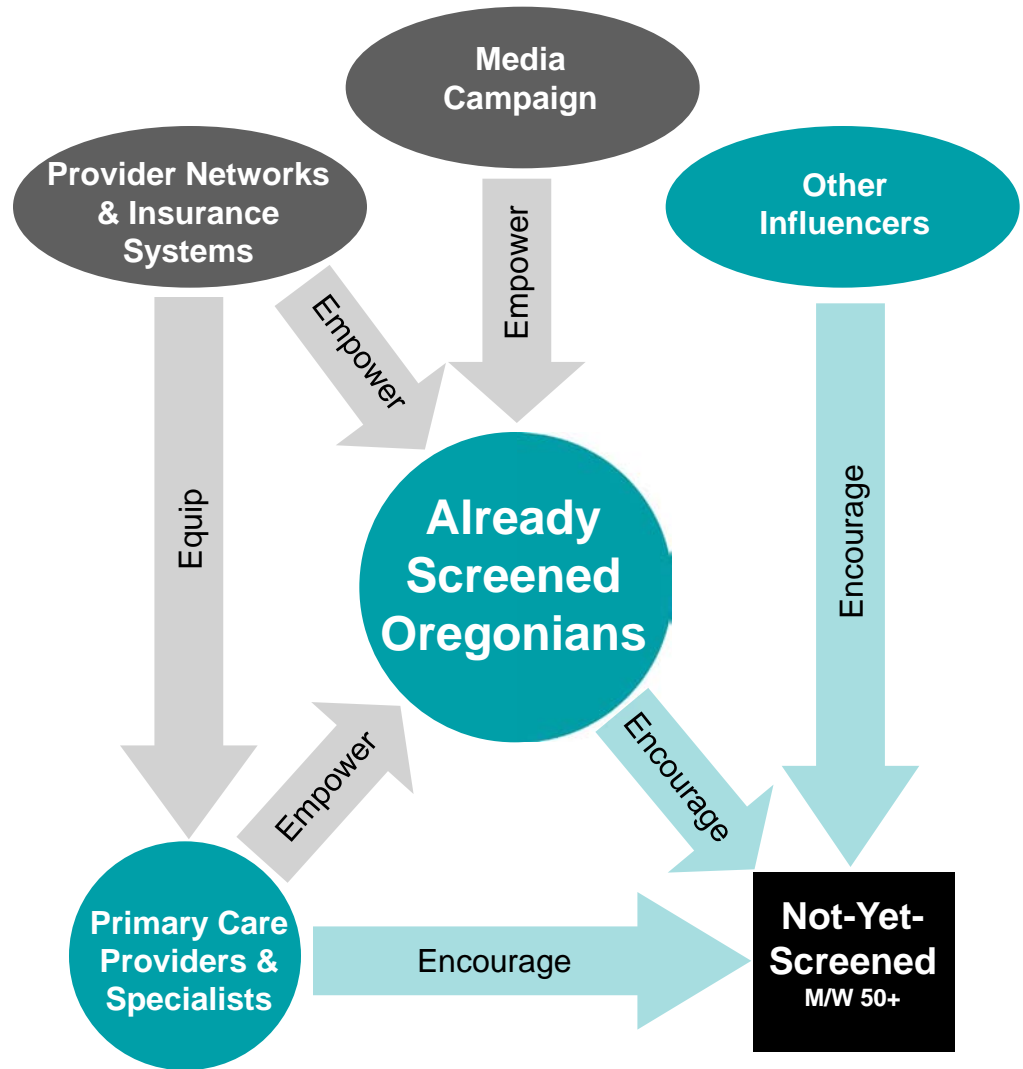
Primary Care
Providers &
Specialists

**Not-Yet-
Screened**
M/W 50+





Encourage

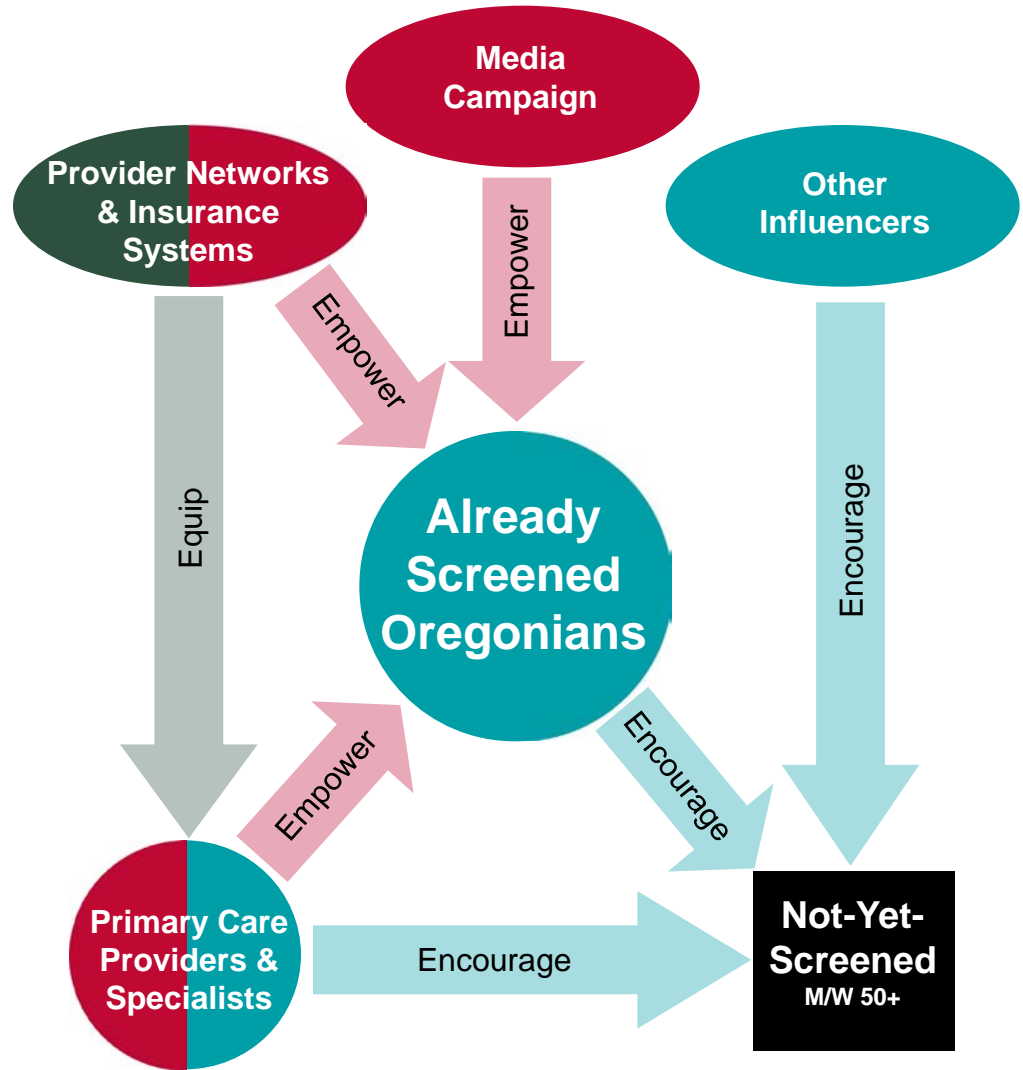




Equip

Empower

Encourage



building PublicWill

BECOMING
KNOWLEDGEABLE /
TRANSMITTING
INFORMATION

PHASE
3

Organizers

- Transmitting information
 - How to create change

Audiences

- Hearing about the issue, and how to act, through multiple channels



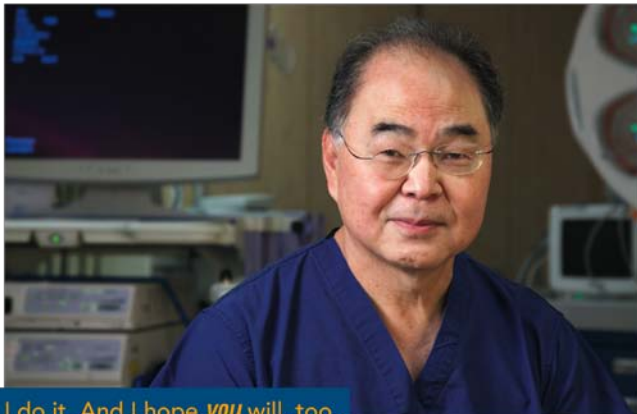
Transmitting: Colorectal cancer screening

COLORECTAL CANCER

The cancer *you* can prevent.

Colorectal cancer is the second most deadly form of cancer, but it doesn't have to be. Screening can prevent the cancer or catch it early when it's highly treatable.

Patients say they are most likely to get screened if they hear a strong recommendation from their doctor.



I do it. And I hope *you* will, too.

- **Prioritize** colorectal cancer screening in your treatment of patients ages 50 to 75. Don't just mention it—strongly recommend that your patients get screened, and follow up to be sure they do.
- **Empower** patients who've been screened to talk about their experience with people they know and encourage them to get screened.

Dr. Truman Sasaki



A Centers for Disease Control and Prevention-funded campaign

www.TheCancerYouCanPrevent.org

A special request from...



Wendy Richardson
Gearhart Resident

Mark Gustafson
Astoria Resident

Gretchen Darnell
Seaside Resident

Colorectal cancer is the second most deadly form of cancer, but it doesn't have to be. Screening can prevent colorectal cancer or catch it early when it's highly treatable.

But, too few men and women in Oregon are being screened. Clatsop County has a significantly higher death rate to colorectal cancer than the rest of the state.

Research shows that most people get screened because they were encouraged by someone they know and trust who got screened.

So, if you've been screened for colorectal cancer, please talk about your experience and encourage others to get screened, too.

Consider sharing this information:

- Everyone over the age of 50 should be screened for colorectal cancer.
- Screening allows your doctor to identify and remove polyps before they turn cancerous, or catch cancer early when it's highly treatable.
- There are several reliable screening tests—some cost as little as \$25 and all are covered by insurance.
- Talk to your doctor about the one that is right for you.
- Make and keep your appointment to be screened. Then do what I'm doing: *tell someone else.*

Learn more at www.TheCancerYouCanPrevent.org. There you'll find e-postcards you can e-mail to encourage people in your life to be screened.

By doing so, you can enter to win one of several gift certificates to great, local restaurants!

Your story can save a life.

For more information about how to prevent colorectal cancer, please visit www.TheCancerYouCanPrevent.org

Financial assistance is available to uninsured Clatsop County residents. Contact Nancy Magathan at Columbia Memorial Hospital at 503-325-4321 x5759.



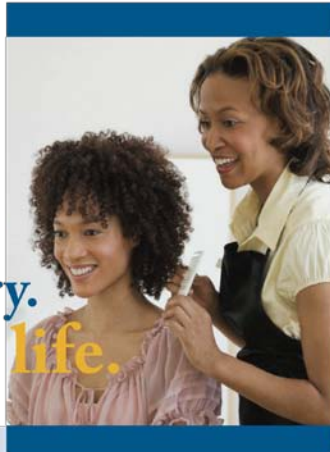
A Centers for Disease Control and Prevention-funded campaign

M Transmitting: Colorectal cancer screening



Because of your trusted relationship, you can share important information about health that could help your clients—or even save their lives.

Share a story.
Save a life.



Colorectal cancer is the number two cancer killer, but it doesn't have to be. Screening can find and remove growths before they turn to cancer.

Help prevent colorectal cancer by starting conversations with your clients between ages 45 and 75.

Here's what you can do:

- Wear this blue ribbon pin, the symbol for colorectal cancer awareness.
- Share the enclosed brochure and pledge card.
- Post the enclosed poster in your shop.
- Talk about it using the points on the back of this card.

COLORECTAL CANCER
The cancer *you* can prevent.

Rural Oregon women and men often missing out on cancer screening

Published: Tuesday, June 05, 2012, 6:00 AM Updated: Tuesday, June 05, 2012, 6:00 AM



By Joe Rojas-Burke, The Oregonian

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Oregon Health Authority

People are most likely to get screened if they're encouraged by someone they know and trust, researchers have found.

Women and men in rural Oregon often go for years without receiving recommended cancer screening tests, researchers report in the journal Cancer.

Among rural women age 55 or older, only 30 percent were up-to-date for cervical cancer screening and 37 percent for mammography. The statewide average rate for both screening tests is about 75 percent.

Less than 40 percent of rural men and women age 55 or older were up-to-date for colorectal cancer screening. The statewide average is about 60

percent.

M Transmitting: Colorectal cancer screening

The cancer *you* can prevent.

[Tweet 6](#) [Like 150](#)

- Encourage people in your life to get screened
- Learn more about screening

BEEN SCREENED?
Your story can save a life.

NEED TO BE SCREENED? It could save your life.

For Health Care Providers


For Employers

Your Stories

What to Know


About This Campaign

Home



**I got screened.
Now, I'm talking about it.**

Robin Alexander
Pendleton resident



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**CREATING A
PERSONAL
CONVICTION**

**PHASE
4**

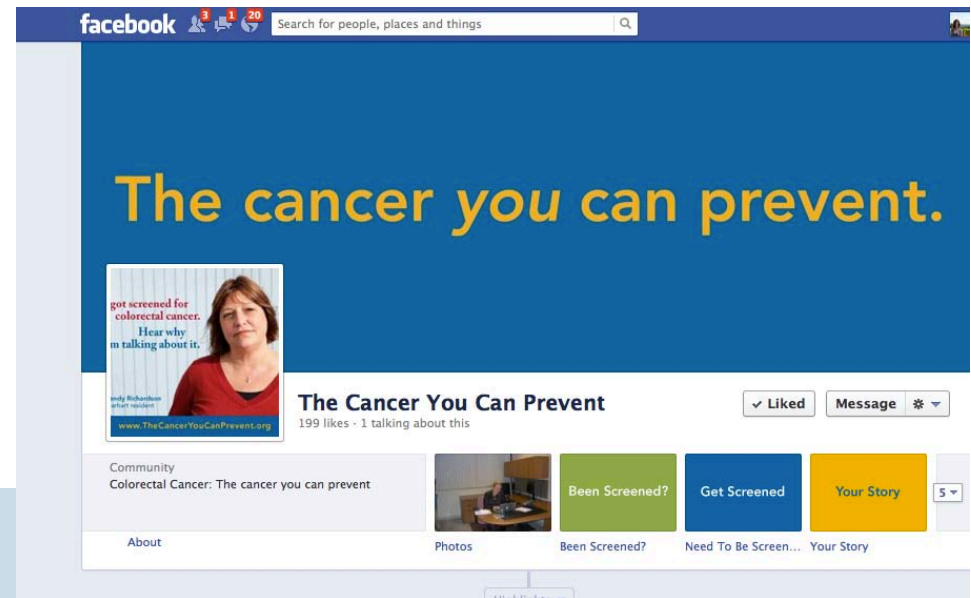
Organizers

- Providing opportunities for commitment and action

Audiences

- Gaining ownership
- Identifying specific actions
- Committing themselves
- Recruiting others

Conviction: Colorectal cancer screening



Your Stories

[Share your story](#)



When I was 38 years old, I was diagnosed with colorectal cancer. Today, I am undergoing treatments and anticipating an upcoming surgery. At the age of 36, my brother went in for a colonoscopy and had precancerous polyps removed. I knew colon cancer was in my family, but I had no idea it would affect me, especially at such a young age.

If you have colon cancer in the family, and have not had your colonoscopy, do not wait for the suggested age of 50 to get screened. Be conscious of any intestinal or bowel abnormality that you might have, such as blood or mucous in the stool, and go get checked immediately. Screening can help catch it early when it is still highly treatable.

Michelle Dennis – Portland

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EVALUATING
WHILE
REINFORCING

PHASE
5

Organizers

- Evaluating effectiveness
- Adapting
- Reinforcing audience choices and encouraging champions

Audiences

- See messages that support their choices
- See impact and value of action
- Rededicate to continue taking action and to recruiting others



Evaluation and Refinement

- Continuing
 - “Share your story”
 - Local spokespeople
 - Local partners
 - Wellness@Work
 - State agency partners
 - Facebook
 - Leveraged media

Quantitative evaluation
happening now

- Abandoned
 - E-cards

building Public Will



Principles of Building Public Will:

- Grassroots + mass media
- Values
- Cultural context
- Engages target audiences

Results:

- Ownership of an issue
- Long-term shifts in behavior, policy, practice, norms



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the power of voice

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Metropolitan Group crafts strategic and creative services that empower social purpose organizations to build a just and sustainable world.

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