

Promoting Education: Engaging Low-Income & Urban Communities Through Multi-Level Mobilization Strategies



Ivan J. Juzang

MEE Productions Inc.

www.meeproductions.com

MEE's Communication Services

• Full-Service Advertising & Social Marketing

- Ad Development & Placement
- Campaign Development
- Community Outreach (Word-of-Mouth)

• Media & Materials Production

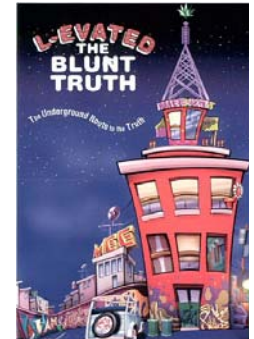
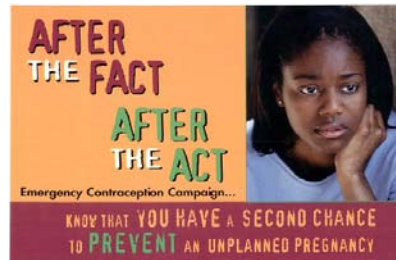
- Film/Video/Audio/Print

• Ethnic Market Research

- African Americans
- Latinos/as
- Low-Income Urban Youth
- MSMs

• Consulting & Training/Workshops

• Community Distribution Network

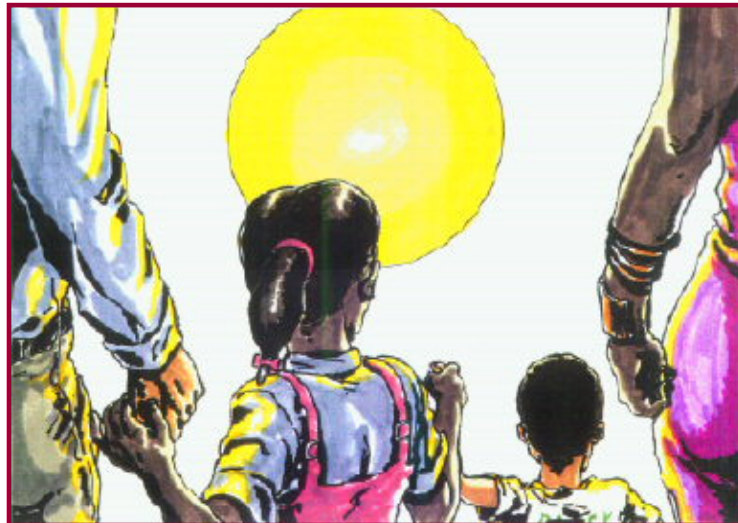


Regional WORKSHOPS



MEE's Mission Statement

To be the leading provider of culturally-relevant, cost-effective and socially-responsible intervention campaigns for hard-to-reach urban/ethnic audiences.



MEE's Audience(s) Expertise

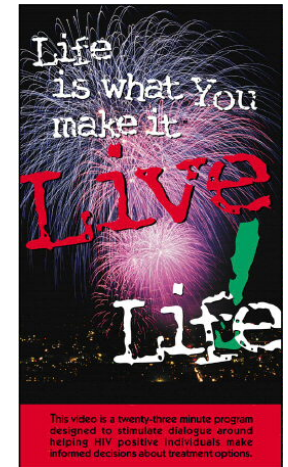
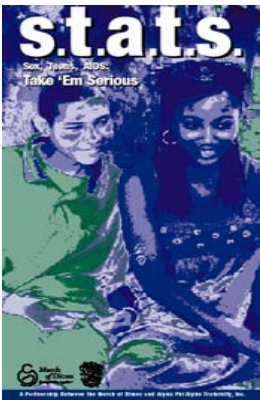
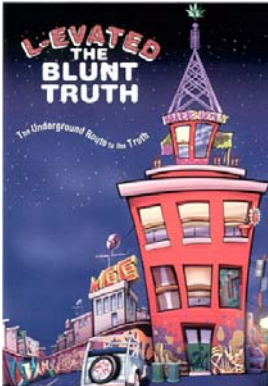


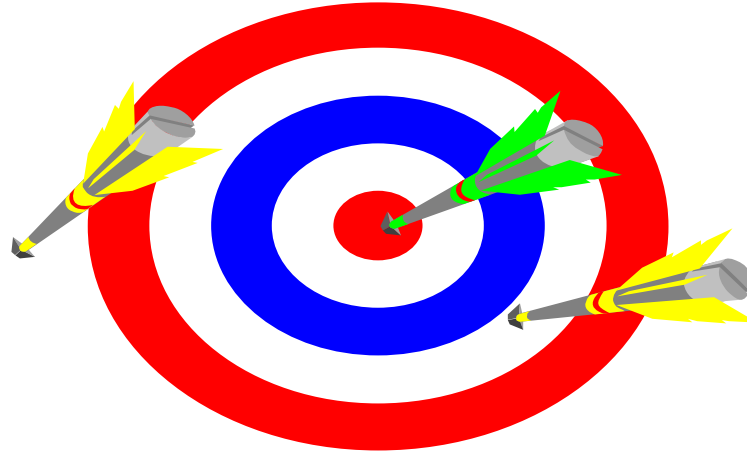
- **Low-Income Black, Urban Youth (Since 1991)**
- **African American/Latino Men Gay & Straight MSM (1994)**
- **African American Adults (1995)**
- **Latino/a Adults (1997)**
- **Hip-Hop & Single Parents (2000)**



Youth Health Experiences

- Youth Sexuality, including HIV (1991)
- HIV Prevention | Testing | Treatment (1991)
- Substance Abuse/Marijuana (1991)
- Teen Dating & Youth Violence (1993)
- Public Education & Literacy (1994)
- Tobacco Prevention (1995)
- Physical Activity & Nutrition (1998)
- Foster Youth & Mental Health (2002)





- Communication is a Risk Factor
- Competitive Mindset (...on Target)
- Persuasive Communications is Critical
- The Goal: *Word-of-Mouth* (or Peer Level Dialogue/Sharing) → Deeper Dialogue

MEE's Developmental Framework:

- **POINT B...Where We Want the Audience to Be.**
 - Defined; Clear Agenda
 - Relative Position
 - Deeper Conversation (Dialogue)
- **POINT A...Where the Audience Is.**
 - Context
 - World View
 - Issues
- **POINT 0...Where the Service Providers and Volunteers Are.**
 - Baggage
 - Myths and Misinformation
 - Mindset; Funding; Terms of Relationship

**BE ON THE
SAFE SIDE**
NO SEX on SAFE SEX

4 Pillars Developmental Framework

- **Basic Model of Communications**
- **Oral Communications Culture; Environmental Context**
- **Moving an Audience from Point A to Point B**
- **What To Say (Content) and How To Say It (Delivery)**

The Basic Model of Communication



Credibility

Content

Effectiveness

Targeted

It's NOT Only What You Say, But How You Say It!

Sender**M**essage**C**hannel**R**eceiver

Oral Communications Culture

- **Oral History: Storytelling (Not Linear)**
- **Highly Interactive; Social Interaction**
 - Challenge the Sender
- **Argument/Counter-Argument; “Questioning”**
 - Sender: Debating Position, Convincing, Defending
 - Receiver: Venting, Sharing Realities (The Why Behind the Behavior)

*Two (2) Main Reasons Why This Is Important to Public
Education Campaigns?*

Exercise: Arguments Against Safe Sex (Condom Use)

Arguments

- **Don't Feel Good (Natural)**
- **Break Easily**
- **Ruin the Mood**
- **Aren't 100% Effective**
- **In a Monogamous Relationship**
- **In Love**
- **Cost**

Counter **A**rguments

Exercise: Arguments Against Abstinence (Delay)

Arguments

- **Why Should I Wait?**
- **Everybody Else Is Doing It**
- **I'm a Male / Guys Have to Do It...**
- **He Won't Be My Boyfriend If...**
- **I'm NOT a Virgin Anymore**
- **My Parents Aren't Married**

Counter **A**rguments

Arguments Against Pursuing Academic Excellence

Arguments

- **Teachers/School Didn't Tell Me About It...**
- **High Schools Are Responsible for Educating My Kids...**
- **My Child Didn't Take the Right Classes...**
- **It's Their Education..., Why Do I Have to Go?**
- **What About Transportation ...? How Long Does it Take...?**
- **I Don't Know Anything About Financial Aid...**
- **I Don't Want Everyone All Up in My Business...**
- **There are Going to Be Too Many Forms to Fill-Out**
- **We're Too Poor ... College is For the Have's...**

Counter Arguments

Sender**M**essage**C**hannel**R**eceiver**POINT A (The Urban Context)*****The Receiver's WORLDVIEW******(The Reality of Low-Income Urban Audiences & Youth)***

- **The Streets**
- **Education/Public Schools**
- **Economics**
- **Health Care and Public Health**
- **Government (The System)**
- **Mass Media**
- **Family/Community**
- **Mainstream, Dominant Society**

Who Best Captures The Urban Context: The Youth's World View?**Summary: Hopelessness and Resiliency Co-Exist**

Sender

Message

Channel

Receiver

- **TV**: 34% of African American youth watch 4 or more hours/day
- **Radio**: 28% of AA youth listen to 4 or more hours/day
- **VHS/VCR/DVD**: 95% of AA have a VCR or DVD in the household
- **Print**: 75% of AA youth “like to read”
- **Transit**: 48% of AA youth take public transportation
- **Internet**: 91% of AA youth had access to the Internet
- **Movie Theater**: 62% of AA youth go to the movies 2 or more times/month



Sender

Message

Channel

Receiver

How To Say It!! (Using Community-Based Strategies)

Most

- High Media Consumption _____
- Peer Acceptance _____
- Unrealized Adult Power _____

Sender**M**essage**C**hannel**R**eceiver

How To Say It!! (Advertising vs. Community-Based)

Most

- High Media Consumption _____
- Peer Acceptance _____
- Unrealized Adult Power _____

*** Less than 1% respect their favorite rap artist or athlete the most**

*** 42% of youth respect their caregivers/parents (adults) the most**

SAME NEIGHBORHOOD . . . DIFFERENT CHOICES

Sexual Activity	Has not had sex within the last three months	Has been sexually active within the last three months
High School Status	Less likely to have dropped out of high school	More likely to having dropped out of high school
Religious Activity	Has attended church service in the past month	Has not attended church service in the past month
Literacy	Enjoys reading	Does not like to read
Employment Status	May have a part-time job; but mainly focused on education	Hustles for money or has a part-time job
Entertainment Content	PG-13	R

SAME NEIGHBORHOOD . . . DIFFERENT CHOICES

<p>Entertainment Consumption</p>	<p>A. Likes comedies; more likely to prefer drama/romance and PG-13 movies</p>	<p>A. Likes action/violent movies, or those with sexual content, R-rated films</p>
	<p>B. Likes both hip-hop/rap and R&B</p>	<p>B. Likes hip-hop/rap almost exclusively</p>
	<p>C. Likes to watch TV sitcoms</p>	<p>C. Likes to watch TV shows with violence, action and sexual content</p>
	<p>D. Likes the music of Ja Rule, Tupac, Usher, Lauryn Hill and Missy Elliott</p>	<p>D. Favors the music of R. Kelly, Biggie Smalls, Jay Z, Tupac, Foxy Brown, Lil' Kim, Trina</p>
	<p>E. Favorite actors-Chris Tucker & Martin Lawrence</p>	<p>E. Favorite actors-Chris Tucker & Martin Lawrence</p>

Sender | **M**essage | **C**hannel | **R**eceiver

What To Say!! (Content)

Types of **M**essages: **P**- Prevention | **R**- Retention | **R**- Recovery

P- Prevention: _____

R- Retention: _____

R- Recovery: _____

(Message Considerations: Rejecting Behavior vs. Peer Group)

Sender | **M**essage | **C**hannel | **R**eceiver

What To Say!! (Content): Education

Types of **M**essages: **P**- Prevention | **R**- Retention | **R**- Recovery

P- Prevention: Educate Children/Tweens at Home (Parents) & Schools

R- Retention: Reinforce Youth to Sustain Efforts (Hang in There)

R- Recovery: Never Too Late – We All Fall Down, Get Back Up!!

(**CSF**: Message Considerations: Rejecting Behavior vs. Peer Group)

Sender | **M**essage | **C**hannel | **R**eceiver

What To Say!! (Content): Promoting College Education

Types of **M**essages: **P**- Prevention | **R**- Retention | **R**- Recovery

- **High Expectations: Valuing and Encouraging Life Long Education**
- **Being A Volunteer and/or Advocate for Youth to Access Higher Education**
- **Change the Game: Know and Explore Your Educational/Career Options**
- **Promote the Benefits of Education As A Key to Life Success**
- **Help Today's Youth Get Paid (i.e., College Prep as the Road to Success)**
- **Early Childhood Mentoring (Using Young Adults to Talk About College)**
- **Get Paid for College Today, Come to College Goal Sunday**

Sender**M**essage**C**hannel**R**eceiver

Celebrity – n. – 1. Famous Person; 2. A Highly Visible or Popular Person Who Appeals to Others; 3. Renown

Sender: (Celebrities)

- Leverage Voice and Visibility
- Passionate/Vested in the Topic
- Knowledgeable About Issue
- Nationally or Regionally Known
- Community Roots & Credibility

Channel: (for Celebrities) *

- PSAs (TV/Cable/Radio/Print)
- Press (TV/Radio/Print/Ethnic)
- Policymakers (ALL Levels)
- Grassroots Advocacy/Forums
- Celebrity Events (Bring Peers)

Sender**M**essage**C**hannel**R**eceiver**Sender: (Peer-to-Peer)**

- Identifying the Peer Leader
- Sub-Group Cultures (Leaders)
- Access, Language, Credibility
- Recovered, Older Peers (A → B)
- Arguments/Counter Arguments

Sender: (Community-to-Parents)*

- Keys to the Community (Parents)
- Listen To & Involve; Use Media
- Empower Parents (1-to-3-to-15)
- 3R's (Real, Relevant, Respectful)
- Best Interest (High Expectations)

Development: Keys to the Community

- **Credibility**
 - Understand Environment; Respect Culture; No Assumptions or Morality
- **Trust**
 - Listen First, Walk Talk, Follow Through → To Come Back Again
- **Access**
 - Based on Credibility and Trust → To Put Information In!!
- **Involvement**
 - At the Table; Resources to Problem Solve
- **Value**
 - Added Value; Close the Loop; Fill Their Needs

Mobilizing the Community

MEE's Community Mobilization Model:

- Identify Target CBOs, Service Providers, Health Agencies, Retailers
- Recruit (Invite) Target CBOs, Activist and Community Stakeholders
- Community Dialogue (Chat & Chews)
- Sign-Up CBOs, Service Providers, Health Agencies, Retailers
- Involve/Engage (Events) CBOs, Providers, Health Agencies, Retailers
- Continue Dialogue (4 D's) → Mailings; Display; Events; Outreach

Other Strategies: Training; Collaboration(s) and Launch Party

Services (Referrals, Access, and Replacement Activities)

Sender**M**essage**C**hannel**R**eceiver**Sender: (Community Adults-to-Youth) ***

- Use Campaign Media Tools
- Empower Peers (1-to-3-to-15)
- Listen
- 3R's (Real, Relevant, Respectful)
- Best Interest (High Expectations)

Sender: (Campaign Partners) *


- 4 D's
- Display
- Disseminate (Handout)
- Dialogue (Outreach)
- Defend Campaign (PR)

Sender**M**essage**C**hannel**R**eceiver**Sender: (Peer-to-Peer)**

- Identifying the Peer Leader
- Sub-Group Cultures (Leaders)
- Access, Language, Credibility
- Recovered, Older Peers (A → B) (i.e., *Successful Users of NASFAA's Services that Help Children Succeed*)
- Arguments/Counter Arguments

Peer-to-Peer Communications and Outreach

- **Audience: “Identifying” and Training Peer Group Leaders**
 - Thought/Opinion Leaders
 - Older Peers
 - Recovered Audience Members

 - **Peer-to-Peer Communications:**
 - Access
 - Language
 - Credibility
 - Older Peers (POINT A & B)
 - A/CA
 - Peer Multiplier (1-to-3-to-15)
 - Goal: Peer Sanctioning of Desired Health Behavior
- 

Development: Peer-to-Peer Outreach Considerations

(Target Audiences: Message Senders = Message Receivers)

Street Outreach (Community Action Teams) – MACRO (Public)

- Integral Part of Community
- Community Gatekeepers → High Levels of Access

Peer-to-Peer Interpersonal Dialogue (MEE's PGLN) – MICRO

- Highly Interactive; Social Interaction
- Peer Sanctioning → Argument/Counter-Argument
- “*Walked A Mile In Their Shoes*” → Experienced Point A & Point B
- Highly Influential; Represent Comfort and Safety

Education Messages with Street Life

- **Develop Messages that Create Community Ownership**
 - ...of Student Achievement and Higher Education
 - ...You Can Change the Game...
- **Messages and Intervention Strategies Must Adhere to Oral Communications Culture (to Generate Word-of-Mouth)**
- **Messages Must be Real, Authentic and Respectful of the Community**
 - Go into the community (listen and involve the target audience in the process)
 - Create messages, images and symbols that ethnic/urban audiences relate to
- **Use Both Traditional and Non-Traditional Delivery Channels**
- ***“By and For”* Messages Will Compete with Other Life Choices**

Urban Audiences: *MEE's Approach*

- **Objectives; Campaign Resources; Target Audience(s)**
- **4 Pillars Developmental Framework (Point A → B)**
- **Audience Research (Focus Groups)**
 - Context; Worldview; Arguments/Counter-Arguments
 - Create Concepts; Test Concepts; Obtain Client Approvals
- **Communication Framework & Intervention Plan**
- **Message and Materials Development (*By and For*)**
 - Call to Action with Place(s) to Go for Educational Services/Help
 - Use “Real” People (Incorporate Audience in Advertisements)
 - Produce; Edit; Test; Re-Edit; Obtain Client Approvals

Urban Audiences: *MEE's Approach*

- **Media Campaign (Traditional Media Strategies)**
 - TV PSAs; Radio PSAs; Print PSAs in Magazines and Newspapers
 - Paid Radio; Entertainment Media; VHS/DVD; Transit; Internet (ASOs)
- **Non-Traditional Strategies (“Community Campaign”)**
 - Leverage Video/VCR Penetration; Community Mobilization
 - Peer-to-Peer Outreach; Community Events/Activities; Retailers/Programs
- **Training; Collaboration and Mobilization (Role & Referrals)**
- **Services (Referrals, Access and Replacement Activities)**
- **Evaluation (Measuring Effectiveness) & Quality Assurance**

Evaluation – Summary & Case Studies

MEE’s Communication Model in Action:

Client/ Product	General Market	Ethnic Market	Success Story
DC City Government/ <i>Reduce Teen Pregnancy in Low-Income Communities</i>	- Print Materials - Family Planning Clinics	- “Be On The Safe Side” - Radio/Transit/TV - Peer-to-Peer - Street Outreach	Results: \$25M Federal Bonus for Lowered Abortions and Out-of- Wedlock Births – “The City’s gains were the result of the agency’s “Be On The Safe Side” campaign.”
GlaxoSmithKline/ <i>OraSure</i>	“Put this Between Your Cheek and Gum”	“Accurate HIV Testing Made Simple”	“Two Thirds of Hotline Calls Generated by MEE’s Community Campaign”
Center for Child Well-Being/ <i>Parenting In The Real World</i>	“Early Childhood Development”	“Kids Don’t Come With Instructions”	“Reduction in BOTH Parenting Stress Indicators and Depression”

Evaluation – Summary & Case Studies

MEE’s Communication Model in Action:

Client/ Product	General Market	Ethnic Market	Success Story
Reproductive Health/ <i>Emergency Contraceptive</i>	Emergency Contraception	“After the Fact, After the Act!”	Increased Daily Calls to the 1-800 Hotline by 300%
Pfizer/Agouron Pharmaceuticals/ <i>Life Is What You Make It!</i>	- Print Materials - Gay Publications	- Black/Latino - Videos - Word-of-Mouth	9 Urban Communities Requested 150,000 Videos in 18 Months
Carsey-Werner/ <i>3rd Rock From the Sun</i>	“May the Force Be With You”	“Make My Rock the 3rd Rock”	“Doubled the Nielsen Ratings in Black Households in Pilot Urban Markets”

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