

# Powerful Communications

## Using data to increase impact of communications

Presented by Kristin Grimm, Spitfire Strategies

Family Voices National Conference, February 11-12, 2005

Washington, DC

# Self Magazine

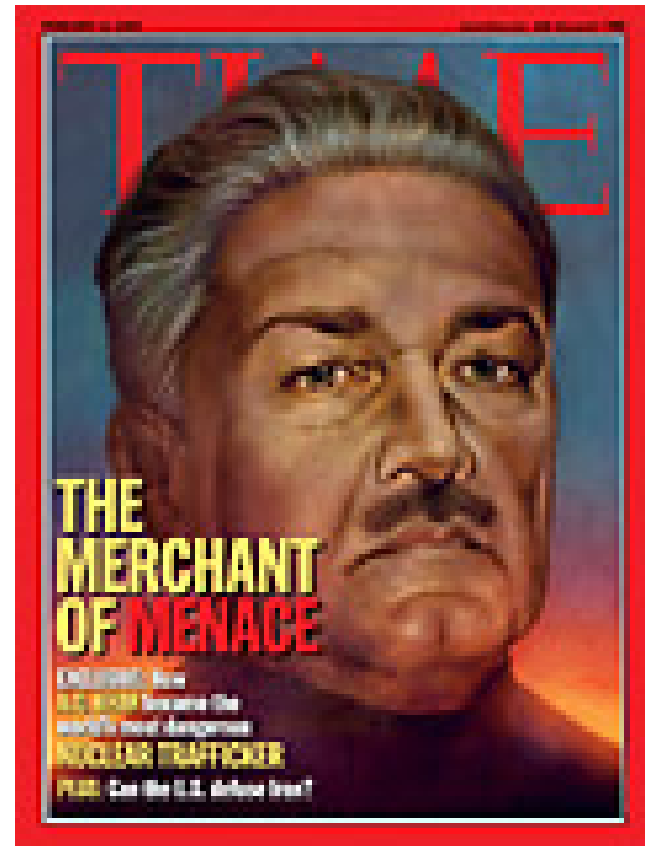


**COLD SNAP** When the mercury or windchill dips below 32 degrees, take heed: Frostbite can set in, potentially causing tissue damage, especially on your feet, hands, nose and ears. (A throbbing sensation is an early sign.) Limit your time outdoors, and if you think you're frostbitten, submerge the area in warm water. Head to the ER if the feeling doesn't subside.

# Time Magazine

Feb. 7, 2005

- 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

# Data supports goal

washingtonpost.com

## Social Security Problems Not a Crisis, Most Say

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.

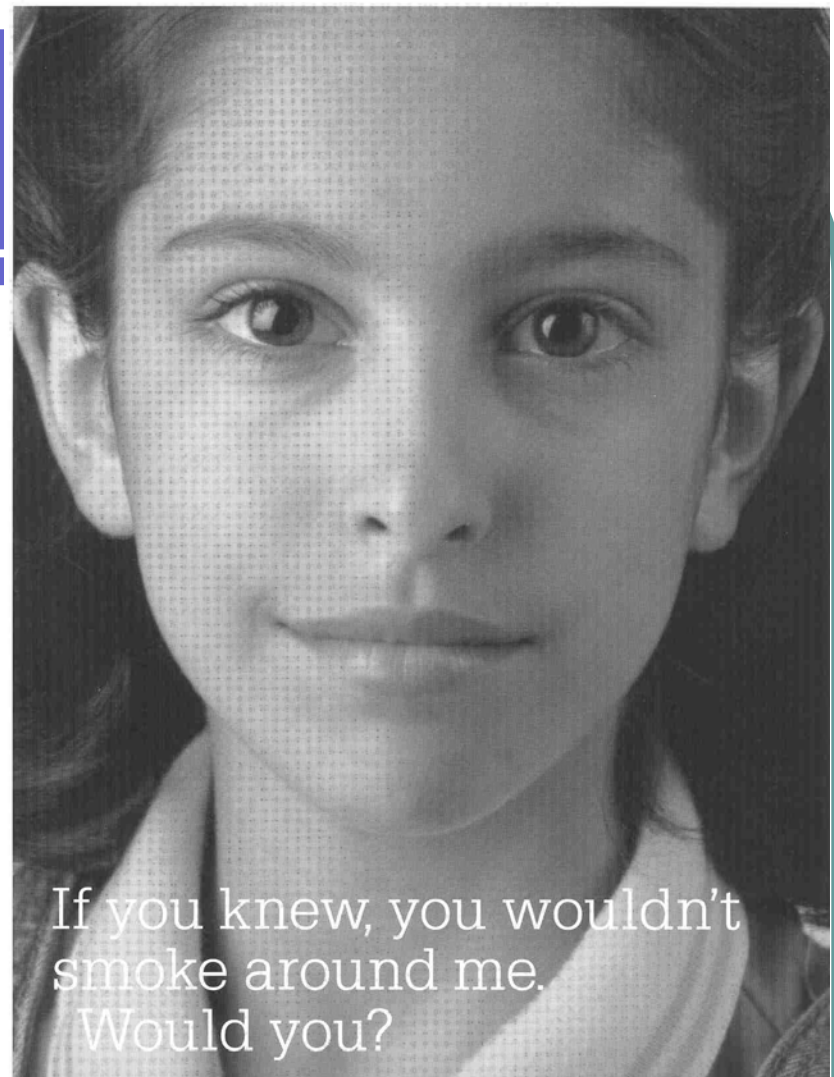
- [Full Poll Data \(pdf\)](#)

# Is persuasive to audience



**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?

I love you. And, I know that you love me.  
But some things you do, I don't understand. Like, when you smoke.  
With me right there. It scares me. 'Cause I have to breathe your smoke, too.  
And it makes me sick. It makes me stink.  
And I know, if you knew how it makes me feel, if you really knew,  
you wouldn't do it...not around me. *Would you? I love you.*

Children who breathe secondhand smoke suffer significantly higher rates  
of asthma and bronchitis than children who breathe smoke free. Learn more.  
Call 1-888-STEP-OUT.



KANSAS HEALTH FOUNDATION



Let's take it outside.

... is believable to audiences

## **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.

# Data overcomes barriers or skepticism

**FOR 6 WEEKS**

HENRY EARL CLARK sat in jail before even seeing a lawyer...and a for a full three months before they found out they had the wrong man.

**FOR 40 YEARS**

THE LAW that should have prevented this fiasco has sat on the books, waiting for enforcement.

## Find positive stats to show progress

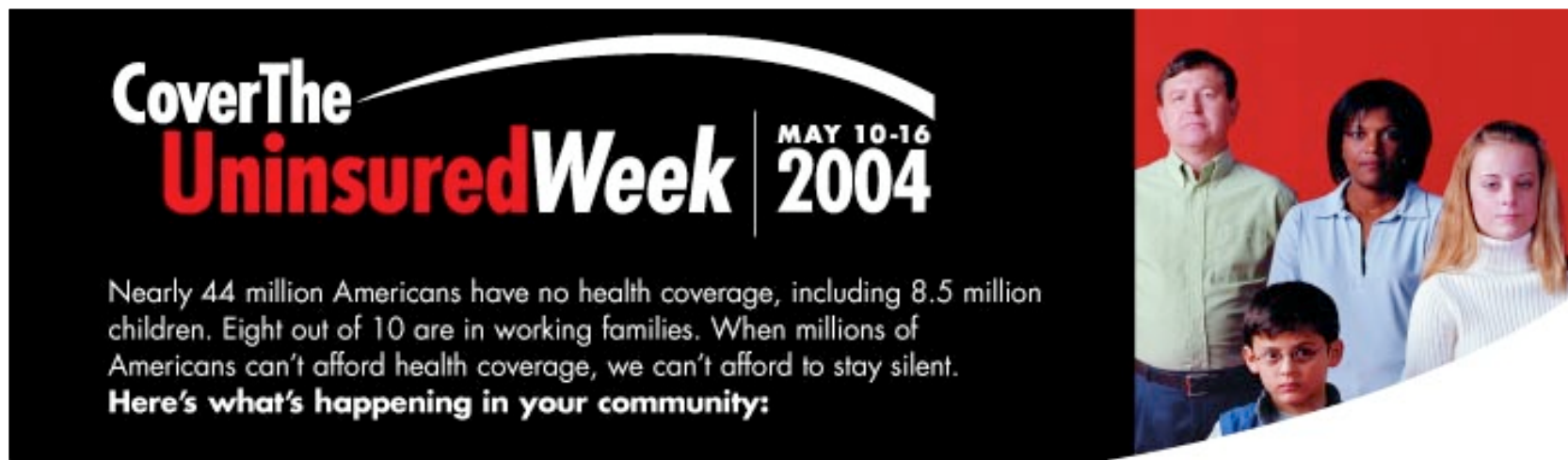
**Title IX was so successful that it increased young women's participation in high school sports by 847 percent.**

# Personal stories illustrate data

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...

The image is a promotional graphic for 'CoverThe Uninsured Week 2004'. On the left, a black background contains the text 'CoverThe Uninsured Week' in white and red, with 'MAY 10-16 2004' to the right. Below this, a paragraph of white text states: 'Nearly 44 million Americans have no health coverage, including 8.5 million children. Eight out of 10 are in working families. When millions of Americans can't afford health coverage, we can't afford to stay silent. Here's what's happening in your community:'. On the right, a photograph shows a family of four (a man, a woman, a young boy, and a young girl) standing against a red background. The bottom right corner of the graphic is cut off by a white diagonal shape.

**CoverThe**  
**Uninsured Week** | **MAY 10-16**  
**2004**

Nearly 44 million Americans have no health coverage, including 8.5 million children. Eight out of 10 are in working families. When millions of Americans can't afford health coverage, we can't afford to stay silent.  
**Here's what's happening in your community:**

**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.