

**Ad
Council**

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Learning Objectives

- Introduction to the Lead Poisoning Prevention Campaign
- What Makes a Good PSA
- Best Practices for Working With the Media

Agenda

■ Lead Poisoning Prevention Campaign Case Study

- Strategy
- Creative
- Results

■ PSA Best Practices

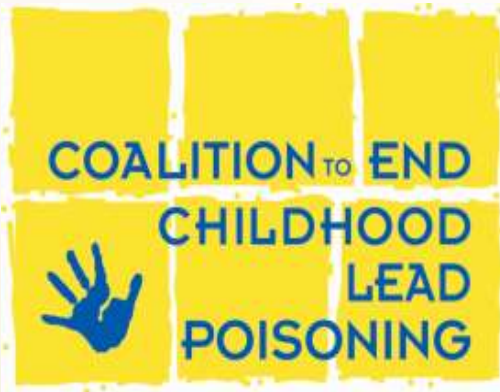
■ Media Outreach 101

- Local vs. National and Media Relations
- Working with Local Media

■ Questions?

Lead Case Study

Lead Poisoning Prevention



Communication Objectives



- **Educate parents about the dangers of lead paint poisoning and drive them to take action to safeguard their children.**
- **Desired outcome:**
 - Increase the number of parents in homes built before 1978 testing their children and homes.

Key Insights from Exploratory

■ Parents are vigilant

- Protect children from everything they can
- Hungry for information to keep the family safe

■ Lead poisoning is not a top of mind danger

Campaign Strategy

- **Key Message:**
Find lead before it finds your child
- **Support:**
It's still out there, it's dangerous, they need to know their risks.
- **Target:**
Parents and caregivers of children aged 0-6 and pregnant women, with an emphasis on minority and low income families
- **Tone:**
Thought-provoking and empowering
- **Call to action:**
Get more information on simple steps they can take to safeguard their families.



Creative: TV

Click the screen below to play

Creative: TV

Click the screen below to play

Creative: TV

Click the screen below to play

Creative: Radio

Hearing Loss :60



Rage :30



Creative: Print and Outdoor



Lead paint poisoning affects over one million children today.

Ad Council
EPA

LEADFREEKIDS.ORG



Lead paint poisoning affects over one million children today.

Ad Council
EPA

LEADFREEKIDS.ORG



Lead paint poisoning affects over one million children today.

If your home was built before 1978, visit leadfreekids.org.

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Connecting with the Target

Participation



- User submitted testimonials
- Social media



Engagement

LeadFreeKids.org

- Testing/Hotline
- Sharing campaign information

Website refresh

LEADFREEKIDS.ORG

EPA

COLLEGE AND UNIVERSITY LEADERSHIP

Ad Council

WELCOME. One million children today are affected by lead poisoning, but when you know what to look for and what to do, lead poisoning is 100% preventable.

EN ESPAÑOL ▶

SHARE OR PRINT THIS PAGE

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HOTLINE

1-800-424-LEAD
(5323)

FOR MORE INFORMATION

TELL YOUR STORY ON FACEBOOK

🗣️

PROTECT YOUR KIDS ▶



PROTECT YOUR PREGNANCY ▶



PROTECT YOUR HOME ▶



KNOW YOUR HOME'S DANGER ZONES ▶

Lead is toxic and it is all around us. There is a good chance that **any home, building, school or daycare center** built before 1978 contains some lead paint. [Click here for the Home Danger Zone Finder.](#)



UNDERSTAND THE HEALTH EFFECTS ▶

Just a few particles of dust from lead-based paint are enough to poison a child. And the effects could last a lifetime.

PROFESSIONAL COMMUNITY ▶

If you are a medical professional, educator, childcare provider, renovator/contractor or landlord, it is important for you to know how lead poisoning can be prevented.

Framework for Campaign Evaluation



Exposure

**Donated media support
(placement and impressions)**

**Public relations
and social media**

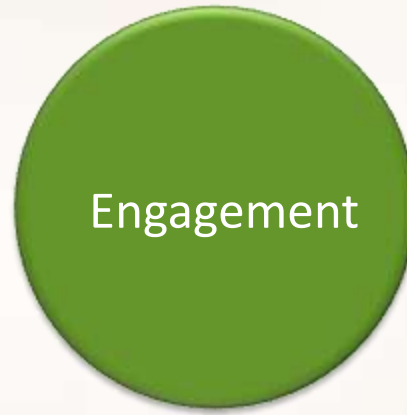
**PSA views on
video-sharing sites**



Recognition

**% Seen or
heard PSAs**

**% Aware of
campaign URL**



Engagement

Site traffic

Site actions

Time on site

**Cross-platform
sharing of campaign
materials**



Impact

**Perceived urgency
of lead poisoning
prevention**

**Increase in # of
children being
tested**

**Increase in the # of
parents taking
actions to protect
their home from
lead poisoning**

PSA Best Practices

History

- **Founded in 1942**



- **Today:** Address the most pressing and relevant social problems of the day

Ad Council Mission

To identify a select number of significant public issues and stimulate action on those issues through communications programs that make a measurable difference in our society.

■ Objectives of PSAs

- Engage audiences towards behavioral change
- Raise awareness of solutions

A Unique Model

- **Rely on pro bono services of founding industries**
 - Ad agencies: Strategic & creative development
 - Media: Donated airtime and space

- **Comprehensive, integrated campaigns to engage the consumer**

Metrics for Success



What makes for a good PSA?

■ Yes:

- Credible sponsor
- Non-partisan & non-denominational
- “PSA-able” & actionable
- National in scope

■ No:

- Fundraising/branding
- Advocacy
- Seasonal
- One-offs
- Messages that only affect a small percentage of the population
- Messages that are time sensitive

Identify an Actionable PSA Proposition

Drill down complex issue

Individual action

Achievable



small step no. 19

REPLACE SUNDAY DRIVE WITH SUNDAY WALK

Ad Council.org TAKE A SMALL STEP TO GET HEALTHY www.smallstep.gov



Heather, 10th grade.
Worked 20 minutes on math problems.
Worked 45 minutes on term paper.
Worked 9 hours on night shift.

boostup.org

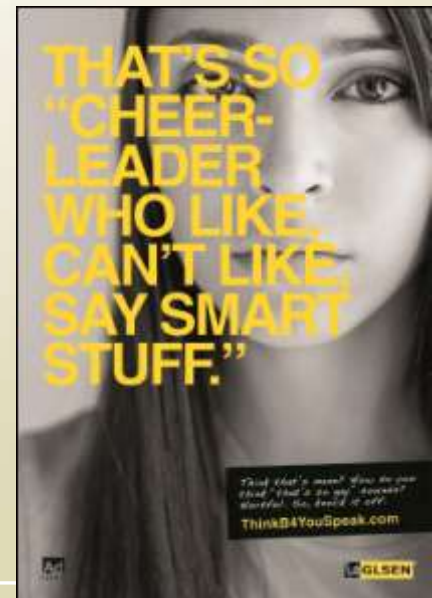
Is it you give students at risk of dropping out the boost they need to make it through high school. Because over 30% of students in the U.S. aren't graduating. And they get a lot more to tackle than just their schoolwork.

Identify a Core Target Audience

- Do not try and be all things to all people
- Who do you hope to effect?
 - What do they currently know about the issue?
 - How open are they to change?
 - How far do you need to move them before they take action?

Think Before
You Speak

gay (gā) 1. there once was a time when all “gay” meant was “happy.” then it meant “homosexual.” now, people are saying “that’s so gay”



Do Your Homework

- Identify a Consumer Insight Through Strategic Planning
- Utilize qualitative and quantitative research to probe:
 - What is stopping them from action?
 - What message will be relevant and motivational?
 - How do we deliver the message?
 - Why would the consumer believe the message?



You don't have to be perfect to be a perfect parent.
There are thousands of ways to raise your child. You don't have to do it all on your own.
1800.368.4273 - adoption.org



Resist the Temptation to Say Too Much

■ Persuasive Creative Says Just One Thing

■ Single-minded creative brief

- Background – Why are we advertising?
- Target Audience – Who are we talking to?
- Strategic Insight – What will get their attention?
- Main Message – What should the advertising say?
- Support – Why should they believe us?
- Call to Action – What do we want them to do?



Strive for creative excellence

■ Great creative strikes a chord and motivates people to change

- Talk to the audience as you would a friend
- Motivating
- Single-minded
- Don't lecture
- Entertaining
- If needed, make them uncomfortable...to a point

■ Once you've got them, don't ask for too much

- Speak to their kids about their friends...
- Take the keys from a drunk driver...
- Visit a website to learn more

Let Your Website Do the Heavy Lifting

- **Informative and engaging “back end” is critical**
 - Concise home page
 - Easy to navigate
 - Entertaining yet instructive
 - Engage the consumer

Establish Clear Metrics for Success

- **Establish realistic measures before campaign launch**
 - Donated media support
 - Visitors to the website
 - Calls to the toll-free number
 - Changes in awareness levels
 - Changes in behavior
 - Press coverage

National Tracking Surveys

- **Pre- vs. post-measurement of your target audience to gauge change over time:**
 - General awareness of messages, source of awareness
 - Ad recognition
 - Attitudes
 - Importance, personal efficacy
 - Behaviors
 - Pre-contemplation contemplation preparation action



Be Patient

- In nearly all instances, changing social norm from a behavior that is acceptable to unacceptable, or vice versa, takes time, dedication and continued funding

Acceptable in the Past	New Social Norm
Drinking and Driving	Intervention; Designated Driver
Smoking is Cool	Smoking is Deadly; Un-cool
Driving without Seat Belts	Buckle-up. Always

Know when NOT to develop a PSA campaign

- **Some issues don't work well with PSAs:**
 - Messages that only affect a small percentage of the population
 - Messages that are time sensitive
 - Messages that advocate
- **Consider other options like paid advertising or direct mail to take the message to market**

Venture Outside the PSA Box



Media Outreach 101: Local vs. National and Relationships

The Media Landscape Today



Media Outreach Roles

2-pronged Approach

National

- PSA distribution to media
- Email alerts
- Download and fulfillment options
- Presence at media conferences, industry event

LOCAL

- Put a local face on a national issue
- Conduct local non-broadcast media and press outreach
- Promote PSAs in non-broadcast platforms

Balancing Local & National Campaigns

- **National campaign can work alongside your local PSA efforts**
- **Local + national campaign = increased awareness and relevancy of the lead poisoning issue**
- **More is more for the media**
 - Does not detract from either campaign's donated media support in the market

Best Practices

Grassroots Media Outreach

- Majority of donated media is local
- Media surveys indicate strong preference to support locally relevant issues and locally based groups
- Positive correlation between local sponsor outreach and donated media
- Media/press will welcome you as a local resource for information

Best Practices

Building Media Relationships

- **Strengthens your media base and opens door for future requests**
- **Opportunity to educate**
 - Scope and importance of issue
 - Relevance to community
- **May lead to a broad strategic partnership**
- **Can extend your media exposure throughout the year**
- **You become a go-to person for news and special reports, Community Affairs programming**

Best Practices

Building Media Relationships

- Invite media to your events (as guest speakers or just attendee), observe programs in action
- Use the PSAs to open a meeting, during breaks, or within a presentation
- Acknowledge media supporters
- Keep media informed

Media Outreach 101: Working With Local Media

Getting Started: Who to Target

- **Identify and prioritize your best media prospects**
 - Programs targeting new mothers
 - Relevant reporting and reporters/editors
 - Online research - media websites
 - Your personal media contacts

- **Schedule face-to-face meetings when possible, or contact by phone or email**

Who to Target

■ Public Service/Community Affairs/Public Affairs Director

- Receives - reviews - schedules PSAs
- Host/Producer Community Affairs programming

■ General Manager

- Oversees all operations

When to Schedule Outreach

■ Throughout the year

- Especially timely around launch of new PSAs

■ Prior to local events or key national dates

- Lead Poisoning Prevention Month – October
- Home Renovation Season – Spring/Summer.

■ When new research or other news is available

Be Prepared

■ Plan the key points you want to make

- Goals and target of the advertising
- Insights driving PSA strategy
- Research and statistics, local when available
- Underscore relevance of issue to the community (local stories, results, programs, events, partners, anecdotal information)
- Campaign fulfillment, call-to-action
- Emphasize year-round need

Be Prepared

■ Keep the tone relaxed and friendly

■ End with an ask

- Run the PSAs
- Include content about lead poisoning, related health information, local stories, and URL link on media property's website
- Reiterate availability of spokespeople for interviews and information for special reports

■ Include leave-behind materials

Close the Loop

- Send a note of thanks after your meeting and after you see/hear the PSAs
- Respond quickly to unanswered questions
- Follow up a few weeks later to inquire whether additional information is needed; Ask about media's plans to support the PSA campaign
- Reiterate that you are a resource for them

Top 10 Media Outreach Tips

10. Anticipate and prepare answers to questions that may arise
9. Create an outreach plan: identify your best media prospects, set a timeline
8. Prepare your “pitch”
7. Make an “ask”
6. Leave behind a package of information and PSA materials
5. Respond quickly to unanswered questions
4. Invite media to your events

Top 10 Media Outreach Tips

3. **Keep the media informed**
2. **Acknowledge your media supporters**
1. **Connect the issue and the PSA campaign to the community**

Lead Free Kids: Materials for Local Partners

Lead Free Kids Online Toolkit


■ www.LeadFreeKids.org/toolkit

- Campaign Materials
 - TV
 - Radio
 - Print
 - Outdoor
- Campaign Background Materials
- Fact Sheet and Talking Points

Lead Free Kids Online Toolkit

■ www.LeadFreeKids.org/toolkit

- Localizable Flyer
- Localizable Poster
- Postcard
- Brochure







There is no cure, but lead poisoning is 100% preventable.

Learn how at LEADFREEKIDS.org

[facebook.com/LeadFreeKids](https://www.facebook.com/LeadFreeKids) twitter.com/LeadFreeKids

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Questions?

Thank you!

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