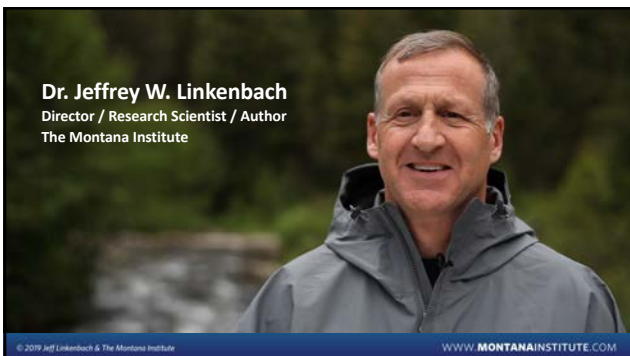




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Sara Thompson

- Marketing Consultant, SJT Marketing, Warroad, MN
- Senior Trainer & Positive Community Norms Communications Specialist for The Montana Institute
- Into: Family, food, fun & fitness



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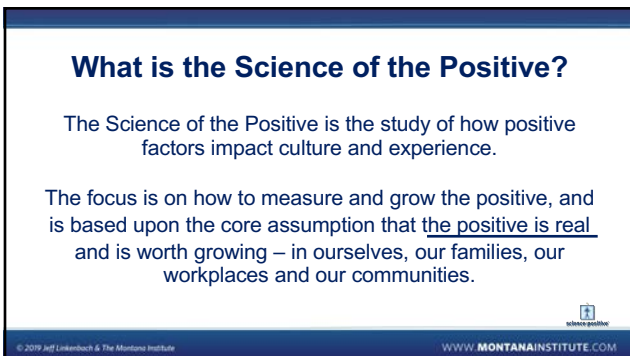
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Guiding Questions

Spirit
What will be the spirit of our work?

Science
How will we approach the science?

Action
What will be our actions?

Return
What returns will we seek?


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“If we want HEALTH, we must promote HEALTH.”

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The Importance of **HOPE**

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Core Assumption

The **POSITIVE** exists and is worth growing.

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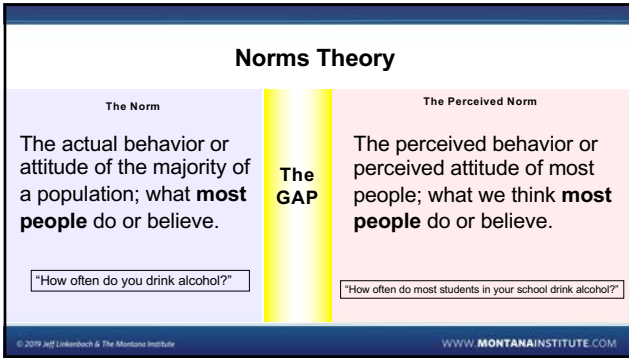
Positive Community Norms is...

An application of the Science of the Positive Framework, in organizations, systems, communities and cultures to grow positive, protective norms. Key steps will:

1. Uncover Strengths
2. Measure Gaps
3. Challenge Misperceptions
4. Increase Health

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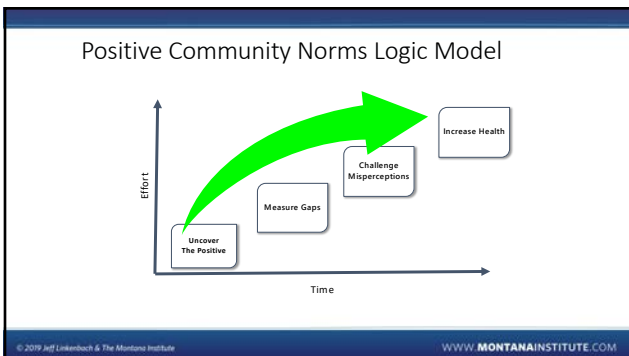
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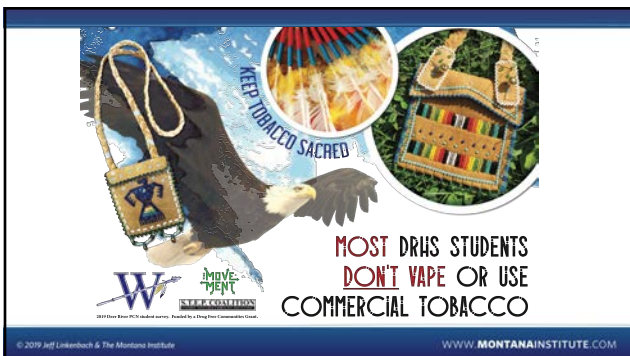
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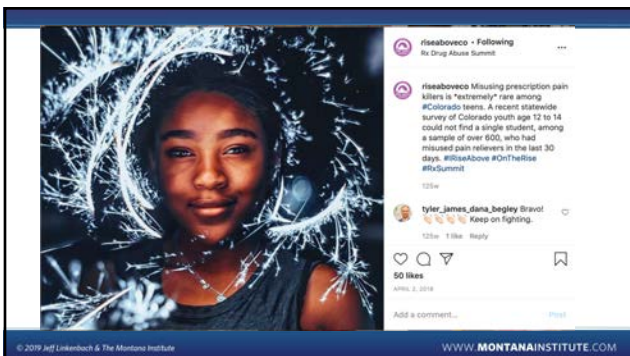
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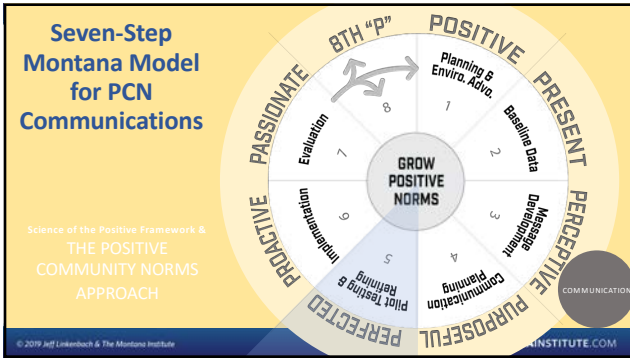
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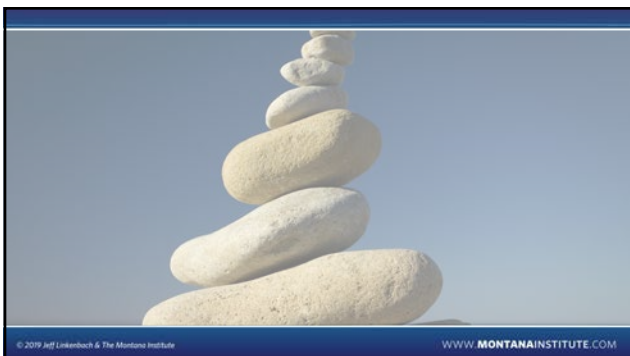
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Key elements of Pilot Testing Positive Community Norms Messaging:

- Why We Pilot Test (spirit)
- How To Pilot Test (science)
- What To Ask (action)
- How to Analyze the Results and Adjust Your Messages (return)

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Core Principle 5:

Be Perfected

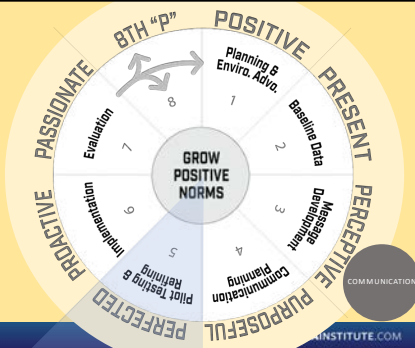


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Seven-Step Montana Model for PCN Communications

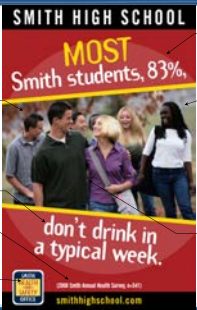
Science of the Positive Framework & THE POSITIVE COMMUNITY NORMS APPROACH



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What we are looking for in Pilot Testing:



Inclusive

Clear

Data-based and Source-specific

Neutral

Normative

Reflective


Positive

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Why Pilot Test?

- Listening and Learning
- Adjusting our Messages
- Honoring our Audience



science positive

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FISH DON'T BLINK & **MOST TEENS DON'T DRINK**

RCPC www.rcpcoalition.com **MOST of us**

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Roseau County High School Students

MOST of us



RCPC www.rcpcoalition.com

RCPC www.rcpcoalition.com

High School Students

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Who do we pilot test?

- Stakeholders
- Focus Audience
- Secondary Audience

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Who to Pilot Test?

- Starting point 5 per gender per grade (students)
- 10 per gender (adults)
- Variety of people
- Secondary audience

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How to Pilot Test?

- Intercept Interview-Text Message
- Post survey on Social Media (Survey Monkey/Google Poll) or Email
- Group polling (Zoom poll)
- Focus Group (Zoom/Google Meet)

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What to ask?

- Use a rating scale to find out how much they like the materials
- How attractive, eye catching, positive, and understandable is this material?

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Pilot testing questions

- What's the first thing you noticed?
- What do you like?
- Is there anything you dislike?
- What message do you get from this?
- Could this offend or make anyone feel excluded? Why?
- What would you change?

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Pilot Testing phases

sciencepositive

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Image Testing

Pilot Test: IMAGE

Gender: Male Female Health Group Member? Yes No
Grade: 6 7 8 9 10 11 12 ADULT

We are looking for images to use on posters, etc. Please rate each image according to how much you like it.

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Message Testing

Pilot Test: MESSAGE

(NOTE: Text in RED below indicates areas in which information specific to your message and class)

Gender: Male Female

<p>MOST (%) EASTON students DON'T drink alcohol in a typical month.</p>	not believable	1	2	3	4	5	6	7	believable
	not understandable	1	2	3	4	5	6	7	understandable
	offensive	1	2	3	4	5	6	7	not offensive

Which beginning to the message above do you prefer?
A. 75% of B. 7 out of 10 C. MOST

What main message do you get from this?

Any additional comments or suggestions?

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Final Testing

Pilot Test: MEDIA

Gender: Male Female Health Group Member? Yes No
Grade: 6 7 8 9 10 11 12 ADULT

MESSAGE A: Focus on the price of the coffee you buy

appealing	1	2	3	4	5	6	7	appealing
hard to understand	1	2	3	4	5	6	7	easy to understand
offensive	1	2	3	4	5	6	7	not offensive
negative	1	2	3	4	5	6	7	positive

MESSAGE B: Focus on the price of the coffee you buy

appealing	1	2	3	4	5	6	7	appealing
hard to understand	1	2	3	4	5	6	7	easy to understand
offensive	1	2	3	4	5	6	7	not offensive
negative	1	2	3	4	5	6	7	positive

Which MESSAGE do you like the most?
A B BOTH NEITHER

Do you think either of these posters would attract people or make them feel included?
YES NO If no, why?

What message do you get from these posters/illustrations?

Do you have any suggestions for changes?

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How long do we pilot test our campaign?

- Until you stop hearing something new.
- Until you feel like you have a good sampling of your audiences. (focus, secondary, and stakeholders)
- Until you have heard enough to refine the design or message OR move to print, etc.



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How to analyze the response

- Rating: Average score of 3.5 or higher
- Are they understanding the main norms message?

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When to adjust the materials


- Rating: lower than 3
- Norms message not coming through
- Themes of changes
- Deal breakers

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The Returns of Pilot Testing:

- Align with the Core Principle: Be Perfected
- Hear honest thoughts and reactions to your campaign.
- Provides opportunity to make important changes before it goes into the environment...
- Acts as an intervention.



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share

PLEASE SHARE WHAT YOU WANT IN CHAT BOX

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Reflection:
Pilot Testing and Refining

What hopes and concerns do you have about Pilot Testing & Refining?

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Wisdom in the Room:

Share your “lessons learned” and experiences with pilot testing...

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Returns of Pilot Testing PCN Messages:

- Understand why we are testing (spirit)
- Connect with our audience for improvement(science)
- Make changes to our messages(action)
- Establish a connection around norms and begin correcting misperceptions(return)

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Supporting Tool

THE MONTANA INSTITUTE

Pilot Testing Guide for Positive Community Norms Materials

Before pilot testing your materials, check to be sure all media follows the 7 Guidelines for PCN Communications:

1. **Positive** - Is media positive, hope based, healthy, legal, and not fear or shame based?
2. **Nonstigmatizing** - Does the media promote and cite a healthy norm in the community?
3. **Reflective** - Do the images and language reflect and relate to the target audience?
4. **Inclusive** - Does the media make members of the target audience feel like they are included?
5. **Neutral** - Is the media based on fact and presented in a non-judgmental tone?
6. **Clear** - Are the messages short, simple and easy to understand?
7. **Direct-based and source specific** - Have the numbers been double checked? Is a source included along with a "ranked by" citation?

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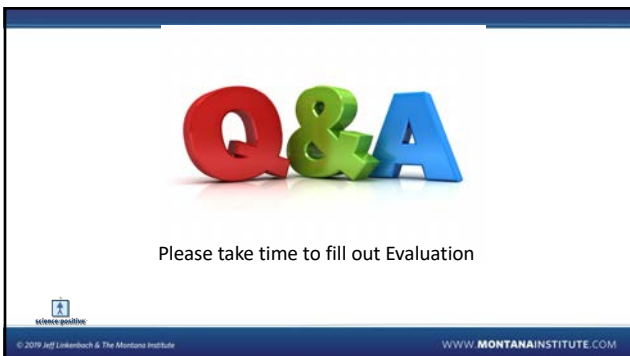
THE SCIENCE OF THE POSITIVE
CYCLE OF TRANSFORMATION

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