STRATEGIC PLANNING EXAMPLE

BEHAVIOR CHANGE COMMUNICATION DURING AN EPIDEMIC

The issue:

2017 Caribbean Zika outbreak response required population level behavior change in order to end transmission.

The reality:

- Original messaging heavily focused on pregnant women creating a lack of concern in general population.
- Population had "Zika fatigue."
- Risk perception was low since Zika was often asymptomatic or had mild symptoms, and no Zika positive mothers had given birth yet.

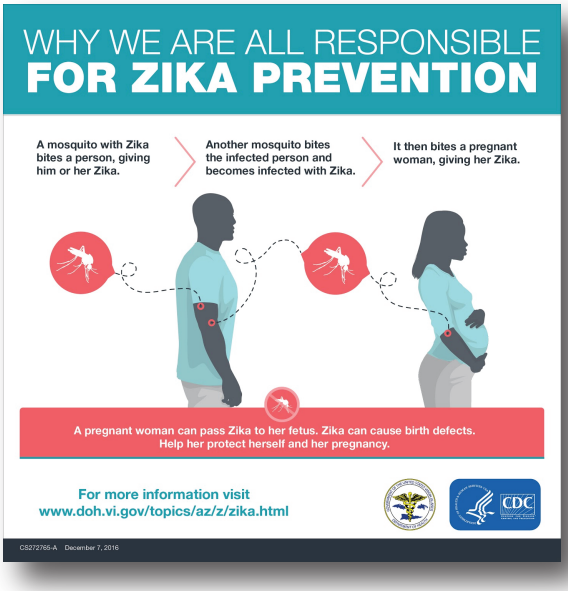
The opportunity:

Kick start tailored campaign with new community-focused messaging, bold rebranding, new channels and partners.

The strategy:

Shift from pregnant women focus to community focus. Develop "community caring" strategy (Zika Prevention is EVERYONE'S responsibility), leveraging community desire to support pregnant women. Used formative research to develop "fast facts" that were action oriented and simple to digest.

- **Expanded target audience:** General population rather than pregnant women.
- **Tailored channels:** Focused on social media as primary source of information since populations skewed younger (50% under 40 years old).
- **Redesigned materials:** Created new suite of materials that used graphics and other elements to appeal to younger audience.
- **Focused on action-oriented messaging:** Developed materials as "snapshots" focused on desired behavior rather than information dense fact sheets.
- **Engaged new partners:** Worked with the tourist industry to reach hospitality workers, identified radio programs for >40, and developed relationships with DJs, etc.
- **Created positive behavior opportunities:** For example, engaging Boy and Girl Scouts to organize a parks clean up to empty standing water. Developed press relationships to have community events covered.



The results:

Created a communication strategy that engaged target audience, provided actionable information, and created opportunities for behavior change.