How to Promote “Values Change”: Influencing and Strengthening Relationship Status Among African Americans

Ivan Juzang

MEE Productions

Philadelphia, PA  Washington, DC  Los Angeles, CA

www.meeproductions.com
Public Health Experiences

- Youth Sexuality, including HIV (1991)
- Marijuana/Tobacco/Alcohol (1991)
- Teen Dating & Youth Violence (1993)
- Public Education & Literacy (1994)
- Physical Activity & Nutrition (1998)
- Foster Youth & Mental Health (2002)
- Fatherhood/Parenting, Head Start (2002)
Sources/References/Tools

www.meeproductions.com/reality

www.meeproductions.com/workshop/meeBYS.cfm

www.meeproductions.com/ar2006

www.BeOnTheSafeSideCampaign.com

www.meeproductions.com/psa
The Philosophy
(Planning)
• Communication is a Risk Factor
• Competitive Mindset (...on Target)
• Persuasive Communications is Critical
• Communications is \textit{MORE} than Media
• The Goal: \textit{Word-of-Mouth} (or Peer Level Dialogue/Sharing) \(ightarrow\) \textit{Deeper Dialogue}
The Philosophy

Question #1: Who Is Your Target Audience(s)?

Question #2: What Is Your Core (Values) Message?

Question #3: Resources – What’s Your Budget?

Question #4: What Delivery Channels Are You Using?

Question #5: Who Is The Best Message Sender(s)?
The Philosophy

POINT B...Where We Want the Audience to Be. (Questions #2, #3)
- Defined; Clear Agenda (#2: What Is Your Doable Intervention Message?)
- Relative Position
- Deeper Conversation (Dialogue)

POINT A...Where the Audience Is Now. (Questions #1, #4, #5)
- Context
- World View
- Issues

POINT 0...Where the Service Providers and Community Are.
- Baggage
- Myths and Misinformation
- Mindset; Funding; Terms of Relationship
Point B: Healthy Relationships Message Considerations

Choices | Decisions | Consequences | Responsibilities
The Philosophy
(Framework)
An Inside Look at Black Communications Culture

The Basic Model of Communication

Sender | Message | Channel | Receiver

Credibility | Content | Effectiveness | Targeted

It’s NOT Only What You Say, But How You Say It!
Question #1: Who Is Your Target Audience(s)?

<table>
<thead>
<tr>
<th>Sender</th>
<th>Message</th>
<th>Channel</th>
<th>Receiver</th>
</tr>
</thead>
</table>

**Oral Communications Culture**

- **Highly Interactive & Social** *(Communication in a Social Context)*
  - Challenge the Sender
  - Messages and Ideas are Debated and Challenged to be Legitimate

- **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 Health Intervention Campaigns in Communities of Color?*
# MEE’s Communications Framework

<table>
<thead>
<tr>
<th>Message Source</th>
<th>(-)</th>
<th>(+)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Entertainment Media</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>High Media Consumption</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Peers</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Peer Acceptance</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Adults-Parents-CBO Leaders</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Unrealized Adult Power</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Healthcare/Service Providers</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Access, Policy and Cultural Competency</em></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Negative Environmental Influences

• Many, “Very Strong” Negative Media Images
  – No Consequences & No Commitments
• Peer Pressure: Drugs & Alcohol; Having Sex
• The Transactional Nature of Sex (Economics)
• Parents: Contributing to and/or Impeding
• Sex Education is NOT Working (*Too Little/Too Late*)
• Healthcare: Accessible but NOT User Friendly
Question #4: What Delivery Channels Are You Using?

Sender | Message | Channel | Receiver

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

Most

- High Media Consumption
- Peer Acceptance
- Unrealized Generational/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

<table>
<thead>
<tr>
<th>Category</th>
<th>Option 1</th>
<th>Option 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sexual Activity</td>
<td>Has not had sex within the last three months</td>
<td>Has been sexually active within the last three months</td>
</tr>
<tr>
<td>High School Status</td>
<td>Less likely to have dropped out of high school</td>
<td>More likely to having dropped out of high school</td>
</tr>
<tr>
<td>Religious Activity</td>
<td>Has attended church service in the past month</td>
<td>Has not attended church service in the past month</td>
</tr>
<tr>
<td>Literacy</td>
<td>Enjoys reading</td>
<td>Does not like to read</td>
</tr>
<tr>
<td>Employment Status</td>
<td>May have a part-time job; mainly focused on education</td>
<td>Hustles for money or has a part-time job</td>
</tr>
<tr>
<td>Entertainment Consumption</td>
<td>Comedy/Drama; Hip-Hop &amp; R&amp;B; Pop Content</td>
<td>Action/Violence; Only Hip-Hop/Rap; Hardcore Content</td>
</tr>
</tbody>
</table>
Question #3: Budget – How Much Money Do You Have?

- **Sender**: Huge Media Consumers (i.e., TV, Radio, Music, Movies)
- **Message**: Segregated Media Consumption
- **Channel**: TV: Can Be Viewed as Mainstream (Good for Adults)
- **Recipient**:
  - **Radio**: Best Bang for the Buck; Oral-based; Promotions
  - **VHS/DVD/CD**: > 90%; Shareable If Good; Rated-R “Context”
  - **Print**: Literacy & Privacy Issues; “Call to Action” Reminder
  - **Transit**: Branding; “Call to Action” Message Reinforcement
  - **Internet**: Gap is Narrowing; Pluses and Minuses
  - **Movie Theaters**: Channel Credibility; Must Be Aggressive
Question #5: Who Is The Best Message Sender(s)?

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-Audience)*
- “Keys” to the Community
- Listen To & Involve; Use Media
- Empower Peers/Parents (1-to-3-to-15)
- 3R’s (Real, Relevant, Respectful)
- Best Interest (High Expectations)

Don’t Give Up Your Power!
How to Promote “Values Change”: Influencing and Strengthening Relationship Status Among African Americans

Philadelphia, PA
Washington, DC

Los Angeles, CA

www.mee productions.com