Powerful Communications

Using data to increase impact of communications

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COLD SNAP When the mercury or windchill dips below 32 degrees, take heed: Frostbite can set in, potentially causing tissue damage, especially on your feet, hands, nose and ears. (A throbbing sensation is an early sign.) Limit your time outdoors, and if you think you're frostbitten, submerge the area in warm water. Head to the ER if the feeling doesn't subside.
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- Kids complain that there's nothing to do in the Midwestern town scientists are calling "Jefferson City." For fun, teenagers drive to the outskirts of this largely white, working-class community and get wasted. Another favorite activity? Sex. A little more than half the 1,000 students in the only high school are sexually active; the average age of initiation: 15 1/2.

Shocked? Actually, it makes Jefferson's kids typical American teens. But in one way the town is highly unusual: it was the site of a unique study in which researchers tried to document every romantic and sexual liaison among high school...
The Rules for Using Data Well

Select data facts that:
- Support your goal
- Are persuasive and resonate with audience
- Are believable
- Make social sense
- Overcome barriers or skepticism
Most Americans are certain Social Security will go bankrupt but are not ready to embrace changes that would shore up the system's finances, according to two surveys by The Post, the Henry J. Kaiser Family Foundation and Harvard University.

• **Full Poll Data** (pdf)
By the summer of 2001, though, the incidence of shaken baby syndrome was spiking again in the Milwaukee area. Over two dozen cases had been reported by area hospitals since January, motivating SBA to get moving with a serious public awareness campaign.
Data resonates and...

If you knew, you wouldn't smoke around me. Would you?
Hunger seen as key issue for Democrats

A new poll by an anti hunger advocacy group says hunger is an issue that could galvanize lukewarm voters. The poll by Bread for the World found that 75 percent to 80 percent of likely Democratic voters in Iowa and New Hampshire are more likely to choose a candidate who made reducing hunger a "higher priority."
Data makes social sense

There are more gun shops in California than McDonald’s.
HENRY EARL CLARK sat in jail before even seeing a lawyer...and for a full three months before they found out they had the wrong man.

THE LAW that should have prevented this fiasco has sat on the books, waiting for enforcement.
Title IX was so successful that it increased young women’s participation in high school sports by 847 percent.
This is Autumn Alexander’s story: “It was a windy day on the interstate five years ago, when my SUV drifted onto the shoulder of the road and I lost control in the sand and ash. My vehicle rolled three times. When the Washington State Patrol officers arrived at the accident scene, they found me in the car, still held in by my seat belt. I was critically injured but alive. Next to me, however, the police found only an empty lap-shoulder belt, clicked shut. Our 4-year-old son, Anton, had been thrown out of the car’s sprung doors and killed.”

The seat belt Anton had been wearing had failed to restrain him, because, at 45 pounds, he was too small for it to do its job. At the time of his death, Washington State law allowed young children traveling without booster seats, restrained only by seat belts designed to protect the average 160-pound adult.
Be Consistent…

8 in 10 uninsured are in working families
Data helps to share knowledge

3 Scenarios
1. Doesn’t know (clarifying stats)
2. Knows but doesn’t care (linking stats)
3. Knows but doesn’t believe (stats from credible source)
Less is more

Kerry’s. When you’re serious about Flip Flops.
They’ll change your mind. Over and over again.
FreakingNews.com
Your turn: Where can data help you

- Identify an organizational goal.
- Identify one audience target.
- Where is the knowledge base: don’t know; don’t care; or don’t believe?
- What persuades them?
- What kind of data do you need?
- From what kind of source?
- Develop one powerful message using the data.
Remember

At the end of the day, people change or support change for emotional reasons. Data helps them then rationalize their decisions.