National Healthy Homes Conference:
Motivating Behavior Change at Home:
EPA Public Service Advertising Campaigns

David Rowson, Director,
Center for Asthma and Schools, US EPA
September 16, 2008
Why is the Indoor Environment Important?

- **High Exposures Indoors**
  - About 90% of time is spent indoors
  - Many Pollutants 2-5 times higher than outdoors

- **EPA: In Top Five Environmental Risks**

- **High Economic costs to nation of at least $150-200 billion dollars per year**
  - About 45% from avoidable deaths from radon and environmental tobacco smoke
  - About 45% from lost productivity
  - About 10% from avoidable respiratory diseases
Overview of EPA Program Areas

- Homes
- Schools
- Commercial Buildings
Healthy Home Priorities

- Radon
- ETS
- Asthma Triggers
Getting to Healthy Indoor Environments

• Voluntary, non-regulatory programs
  – Systems approach to build capacity for effective community action
• Human health based goals and measures
• Social Marketing approaches
  – National, state, and community-based public/private partnerships
  – Ambitious, goal-oriented campaigns
  – Cost-effective risk reduction
  – Tailored to vulnerable populations
IAQ Stakeholders: Social Contagion
Context for EPA Asthma Program

• Launched in late 1990’s to address increasing prevalence of asthma
• Leverages partnerships at the national, regional, state and local levels
• Defining moments:
  – Clearing the Air
  – Non-profit Partnerships
  – National Childhood Asthma Public Service Campaign
  – AHOP
  – Communities in Action
Asthma-Friendly Healthy Homes

- Multi-faceted interventions and education (NAEPP EPR-3)
- Reduce exposure to asthmatics’ triggers (NAEPP EPR-3 and NAS Clearing the Air)
  - ETS
  - Mold
  - Dust Mites
  - Pests
  - Pets
  - NOx
Asthma Program Elements

• Mobilizing Community Action
  – Educating patients and families
  – Training health care professionals
  – Building community capacity and leadership
• Improving standards of care to address environmental triggers and patient education
  – National asthma management guidelines
  – Health plans
• National Public Service Awareness Campaign
How the Media can Help Drive Healthier Homes for Americans

The Childhood Asthma Campaign

HUD Healthy Homes
September 16, 2008
A National Asthma Media Campaign Recap

- Entered into a long-term social marketing effort on asthma in 2000

- Partnership between the Advertising Council & Environmental Protection Agency

- Engage the Media to donate FREE time and space on the asthma issue.

- Ad Council Recruits a Volunteer Ad Agency
  - Ayer
  - Bromley (Hispanic Ad Agency)
  - Kaplan Thaler Group (Ayer)
  - Grey: 2004
  - Campbell Ewald: 2007
  - Harris & Other Experts
How Partner Relationships Work
Childhood Asthma Campaign

**Purpose of the Advertising:**

To motivate parents of children with asthma to learn how to prevent asthma attacks and avoid the emergency room. **Empower them to take NEW actions in the home by controlling enviro triggers.**

**Target Audience:**

Primary – Parents and caregivers of children with asthma (infant to 16 years of age)

Secondary – Inner-city populations, particularly African-Americans and U.S. Hispanics
The Process of Developing a National Media Campaign

- Research & Planning
- Strategic Development
- Creative Development
- Distribution/ Media Outreach/ PR Launch
- Production
- Ongoing PR, Monitoring & Assessment

Behavior Change
Phase 1 Research: Parents of Children with Asthma

- Extensive Up-Front Research with Experts and Families
- Focus Groups with Urban, Suburban, and Hispanic Parents (and with some children.)
- Criteria: Children under age 16 who had been to the ER in the last year
- Tested about 10 different Creative Concepts before selecting the “Fish”
- San Antonio, NYC, Harford, Miami, Chicago, Los Angeles,
Campaign Components –
More than 100 products developed in English & Spanish

- TV & Radio Public Service Announcements
- Native American Radio PSAs
- Newspaper & Magazine
- Subway/Bus Transit Cards
- Billboards, Bus Shelters
- News Stories, Interviews
- Movie Slides, School Posters
- Hotline & Website
- Post Cards, Book Marks
- Trainings for Stakeholders & Coalitions
- Partnerships with Disney
Campaign Creatives: 3 Waves

- **CALL TO ACTION:**
  - All 3 spots give web and Hotline #

1. *Fish* (2001) – uses image of a fish as children’s voices describe an asthma attack. The radio PSA uses children’s voices w/ fish & other metaphors. Print and outdoor use the fish out of water image.

2. *Drain* (2003) - also uses a fish w/ water in fishbowl to dramatize urgency

3. *Fight* (2005) - uses imagery of children and showed preventive steps parents could take, such as putting stuffed animals in a freezer to kill dust mites
Campaign Distribution

Mailed All Media Outlets Nationwide

TV 1,500 stations
Radio 6,000 Stations
Newsprint 10,000 Outlets
Outdoor By request

External Stakeholders
States & Partners 500
EPA Regions 10
Call to Action with Campaign Fulfillment

- **866-NOATTACKS**
  A toll-free hotline that provides information on how to prevent asthma attacks

- **www.noattacks.org**
  A comprehensive website with information about the disease, how to implement an asthma action plan and descriptions of common indoor triggers

- **Childhood Asthma Brochure**
  A brochure with similar information as the website (e.g. how to implement an asthma action plan and information on indoor triggers)
ATTACK ASTHMA. LEARN MORE.

Did you know that things on shower curtains, blankets, or teddy bears can trigger an asthma attack?

- Mold and dust mites trigger asthma.
- Mold grows on shower curtains.
- Dust mites live in blankets and teddy bears.

Learn more about other triggers that may be found in your home.
One of the Ad Council’s Most Popular Billboards

“WHEN I HAVE AN ASTHMA ATTACK
I FEEL LIKE A FISH WITH NO WATER.”

- JESSE, AGE 5

ATTACK ASTHMA. LEARN MORE. 1-866-NO-ATTACKS
Donated Media

Media Public Service Directors have embraced the campaign

- $250 million since launch in 2001
- Strong placement in urban markets
- Media partnerships: WNBC-TV in NY
- A Top Spanish language campaign
<table>
<thead>
<tr>
<th>Medium</th>
<th>Donated Value (Cumulative Total Since March 2001)</th>
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<tbody>
<tr>
<td>Total Media</td>
<td>$249,877,000</td>
</tr>
<tr>
<td>Broadcast TV</td>
<td>$23,490,500</td>
</tr>
<tr>
<td>Cable TV</td>
<td>$20,279,300</td>
</tr>
<tr>
<td>Radio</td>
<td>$159,308,500</td>
</tr>
<tr>
<td>Newspaper</td>
<td>$3,529,600</td>
</tr>
<tr>
<td>Consumer Magazines &amp; Business Press</td>
<td>$893,200</td>
</tr>
<tr>
<td>Outdoor/Transit</td>
<td>$19,625,200</td>
</tr>
<tr>
<td>Web Banners</td>
<td>$19,608,700</td>
</tr>
<tr>
<td>Alternative Media (PR, CNN Accent Health)</td>
<td>$3,142,000</td>
</tr>
</tbody>
</table>
PSA Fulfillment Results

- Parents and Viewers seeking help with asthma and want more info—

  The campaign website 1,243,518 Unique Visitors thru December 2004

  The toll free number has received 30,000+ calls thru February 2005
New Disney Radio Spot
Produced by Disney Pro Bono

- 33 Disney Radio Stations playing this Asthma PSA

Native American Radio Spot
Produced in 3 different languages

- Diné / Navajo
- Anishinaabe
- Lakota
Moving the Needle – Tracking Behavior: survey results

Ad Council Tracks “Learnings” for Phase 2

- Pre-Wave – September 2002
- Post-Wave – June to July 2004

- Fish is memorable—High Brand Awareness
  - Awareness of Fish campaign up to 27%
  - Particularly high awareness with Hispanics (37%) and 18-34 year olds (36%)
Respondents report taking these NEW preventative behaviors:

- Cleaned or dusted
- Got/used air filters or purifiers
- Removed rugs/carpet from home
- Bought medicine
- Used dust-proof or allergy-free bedding or washed bedding regularly in hot water
Best Media Support – when adopted by Local Coalitions and Cities

- Local asthma groups are using and localizing the campaign--
  - CARMA in Richmond
  - Cleveland
  - Minnesota
  - St. Louis

- Ad Council Training Workshop—
  - We’ll help you get started
  - Train local groups on media outreach
Richmond’s Localized Billboard with CARMA Logo & Phone #

“WHEN I HAVE AN ASTHMA ATTACK
I FEEL LIKE A FISH WITH NO WATER.”
-JESSE, AGE 5

CARMA CALL 644-2149
Taking the Plunge in Ohio

"I feel like a fish with no water."

- Jacob, Age 5

Describing Asthma

Local Logos Added
In Minnesota, more than 79,000 children have been diagnosed with asthma.
Regional spokesperson –

Chris Draft of the St. Louis Rams

MAY 2008

“Asthma attacks can be prevented – so don’t let asthma stop you!”

Empowering Families to Live Healthy Lifestyles
How YOU can join--

Criteria to Localize the Campaign for your community

1. Your Commitment
2. Willingness to go or call the media and ASK for support
3. Local Logo
4. Local Hotline Number (optional)
5. Provide Help to your Local Callers & Residents
How you can get more involved

- Make a commitment to “Do It”
- Form a State or Local Team
- Host an Ad Council Media Training w/15 participants to learn more
- Develop Your Plan
- Engage the media & launch an event
- We’ll help Celebrate Your Success

Email Brett Birnbaum at the Ad Council
- BBirnbaum@adcouncil.org
Benefits of Joining the National Campaign

- A lot of the hard work is already done
- Based on sound research—convincing evidence it’s working
- Leverage Your Resources
- Consistent Brand builds more awareness & action
- Recognized Brand & New Opportunities
- Tap the Expertise of the Best & Brightest in Social Marketing & Communications
It’s all about the simple things…in the home environment.
Come on in-- the water’s great!
Thank you for Listening

With appreciation for your help and attention.

Signed,

Dave, Kristy, Elizabeth and
The Fish

“I FEEL LIKE A FISH with no water.”
-Jacob, Age 5 - Describing Asthma
A Website just for YOU!

EPA Regions, States and Partners. Please use this website!!

www.epapsa.com
Where we’ve been & Where we’re going next... based on NEW research...

- Campaign Background & Refresher
- Assessment Objectives
- Harris Research Methodology
- Campaign Equity
  - Fish
  - Fight
- Findings
- Lessons Learned & Conclusions
Research Objectives

- What’s equity of the *Fish* campaign to date
- Functions of the various creative elements (i.e., copy, children’s voices, fish, tagline, etc)
- Deeper understanding of the role of the fish itself
- Campaign effectiveness analysis

- What’s the ability of the advertising to connect to consumers cognitively, emotionally, aspirationally and behaviorally?

- Harris’ Consumer Connection helps capture the nuanced ‘change of heart’ or a change in attitude or behavior towards the topic of asthma attack prevention.
Methodology

- Utilizing the Harris Interactive Internet database of several million opt-in respondents, a monadic design was developed to test ads among a nationally representative US population sample.

**Who?**
- Males and Females
- Age 18+
- Must be a US resident
- Must be a parent
- Must have a child that suffers from asthma
- Interviewed n=150 per ad
  - (comprised of n=50 White, n=50 African American and n=50 Hispanic)

**When?**
- November 15th – December 7th, 2007

**Where?**
- Nationally representative
What is Equity?

- A Brand is a name or symbol used to identify a product or idea. The Brand can be of significant value when it’s well recognized and has positive associations with the consumer. This concept is Brand Equity: An intangible asset that depends on association made by the consumer.

What associations does the fish imply in the mind of parents?

What effect does the fish have on the campaign?
A monadic design was implemented, meaning that each respondent only evaluated one execution on a range of measures. Some questions on the entire campaign were asked at the end of the questionnaire, after respondents were exposed to the remaining ads in the campaign. The flow of the copy test questionnaire was:

- **Screener**
- **Ad Exposure #1**
  - Message Recall
  - Website Recall
  - Ad Likeability
  - Involvement
- **Ad Exposure #2**
  - Main Idea Recall
  - Thoughts & Feelings
  - Message Registration
- **Ad Exposure #3**
  - Consumer Connection
  - Tagline Assessment
  - Call-to-Action
  - Campaign Effectiveness
  - (exposure to remaining ads in campaign)
- **Demographics**
Consumer Connection

The Brand Continuum

- Advertising may help a brand move through a continuum, that could suggest future share movement.

- **Behavioral Factors**
  Is this a brand I use/ don’t use? Did the ad move me?

- **Cognitive Influences/Consideration**
  Would I consider using this brand, or not? Did the ad move me?

- **Emotional Appeal**
  I like/ dislike this brand... Did the ad move me?

- **Self-Fit**
  Does this brand “fit” me? Did the ad move me?
Contribution of Creative Elements

- Each element has specific strengths and impact on the overall campaign:

  - **Fish out of Water**
    Creates a sense of urgency, attention-getting, disturbing, sad
  
  - **Children’s Voices**
    Pulls at heart strings, attention-getting, meaningful, motivating,
  
  - **Metaphors for Attacks**
    Thought-provoking, communicates prevention, attention-getting
  
  - **“Even One Attack is One Too Many” Tagline**
    Clear, thought-provoking, pulls at heart strings, communicates prevention
  
  - **Visual of Children**
    Pulls at heart strings, relevant, motivating, but less urgent
  
  - **Visual of Children’s Toys**
    Clear, meaningful, informative, prevention message (though less of an important specific element to the spot overall)
Relative Strength of Creative Elements

- Attention Getting
- Motivating
- Creates Urgency
- Thought-provoking
- Pulls at Heart
- Prevents
- Meaningful
- Recommit to Managing

- Fish Out of Water
- Children's Voices
- "Even One Attack" Tagline
- Use of Metaphors
- Children Visual
- Children's Toys
Campaign Impact

- While the majority indicate they are already active in managing their child’s asthma, the campaign motivates them to be supportive of others and recognize that as a parent, they have it in their control to prevent asthma attacks.

(Top 2 Box Endorsement)

<table>
<thead>
<tr>
<th>Statement</th>
<th>All Ads in Campaign TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>While I already am active in managing my child’s asthma, I would be supportive to those around me who choose to do the same</td>
<td>87 %</td>
</tr>
<tr>
<td>These ads motivate me to find out more information about ways to prevent asthma attacks</td>
<td>83 %</td>
</tr>
<tr>
<td>As a parent, I have it in my control to prevent asthma attacks</td>
<td>82 %</td>
</tr>
<tr>
<td>These ads make me think in a new way about taking steps to prevent asthma attacks</td>
<td>81 %</td>
</tr>
<tr>
<td>If I don’t manage my child’s asthma every day, they might have more attacks</td>
<td>79 %</td>
</tr>
<tr>
<td>These ads left me really wanting to improve the way I manage my child’s asthma</td>
<td>79 %</td>
</tr>
<tr>
<td>I need to stop reacting to my child’s asthma only when it is a problem and learn to prevent it</td>
<td>76 %</td>
</tr>
<tr>
<td>It makes me want to tell someone about these ads</td>
<td>72 %</td>
</tr>
<tr>
<td>After seeing and listening to these ads, I have changed the way I think about my child’s asthma</td>
<td>68 %</td>
</tr>
</tbody>
</table>
Summary of Findings…

- All Ads test extremely HIGH on Likeability and Persuasion; “exceptional and remarkable” scores.

- Those who have seen the Fish TV or other ads in the campaign before the test indicate heightened ad likeability.

- Viewers respond favorably to the information / tips for prevention presented in Fight – the tips tell them what to do, and are empowering, which improves the intent to act.

- The tagline “One Attack is One Too Many” is more effective at reinforcing the prevention message than the “Fish Out of Water” line.

- The use of children is appealing – both visuals and voices.
# Fish Campaign Equity Assessment

<table>
<thead>
<tr>
<th>Campaign Wave</th>
<th>Donated Media (value)</th>
<th>Consumer Connection (likeability)</th>
<th>Impact Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fish</td>
<td>~$200M</td>
<td>~80%</td>
<td>= $160M</td>
</tr>
<tr>
<td>Fight</td>
<td>~$20M</td>
<td>~90%</td>
<td>= $18M</td>
</tr>
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</table>
Lessons Learned...

- **Fish** - The fish out of water visual brings an element of urgency to the issue of childhood asthma and helps to maintain overall campaign recognition across all phases.
  
  - The media gatekeepers embraced Fish 10x greater than Fight.

- **Fight** - The inclusion of tangible prevention steps improves actions. Viewers respond favorably to the prevention tips. Empowers parents with new info and tells them what to do in a new way.
Drawing Conclusions:

- In Tandem these spots create the “PERFECT STORM”.

- Combine the Urgency of Fish and the Empowerment of Fight for next wave.

- **Call-to-Action**
  - **Research says:** All three ads are equally effective at making parents want to *talk to their child’s doctor to learn more* and inspire parents to call the toll-free number.
  
  - **Actual says:** Fish drove more people to the web and hotline. Due to more media play.

- These are among the most effective ads ever evaluated by Harris.
National Healthy Homes Conference:

Motivating Behavior Change at Home:
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David Rowson, Director,
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September 16, 2008
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- Commercial Buildings
Healthy Home Priorities

• Controlling Pollutant Sources
  – Radon
  – Secondhand Smoke
  – Asthma Triggers
  – Mold
• Proper Ventilation
Getting to Healthy Indoor Environments

• Voluntary, non-regulatory programs
  – Systems approach to build capacity for effective community action

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IAQ Stakeholders: Social Contagion

**EPA’s Voluntary Indoor Air Program**

- Federal, State & Local Government Officials
  - County Officials
  - Health Officials
  - Safety Officials
  - Code Officials
  - Federal Agencies
  - Housing Authorities

- Tribal Leaders & Communities
  - Native American Health Associations
  - Tribal Environmental and Public Health Education Organizations

- Consumer & Children’s Advocates
  - Childcare providers
  - Healthy Home Advocates
  - Product Safety Testers
  - Environmental and Public Health Organizations
  - Children’s Health Advocates
  - Consumer Education Groups

- School Officials & Staff
  - Administrators
  - Health, Safety & Facility Managers
  - School Boards
  - Teachers
  - School nurses
  - Business Officials
  - Architects
  - Planners

- Local, State & National Non-Profit Groups
  - Community-Based Programs
  - Local Affiliates
  - Outreach Service Coordinators
  - Faith-Based Organizations

- Health Care Providers, Insurers & Policy Makers
  - Primary Health Care Providers
  - Health Plans
  - Pediatricians
  - Physicians
  - Environmental Health Specialists
  - Preventive Medicine Physicians
  - Respiratory Therapists

- Developing Countries
  - International Health and Development Organizations
  - Wood-Burning Cookstove Education Advocates
  - World Humanitarian Groups
  - International Women’s Groups

- Building & Real Estate Industries
  - Real Estate Agents
  - Home Inspectors
  - Home Builders
  - Mortgage Lenders
  - Radon Test Kit Manufacturers and Retailers
  - Homeowner’s Associations

- Media Outlets
  - National Network Television News
  - Local Television News
  - Cable News
  - Newspaper
  - Radio
  - Internet

- Occupants, Owners & Professionals
  - Homeowners/Residents
  - Commercial/Residential Property Owners
  - Facility Managers
  - Building and Construction Engineers
  - Building Contractors
  - Home Energy Professionals
  - HVAC & R Professionals
  - Green Building Professionals
  - Industry Organizations

- Partnership for Clean Indoor Air

- EPA’s Headquarters and Regions

**Indoor Air Quality (IAQ)**
Context for EPA Asthma Program

• Launched in late 1990’s to address increasing prevalence of asthma
• Leverages partnerships at the national, regional, state and local levels
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  – Building community capacity and leadership

• Improving standards of care to address environmental triggers and patient education
  – National asthma management guidelines
  – Health plans

• National Public Service Media Campaign
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Kristy Miller and Elizabeth Bayne
Indoor Environments Division
U.S. EPA

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How Partnership Relationships Work

Ad Council
  - Advisory Board Committee

EPA
  - Media
    - Non-Profit Partners
  - States
    - Locals
      - VNR’s
        - Web
          - Hotline

Grey
  - Research Team

TV Directors
Producers
Talent
Art
Childhood Asthma Campaign

Purpose of the Advertising:

To motivate parents of children with asthma to learn how to prevent asthma attacks and avoid the emergency room. **Empower them to take NEW actions in the home by controlling enviro triggers.**

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Secondary – Inner-city populations, particularly African-Americans and U.S. Hispanics
The Process of Developing a National Media Campaign

Research & Planning → Strategic Development → Creative Development

Behavior Change

Ongoing PR, Monitoring & Assessment → Distribution/Media Outreach/PR Launch → Production
Overview of Research and Evaluation

Formative Research
- Clarity on state of the problem & issue
- Gather details & data from experts & round tables
- Get to know the Target Audience,
  - Their beliefs, behaviors, needs, barriers
  - What solutions exist and can be offered?

Evaluative Research
- Creative Research: What Gets Attention & Played?
  - Evaluation of strength of creative elements
  - Media participation & donation
- Behavior Change: Who’s responding & what are they doing?
  - Web hits, phone calls, subscribers
- Tracking New Behaviors & Beliefs
- Case studies
  - Localizing
  - who's using the asthma PSAs & how

*National Initiative to Fight Childhood Asthma: Third phase post-wave survey. EPA and Ad Council. 2006
Early Phase 1 Research: Parents of Children with Asthma

- Extensive Up-Front Research with Experts and Families

- Focus Groups with Urban, Suburban, and Hispanic Parents (and with some children.)

- Criteria: Children under age 16 who had been to the ER in the last year

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3. *Fight* (2005) - uses imagery of children and showed preventive steps parents could take, such as putting stuffed animals in a freezer to kill dust mites
Let’s watch the TV Asthma Spots
“Fish” TV
“Fight” TV
ATTACK ASTHMA. LEARN MORE.

Did you know that things on shower curtains, blankets, or teddy bears can trigger an asthma attack?

- Mold and dust mites trigger asthma.
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*Harris Interactive Online Polling*
Relative Strength of Creative Elements

- Attention Getting
- Motivating
- Creates Urgency
- Thought-provoking
- Pulls at Heart
- Prevents
- Meaningful
- Recommit to Managing

*Harris Interactive Online Polling
Campaign Impact

- While the majority indicate they are already active in managing their child’s asthma, the campaign motivates them to be supportive of others and recognize that as a parent, they have it in their control to prevent asthma attacks.

<table>
<thead>
<tr>
<th>(Top 2 Box Endorsement)</th>
<th>All Ads in Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>While I already am active in managing my child’s asthma, I would be supportive to those around me who choose to do the same</td>
<td>87</td>
</tr>
<tr>
<td>These ads motivate me to find out more information about ways to prevent asthma attacks</td>
<td>83</td>
</tr>
<tr>
<td>As a parent, I have it in my control to prevent asthma attacks</td>
<td>82</td>
</tr>
<tr>
<td>These ads make me think in a new way about taking steps to prevent asthma attacks</td>
<td>81</td>
</tr>
<tr>
<td>If I don’t manage my child’s asthma every day, they might have more attacks</td>
<td>79</td>
</tr>
<tr>
<td>These ads left me really wanting to improve the way I manage my child’s asthma</td>
<td>79</td>
</tr>
<tr>
<td>I need to stop reacting to my child’s asthma only when it is a problem and learn to prevent it</td>
<td>76</td>
</tr>
<tr>
<td>It makes me want to tell someone about these ads</td>
<td>72</td>
</tr>
<tr>
<td>After seeing and listening to these ads, I have changed the way I think about my child’s asthma</td>
<td>68 *Harris Interactive Online Polling (n=495)</td>
</tr>
</tbody>
</table>

*Harris Interactive Online Polling
Summary of Findings…

- All Ads test extremely HIGH on Likeability and Persuasion; “exceptional and remarkable” scores.

- Those who have seen the Fish TV or other ads in the campaign before the test indicate heightened ad likeability.

- Viewers respond favorably to the information / tips for prevention presented in Fight – the tips tell them what to do, and are empowering, which improves the intent to act.

- The tagline “One Attack is One Too Many” is more effective at reinforcing the prevention message than the “Fish Out of Water” line.

- The use of children is appealing – both visuals and voices.

*Harris Interactive Online Polling*
# Fish Campaign Equity Assessment

<table>
<thead>
<tr>
<th>Campaign Wave</th>
<th>Donated Media (value)</th>
<th>Consumer Connection (likeability)</th>
<th>Impact Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fish</td>
<td>~$200M</td>
<td>~80%</td>
<td>= $160M</td>
</tr>
<tr>
<td>Fight</td>
<td>~$20M</td>
<td>~90%</td>
<td>= $18M</td>
</tr>
</tbody>
</table>
Lessons Learned...

- **Fish** - The fish out of water visual brings an element of urgency to the issue of childhood asthma and helps to maintain overall campaign recognition across all phases.

  - The media gatekeepers embraced *Fish* 10x greater than *Fight*.

- **Fight** - The inclusion of tangible prevention steps improves actions. Viewers respond favorably to the prevention tips. Empowers parents with new info and tells them what to do in a new way.
Campaign Distribution

Mailed All Media Outlets Nationwide

TV 1,500 stations
Radio 6,000 Stations
Newsprint 10,000 Outlets
Outdoor By request

External Stakeholders
States & Partners 500
EPA Regions 10
Donated Media

Media Public Service Directors have embraced the campaign

- $250 million since launch in 2001
- Strong placement in urban markets
- Media partnerships: WNBC-TV in NY
- A Top Spanish language campaign
<table>
<thead>
<tr>
<th>Medium</th>
<th>Donated Value (Cumulative Total Since March 2001)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Media</td>
<td>$249,891,835</td>
</tr>
<tr>
<td>Broadcast TV</td>
<td>$23,491,511</td>
</tr>
<tr>
<td>Cable TV</td>
<td>$20,279,655</td>
</tr>
<tr>
<td>Radio</td>
<td>$159,321,063</td>
</tr>
<tr>
<td>Newspaper</td>
<td>$3,529,892</td>
</tr>
<tr>
<td>Consumer Magazines &amp; Business Press</td>
<td>$893,274</td>
</tr>
<tr>
<td>Outdoor/Transit</td>
<td>$19,625,518</td>
</tr>
<tr>
<td>Web Banners</td>
<td>$19,608,864</td>
</tr>
<tr>
<td>Alternative Media (PR, CNN Accent Health)</td>
<td>$3,142,058</td>
</tr>
</tbody>
</table>
Call to Action with Campaign Fulfillment

- **866-NOATTACKS**
  A toll-free hotline that provides information on how to prevent asthma attacks

- **www.NOATTACKS.org**
  A comprehensive website with information about the disease, how to implement an asthma action plan and descriptions of common indoor triggers

- **Childhood Asthma Brochure**
  A brochure with similar information as the website (e.g. how to implement an asthma action plan and information on indoor triggers)
PSA Fulfillment Results

- Parents and Viewers seeking help with asthma and want more info—

  The campaign website 1,243,518 Unique Visitors thru December 2004

  The toll free number has received 30,000+ calls thru February 2005
Moving the Needle –
Tracking Behavior: survey results

Ad Council Tracks “Learnings” for Phase 2
- Pre-Wave – September 2002
- Post-Wave – June to July 2004

- Fish is memorable—High Brand Awareness
  - Awareness of Fish campaign up to 27%
  - Particularly high awareness with Hispanics (37%) and 18-34 year olds (36%)
Respondents report taking these NEW preventative behaviors:

- Cleaned or dusted
- Got/used air filters or purifiers
- Removed rugs/carpets from home
- Bought medicine
- Used dust-proof or allergy-free bedding or washed bedding regularly in hot water
## Campaign results

### Six years show change in social norms…

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<th>In 2001</th>
<th>After 2006</th>
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<td><strong>Buy medication (22%)</strong></td>
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<td>Clean, dust, or vacuum (12%)</td>
<td>Reduce moisture (12%)</td>
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<tr>
<td>Air cleaner, purifier, filter (11%)</td>
<td>Vacuum furniture (12%)</td>
</tr>
<tr>
<td>Avoid smoke (9%)</td>
<td>Fix leaks (11%)</td>
</tr>
<tr>
<td>Consult doctor or allergist (7%)</td>
<td>Remove rugs (9%)</td>
</tr>
<tr>
<td><strong>Regular medication (5%)</strong></td>
<td>Special bedding to control dust mites (9%)</td>
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*National Initiative to Fight Childhood Asthma: First phase post-wave survey. EPA and Ad Council. 2001*

*National Initiative to Fight Childhood Asthma: Third phase post-wave survey. EPA and Ad Council. 2006*
## Campaign results

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Appealing to the Media

Why you play a critical role
- The media needs to see a local face
  - Local relevance/spokesperson
  - Credibility of sponsor
  - Knowledge of the issue
  - Local outlet’s programming
  - Timing
  - Ability to demonstrate results
  - Variety of spot lengths, sizes, formats
  - Act Locally
Benefits of Getting Involved

- **Strong media relationships DO increase PSA placements**
  - It’s a year-round effort
  - Keep the media aware of your progress

- **Media relationships yield benefits to you**
  - Raises profile of your organization
  - Helps audience access local resources
  - Helps media be socially responsible and active partners serving the community
Best Media Support – when adopted by Local Coalitions and Cities

- Local asthma groups are using and localizing the campaign—
  - CARMA in Richmond
  - Cleveland
  - Minnesota
  - St. Louis

- Ad Council Training Workshop—
  - We’ll help you get started
  - Train local groups on media outreach
Richmond, VA

Localized Billboard with CARMA Logo & Phone #

- coordinated by 2-3 volunteers
- hired local firm
- created CARMA logo and hotline
- paid advertising for billboards, buses & radio

Overall Budget ~ $25,000
Overall Budget ~ $5,000

Minneapolis

Localized Radio Kit with Minnesota Asthma Coalition logo

- coordinated by 6 coalition members
- assisted by Ad Council
- added logo and tag to print & radio
- regional coalitions contacted local media
- relied on donated placements
Ohio

Localized Print Ad with Ohio Asthma Coalition logo

- coordinated by 1 coalition volunteer
- added OAC logo and contact
- adapted print & radio
- secured news stories with local TV stations
- relied on donated media

Overall Budget ~ $0 (volunteer effort)
St. Louis
Localized Radio Kit with Chris Draft Asthma Team

MAY 2008
Regional spokesperson –
Chris Draft of the St. Louis Rams

The Chris Draft Family Foundation
Empowering Families to Live Healthy Lifestyles

Chris Draft Radio ad
**New** Disney Radio Spot
Produced by Disney Pro Bono

- 33 Disney Radio Stations playing this Asthma PSA

**New** Native American Radio Spot
Produced in 3 different languages

- Diné / Navajo
- Anishinaabe
- Lakota
It’s all about simple things... in the home environment.
Come on in-- the water's great!
Preview & Order On-Line www.epapsa.com

A Website just for YOU!

EPA Regions, States and Partners.
Please use this website!!

www.epapsa.com
Thank you for Listening

With appreciation for your help and attention.

Signed,

Dave, Kristy, Elizabeth and The Fish