



# **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

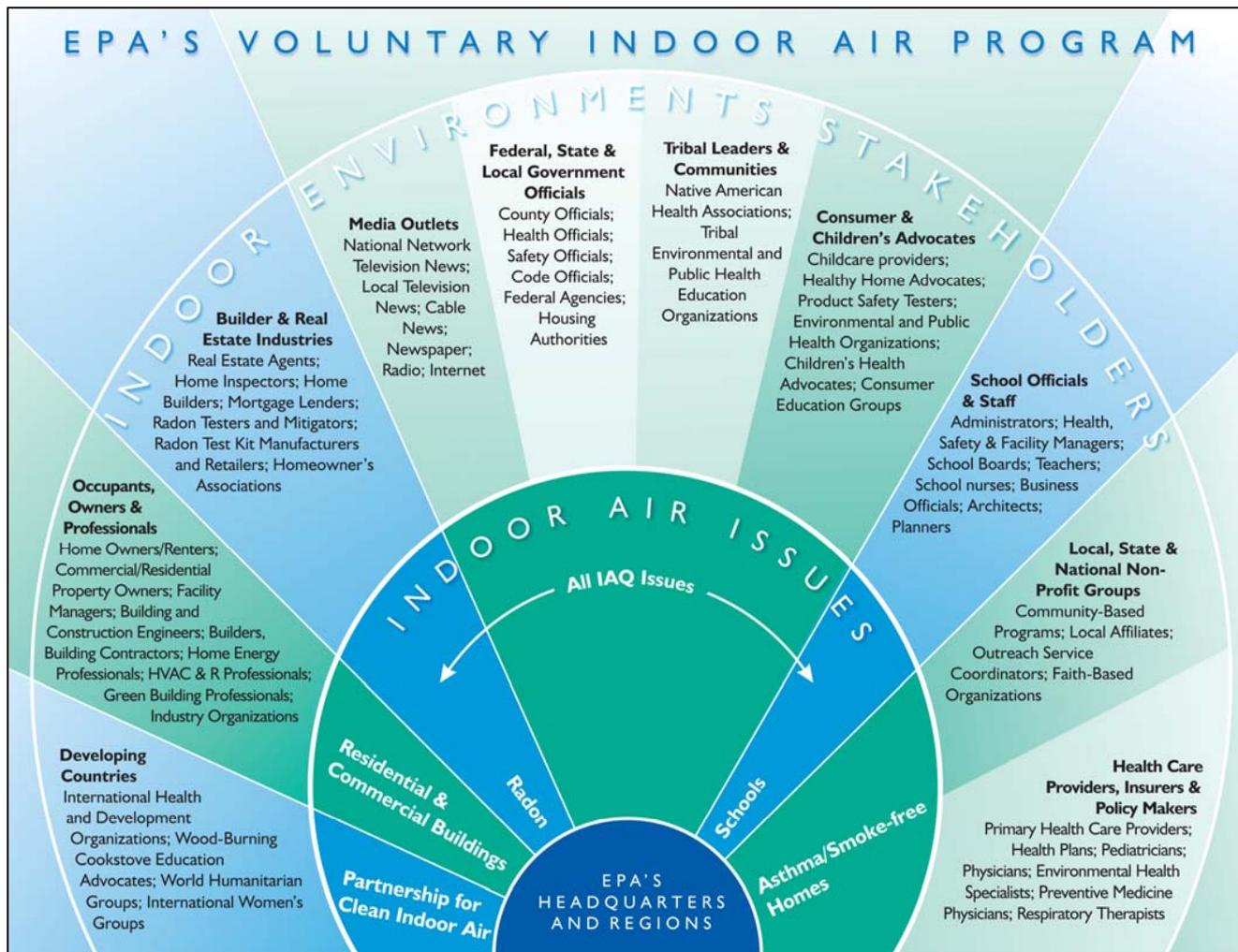
# Healthy Home Priorities

- 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
  - NO<sub>x</sub>

# 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

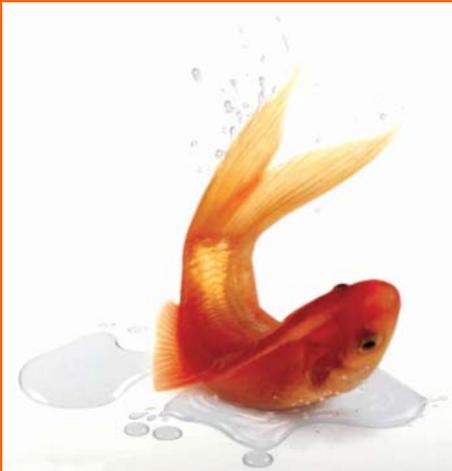
## The Childhood Asthma Campaign

HUD Healthy Homes  
September 16, 2008

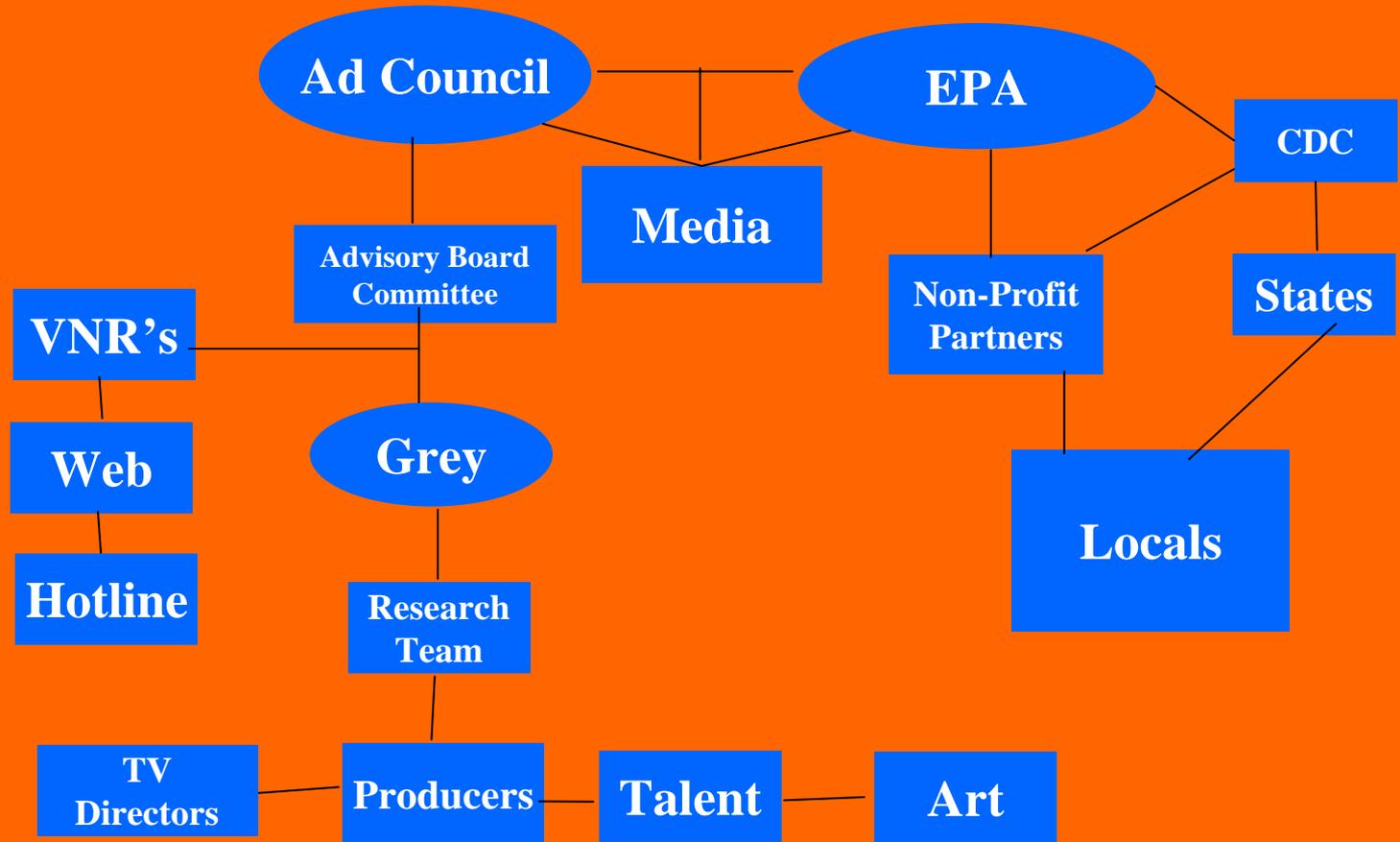


# A National Asthma Media Campaign Recap

- 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)
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  - Grey: 2004
  - Campbell Ewald: 2007
  - Harris & Other Experts



# How Partner Relationships Work



# Childhood Asthma Campaign

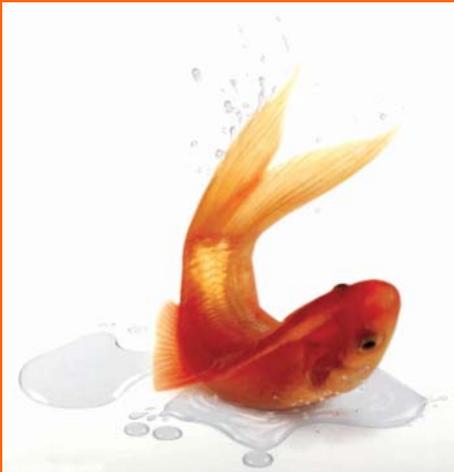
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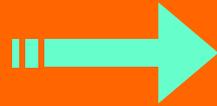
Primary – Parents and caregivers of children with asthma (infant to 16 years of age)

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



Behavior Change



Ongoing PR,  
Monitoring &  
Assessment



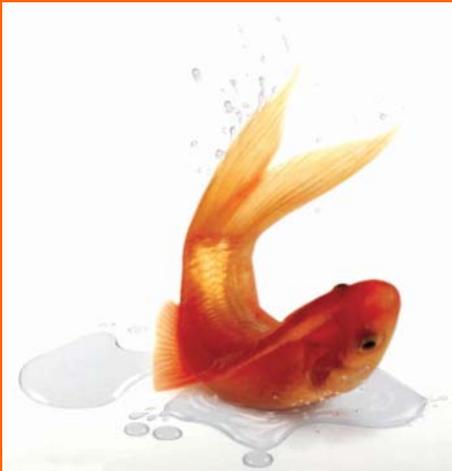
Distribution/  
Media Outreach/  
PR Launch



Production

# Phase 1 Research: Parents of Children with Asthma

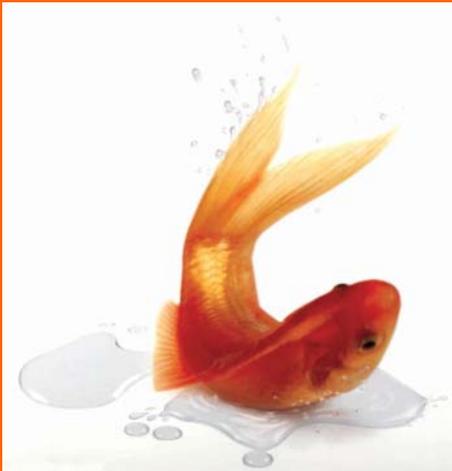
- Extensive Up-Front Research with Experts and Families
- Focus Groups with Urban, Suburban, and Hispanic Parents (and with some children.)
- Criteria: Children under age 16 who had been to the ER in the last year
- Tested about 10 different Creative Concepts before selecting the “Fish”
- San Antonio, 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](http://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)



[En Español](#)

## ATTACK ASTHMA. LEARN MORE.

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

ABOUT ASTHMA

PREVENTING ATTACKS

ASTHMA ACTION PLAN

ASTHMA HOTLINE

FOR KIDS

- 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



[Subscribe to Our Newsletter](#) [Privacy Policy](#)

1-866-NO-ATTACKS



© The Ad Council

# 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**

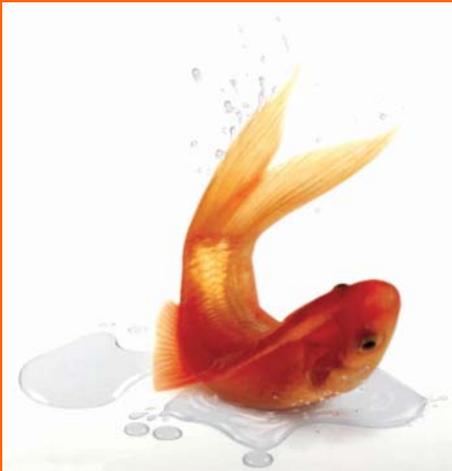
## Childhood Asthma

Estimated Donated Media Dollar Values  
through Q2 2007

<u>Medium</u>	<u>Donated Value (Cumulative Total Since March 2001)</u>
<b><u>Total Media</u></b>	<b>\$249,877,000</b>
<b>Broadcast TV</b>	<b>\$23,490,500</b>
<b>Cable TV</b>	<b>\$20,279,300</b>
<b>Radio</b>	<b>\$159,308,500</b>
<b>Newspaper</b>	<b>\$3,529,600</b>
<b>Consumer Magazines &amp; Business Press</b>	<b>\$893,200</b>
<b>Outdoor/Transit</b>	<b>\$19,625,200</b>
<b>Web Banners</b>	<b>\$19,608,700</b>
<b>Alternative Media</b> (PR, CNN Accent Health)	<b>\$3,142,000</b>

**Total Donated  
Media, by Medium**

**Through Q2 2007**



# 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



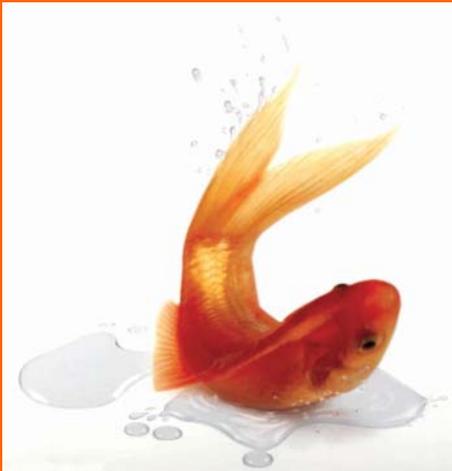
- Diné / Navajo
- Anishinaabe
- Lakota



# 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%)



# Moving the Needle – Tracking Behavior: survey results

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



## 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 #



# Taking the Plunge in Ohio

Local  
Logos  
Added



**“I FEEL LIKE  
A FISH  
WITH NO WATER.”**

**-JACOB, AGE 5  
DESCRIBING ASTHMA**



You know how to react to their asthma attacks. Here's how to prevent them.

**1-866-NO-ATTACKS**

**EVEN ONE ATTACK IS ONE TOO MANY.**

For more information log onto [www.noattacks.org](http://www.noattacks.org) or call your doctor.



**GCAC**

GRAND CLEVELAND AREA CONCERNED  
IN RESPECT OF THE ENVIRONMENT

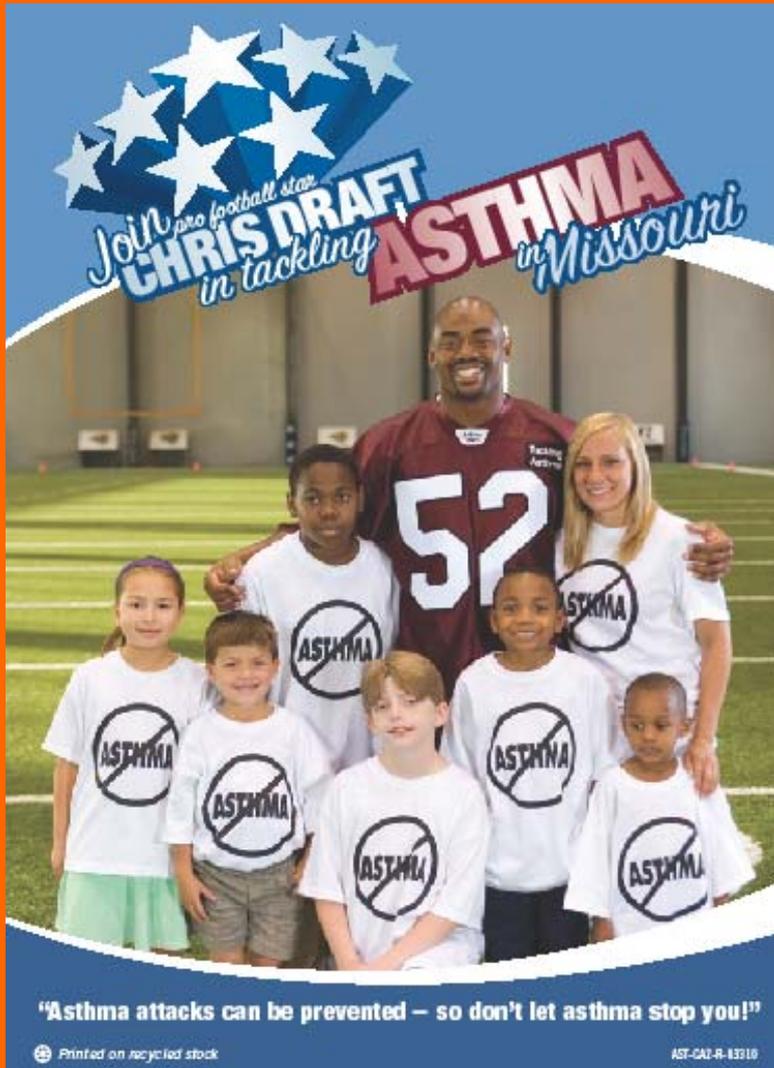


**AMERICAN LUNG ASSOCIATION**  
of Ohio

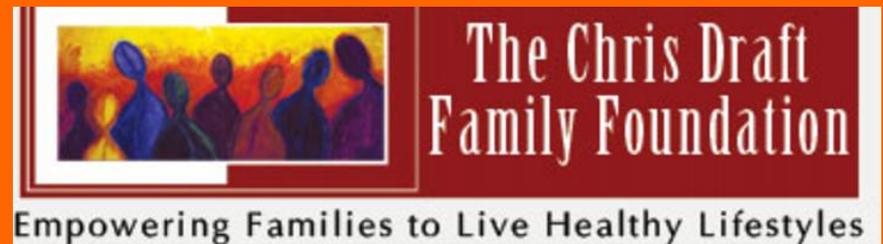




# Regional spokesperson – Chris Draft of the St. Louis Rams



MAY 2008



# 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**

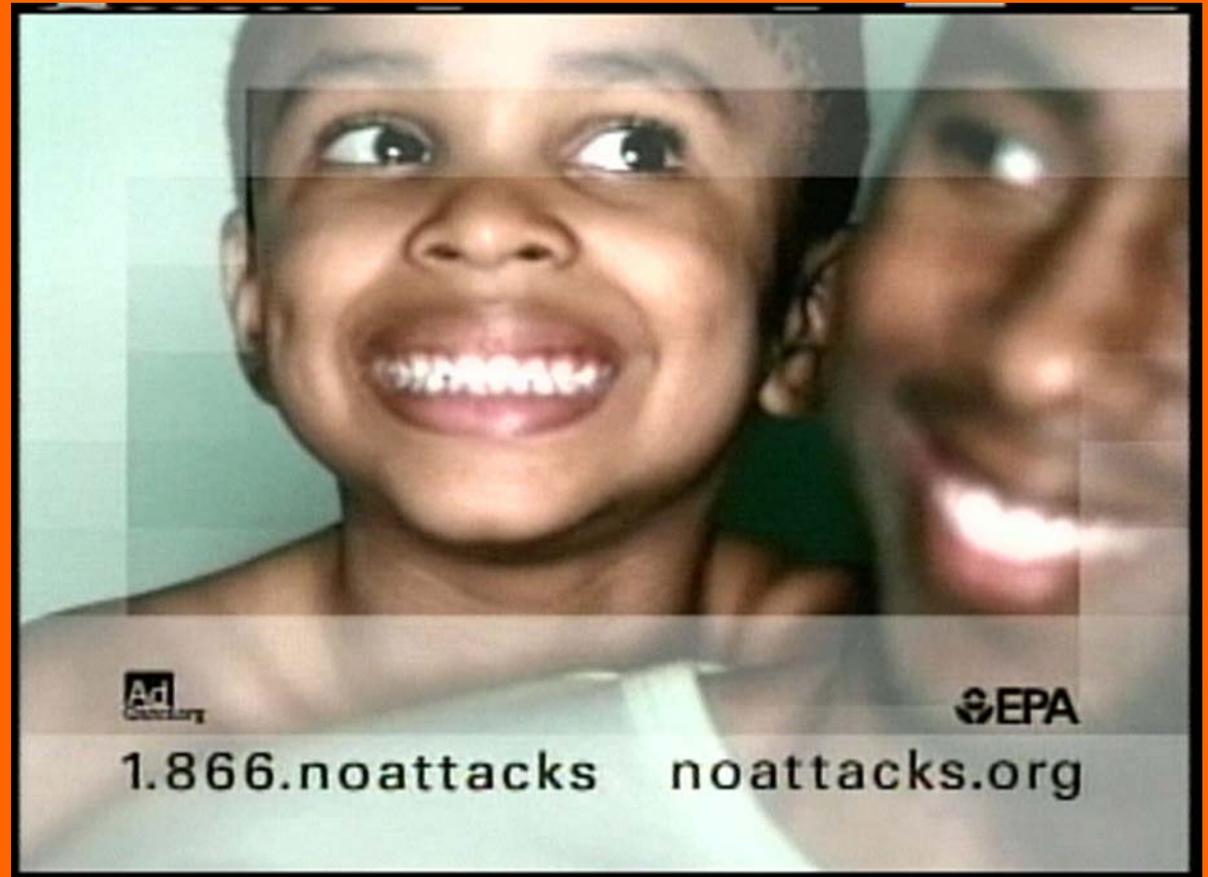
**Email Brett Birnbaum at the Ad Council**

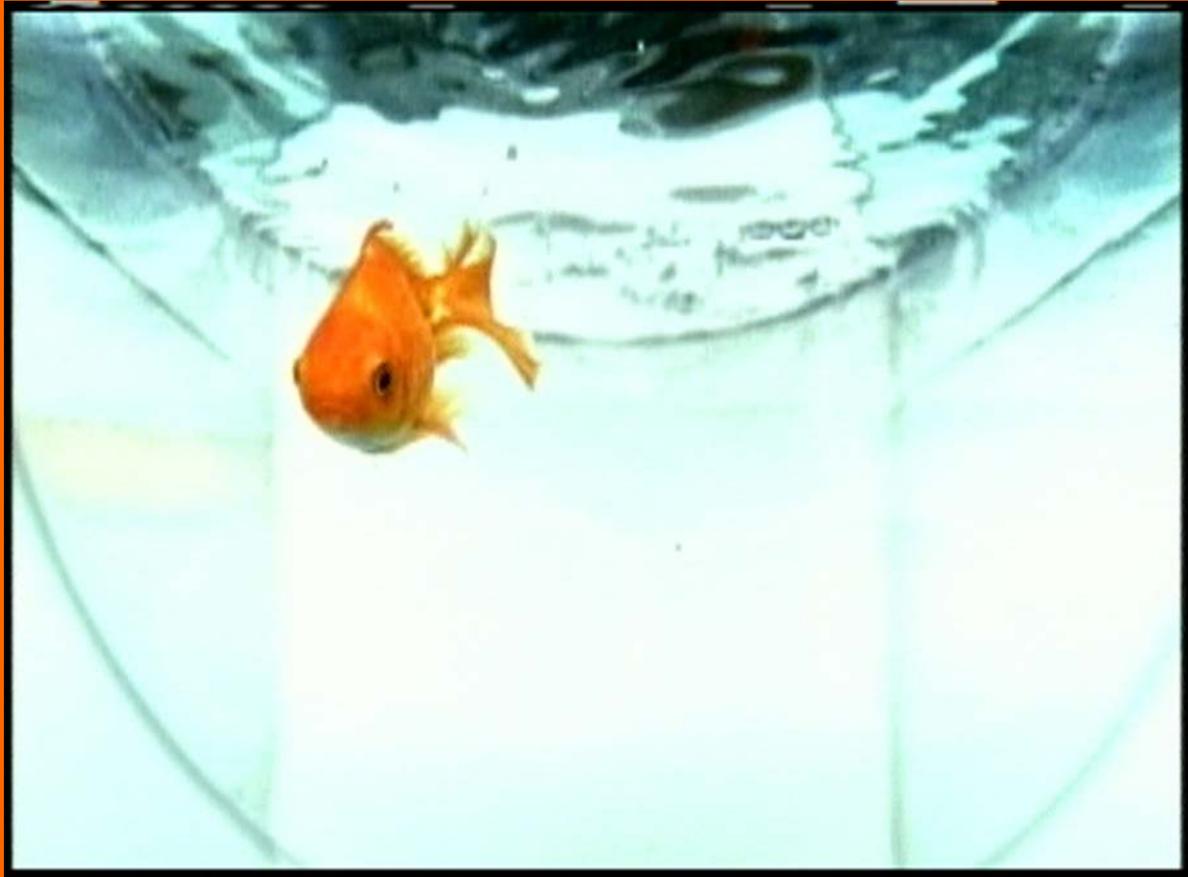
- **[BBirnbaum@adcouncil.org](mailto:BBirnbaum@adcouncil.org)**

# 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**



# Preview & Order On-Line

[www.epapsa.com](http://www.epapsa.com)

A Website just for YOU!

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

[www.epapsa.com](http://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
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- Findings
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## 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 15<sup>th</sup> – December 7<sup>th</sup> , 2007

## Where?

Nationally representative

# What is Equity?

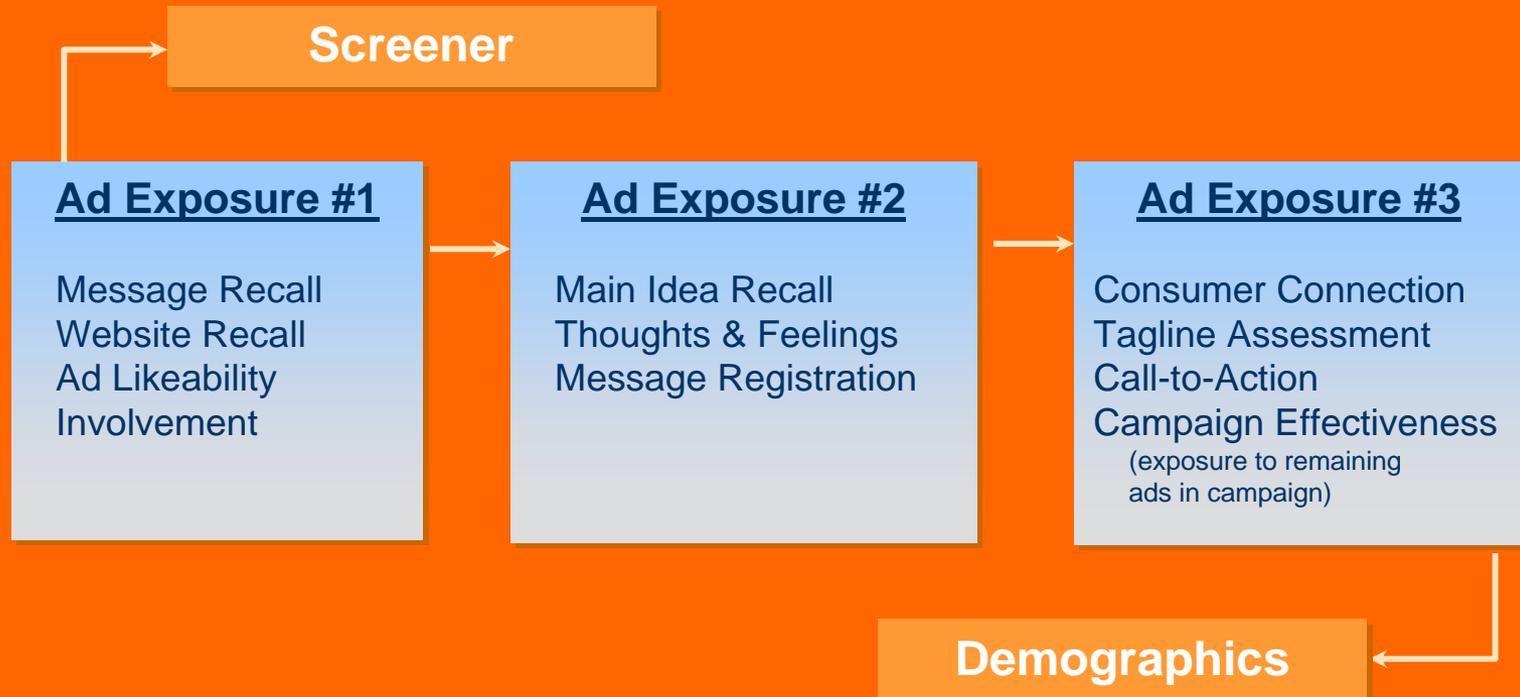
- A Brand is a name or symbol used to identify a product or idea. The Brand can be of significant value when it's well recognized and has positive associations w/consumer. This concept is Brand Equity: An intangible asset that depends on association made by the consumer.

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

What effect does the fish have on the campaign?

# Questionnaire Design

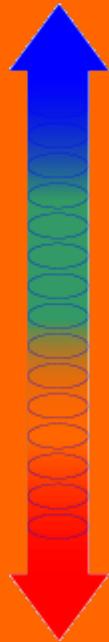
- A monadic design was implemented, meaning that each respondent only evaluated one execution on a range of measures. Some questions on the entire campaign were asked at the end of the questionnaire, after respondents were exposed to the remaining ads in the campaign. The flow of the copy test questionnaire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



# Consumer Connection

## The Brand Continuum

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

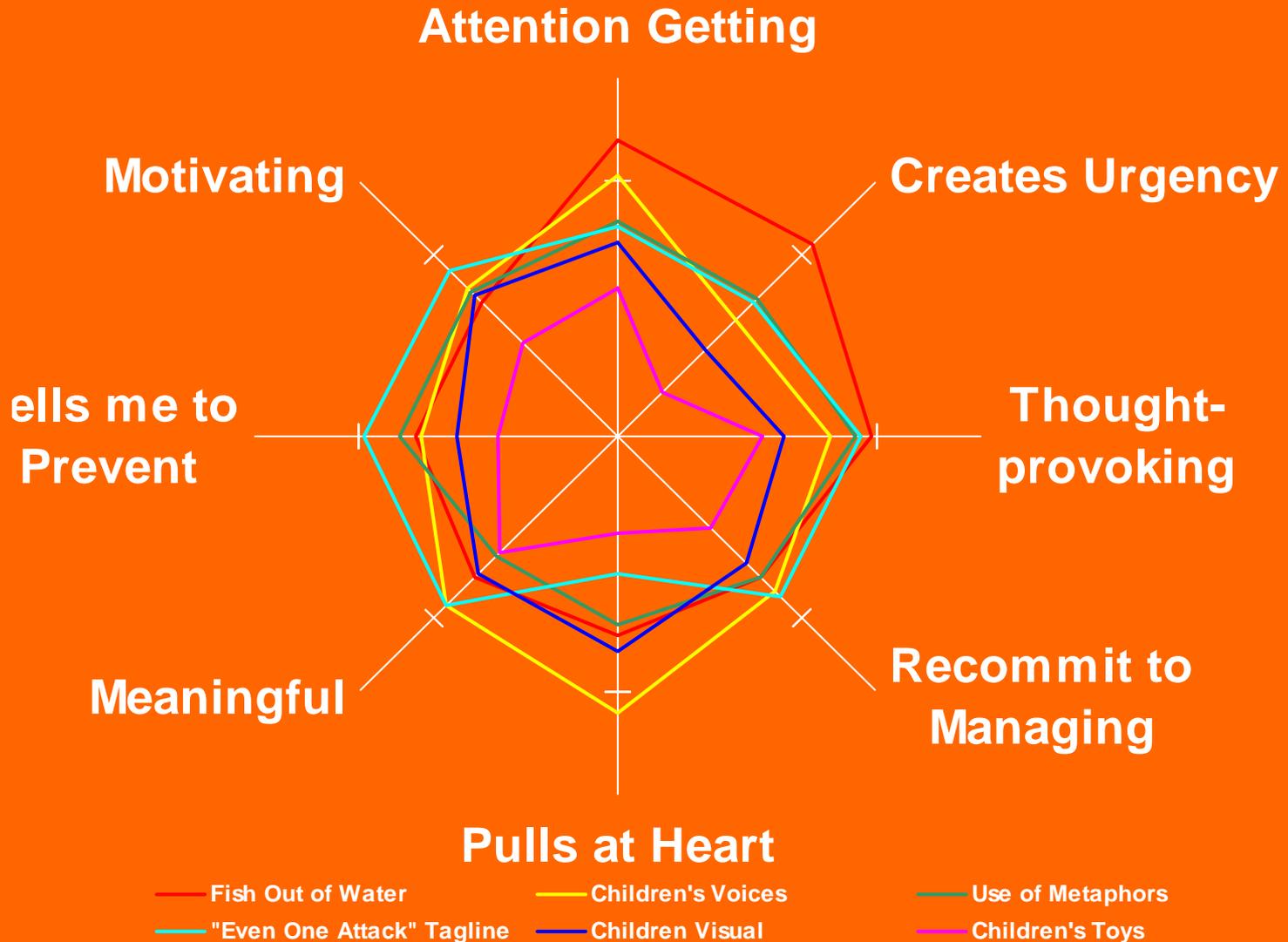


- **Behavioral Factors**  
Is this a brand I use/ don't use? Did the ad move me?
- **Cognitive Influences/Consideration**  
Would I consider using this brand, or not? Did the ad move me?
- **Emotional Appeal**  
I like/ dislike this brand... Did the ad move me?
- **Self-Fit**  
Does this brand "fit" 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



# Campaign Impact

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

*(Top 2 Box Endorsement)*

	All Ads in Campaign <b>TOTAL</b>
	%
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	87
These ads motivate me to find out more information about ways to prevent asthma attacks	83
As a parent, I have it in my control to prevent asthma attacks	82
These ads make me think in a new way about taking steps to prevent asthma attacks	81
If I don't manage my child's asthma every day, they might have more attacks	79
These ads left me really wanting to improve the way I manage my child's asthma	79
I need to stop reacting to my child's asthma only when it is a problem and learn to prevent it	76
It makes me want to tell someone about these ads	72
After seeing and listening to these ads, I have changed the way I think about my child's asthma	68

(n=495)

# 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

Campaign Wave	Donated Media (value)	Consumer Connection (likeability)	Impact Index
<u>Fish</u> 	~\$200M X	~80%	= \$160M
<u>Fight</u> 	~\$20M X	~90%	= \$18M

# 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:

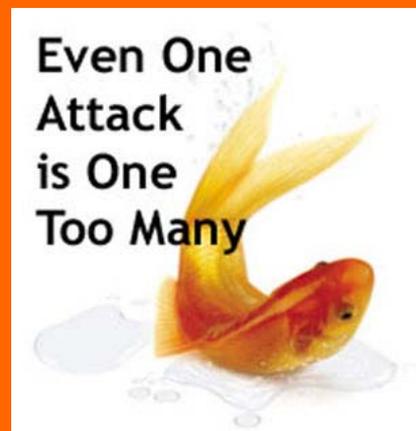
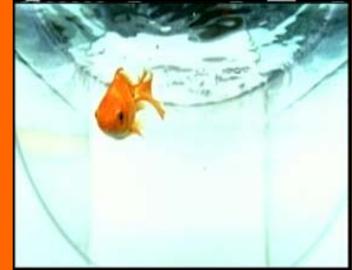
- In Tandem these spots create the “**PERFECT STORM**”.
- Combine the Urgency of Fish and the Empowerment of Fight for next wave.

- **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.





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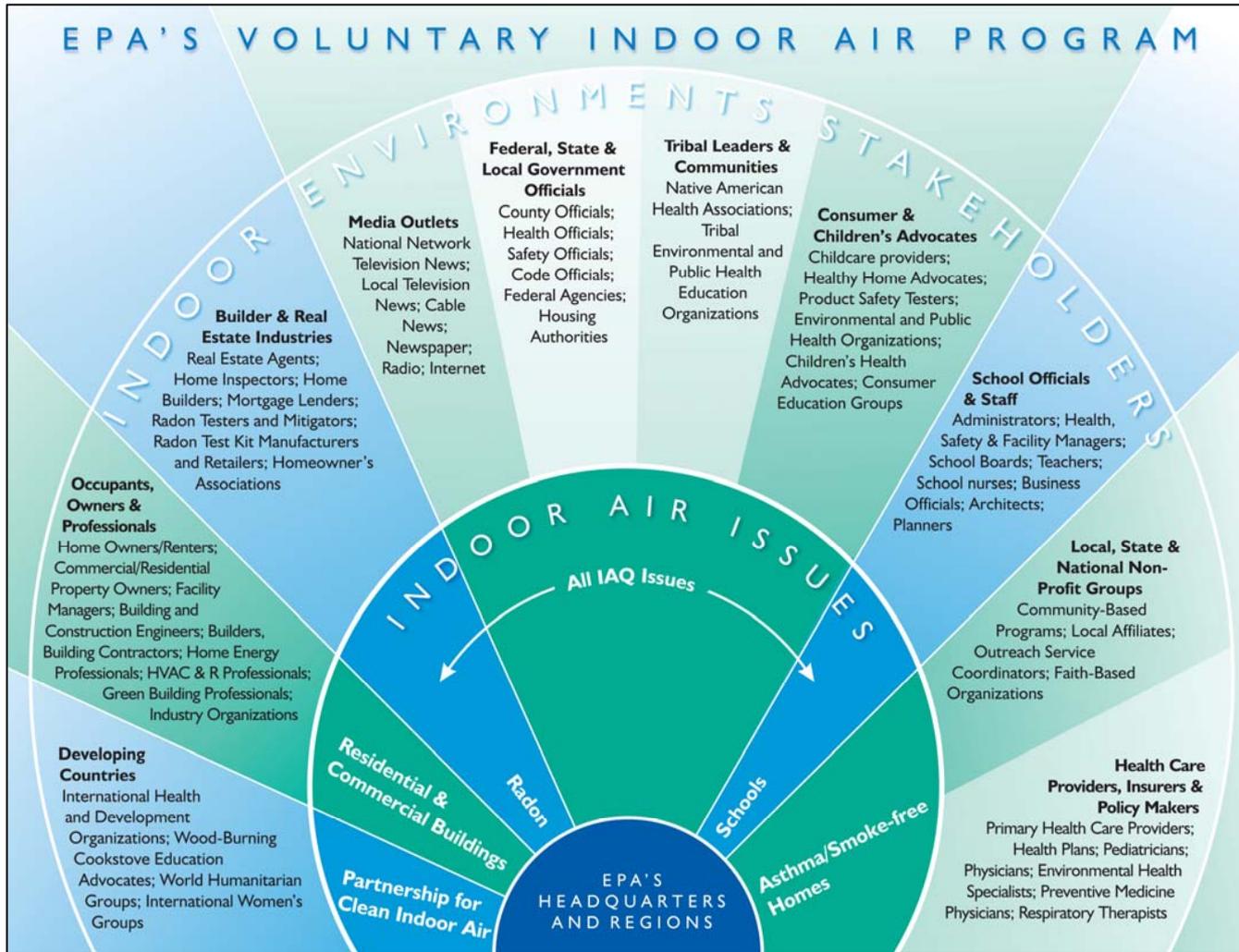
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  - Radon
  - Secondhand Smoke
  - Asthma Triggers
  - Mold
- Proper Ventilation

# Getting to Healthy Indoor Environments

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# How the Media can Help Drive Healthier Homes for Americans The Childhood Asthma Campaign

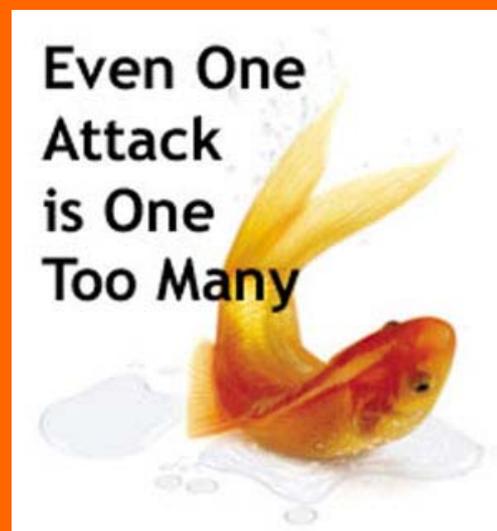
Kristy Miller and Elizabeth Bayne  
Indoor Environments Division  
U.S. EPA



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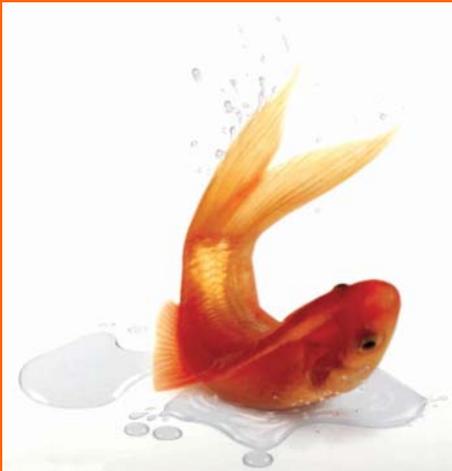
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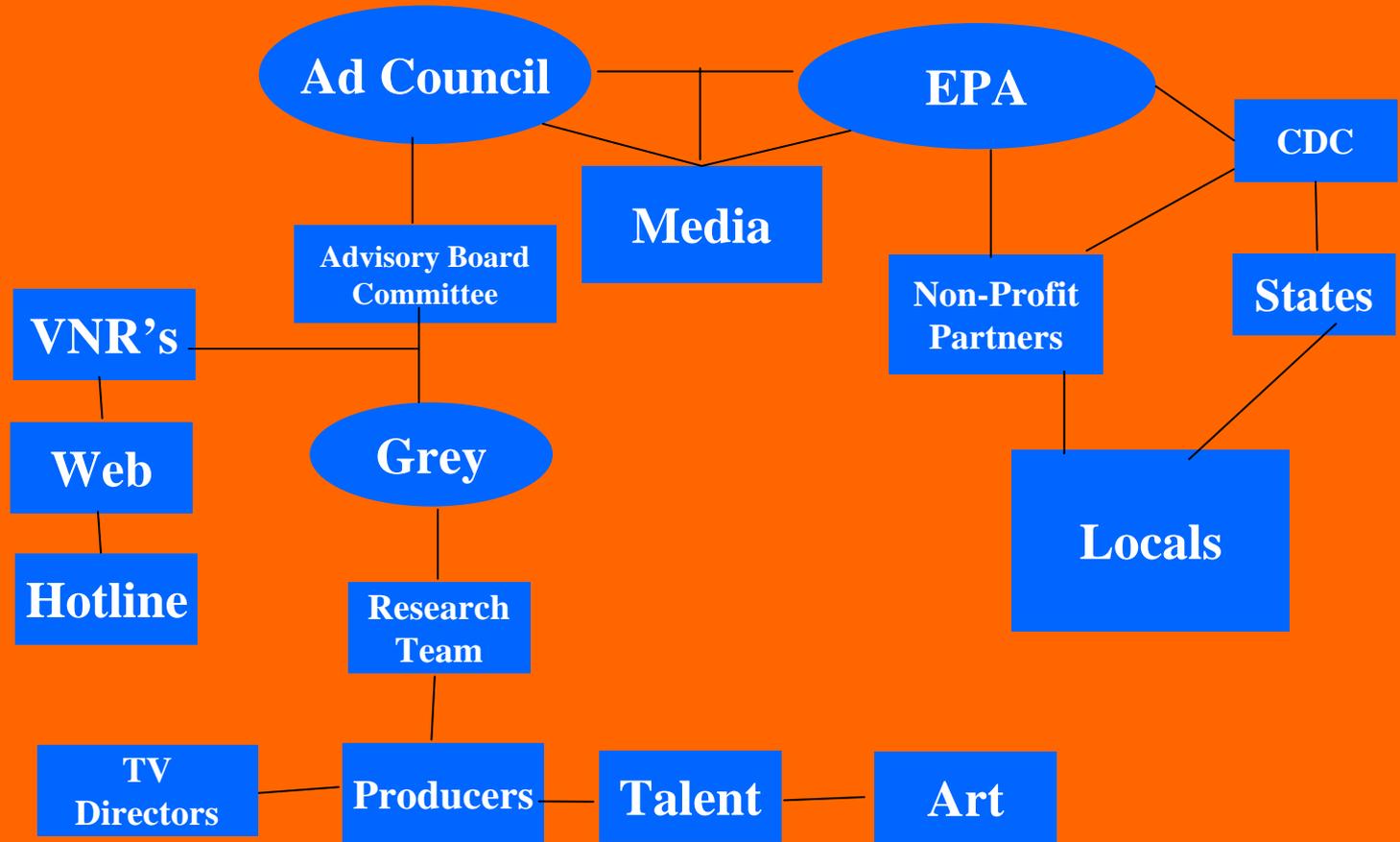


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# How Partnership Relationships Work



# Childhood Asthma Campaign

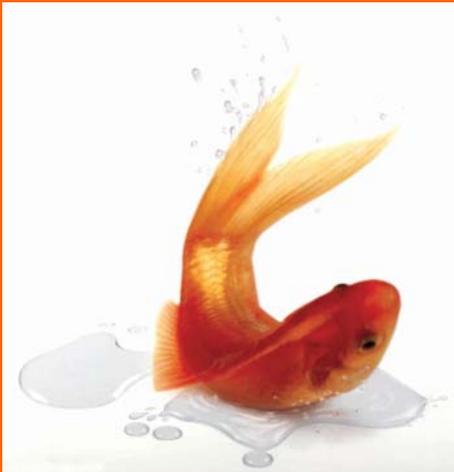
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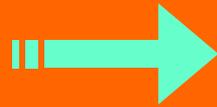
Primary – Parents and caregivers of children with asthma (infant to 16 years of age)

Secondary – Inner-city populations, particularly African-Americans and U.S. Hispanics



# The Process of Developing a National Media Campaign

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Planning



Strategic  
Development

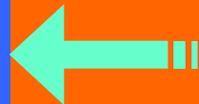


Creative  
Development

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

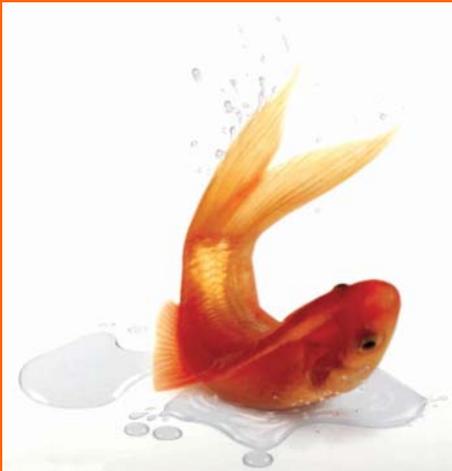
- Creative Research: What Gets Attention & Played ?
  - Evaluation of strength of creative elements
  - Media participation & donation
- Behavior Change: Who's responding & what are they doing?
  - Web hits, phone calls, subscribers
- Tracking New Behaviors & Beliefs
- Case studies
  - Localizing
  -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

\*National Initiative to Fight Childhood Asthma: 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

# Early Phase 1 Research: Parents of Children with Asthma

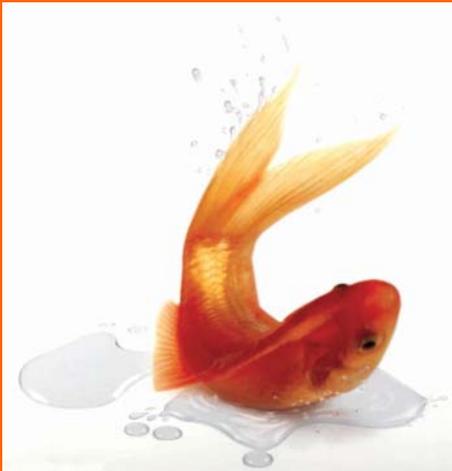
- Extensive Up-Front Research with Experts and Families
- Focus Groups with Urban, Suburban, and Hispanic Parents (and with some children.)
- Criteria: Children under age 16 who had been to the ER in the last year
- Tested about 10 different Creative Concepts before selecting the “Fish”
- San Antonio, 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

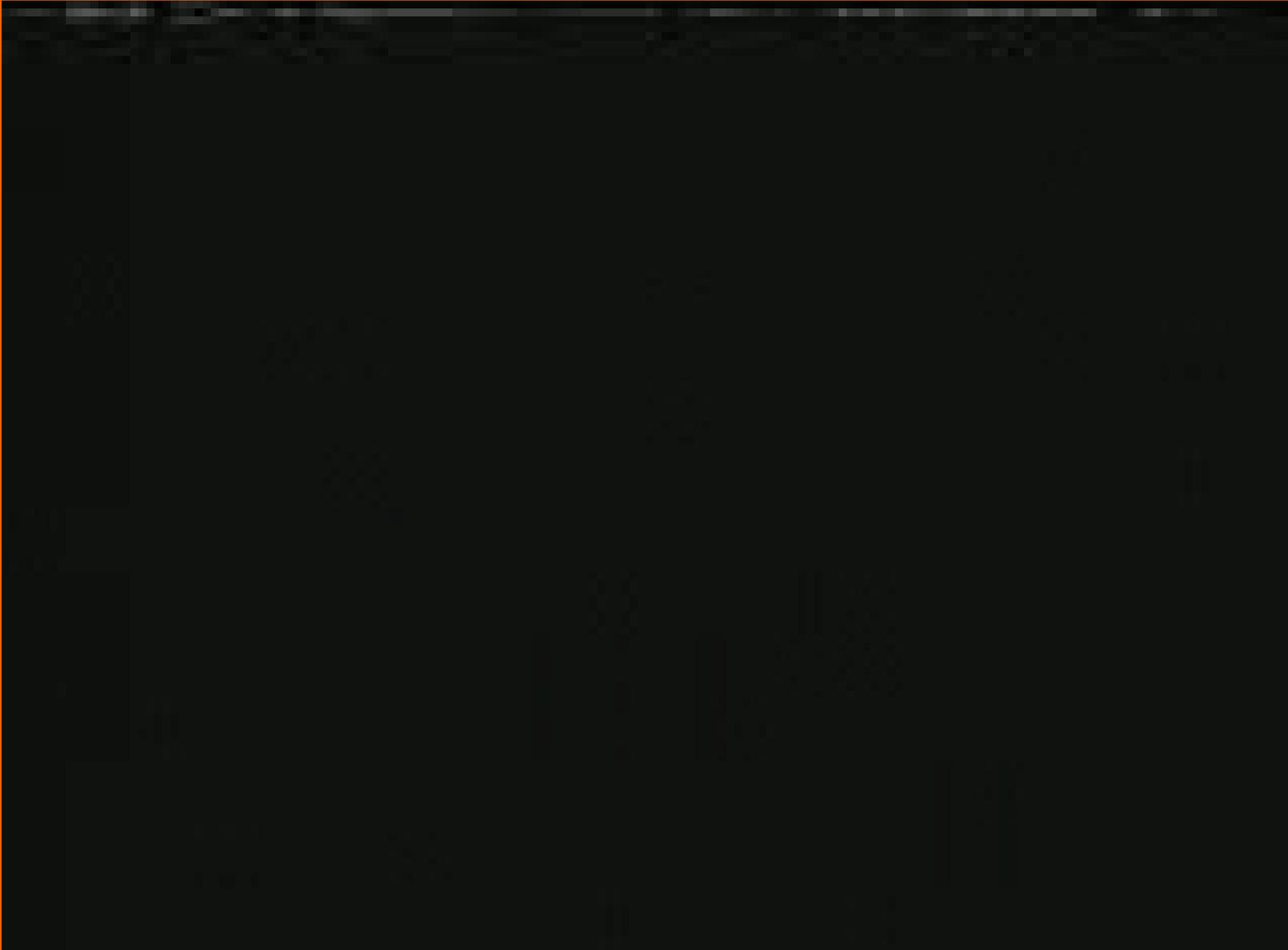
- **CALL TO ACTION:**
- All 3 spots give web and Hotline #



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

Let's watch the TV Asthma Spots

# “Fish” TV



# “Fight” TV





[En Español](#)

## ATTACK ASTHMA. LEARN MORE.

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

ABOUT ASTHMA

PREVENTING ATTACKS

ASTHMA ACTION PLAN

ASTHMA HOTLINE

FOR KIDS

- 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



[Subscribe to Our Newsletter](#) [Privacy Policy](#)

1-866-NO-ATTACKS



© The Ad Council

# 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



## 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.**

# 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 w/consumer. This concept is Brand Equity: An intangible asset that depends on association made by the consumer.

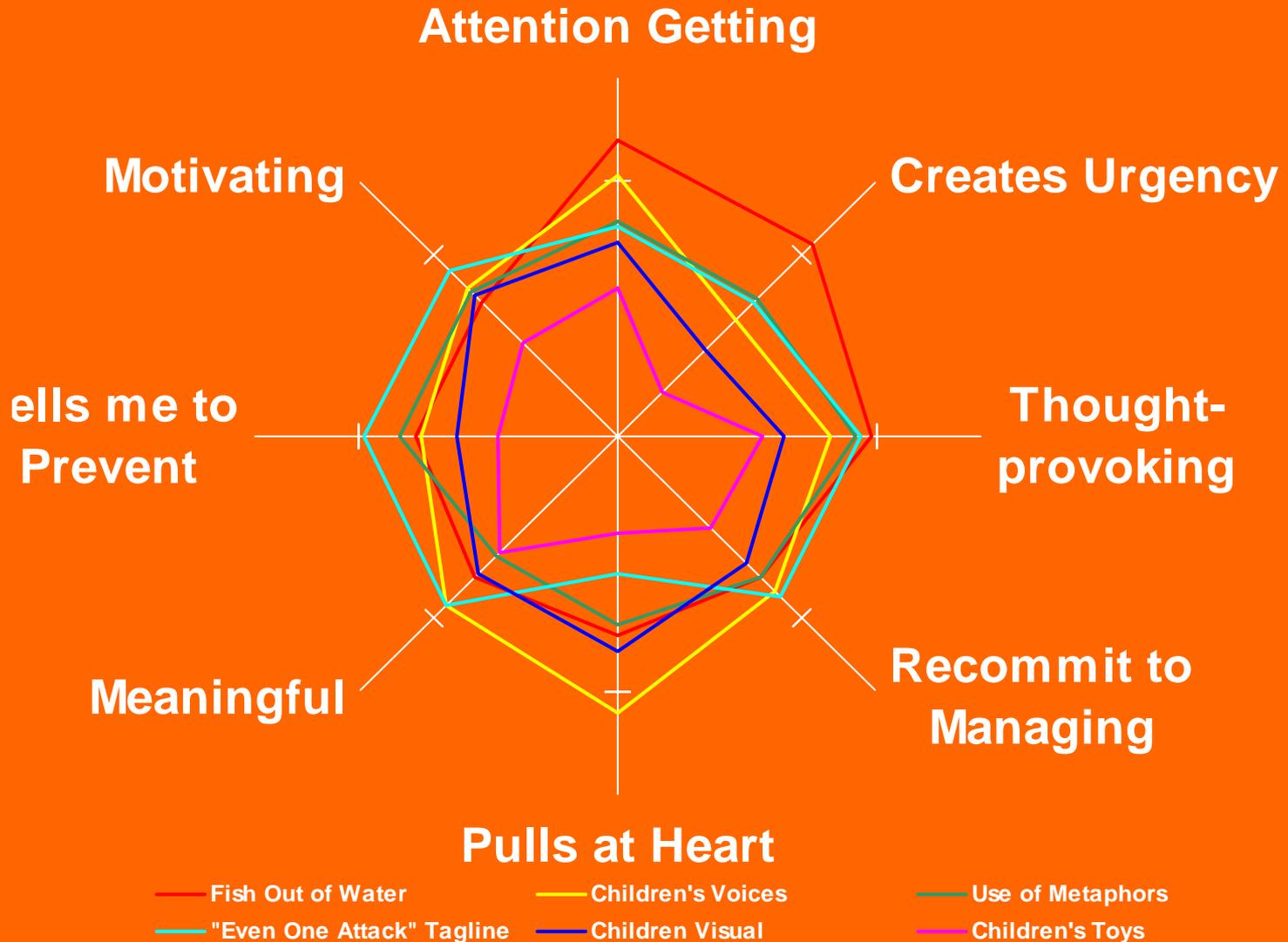
What associations does the fish imply in the mind of parents?

What effect does the fish have on the campaign?

# 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



# Campaign Impact

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

*(Top 2 Box Endorsement)*

	All Ads in Campaign <b>TOTAL</b>
	%
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	87
These ads motivate me to find out more information about ways to prevent asthma attacks	83
As a parent, I have it in my control to prevent asthma attacks	82
These ads make me think in a new way about taking steps to prevent asthma attacks	81
If I don't manage my child's asthma every day, they might have more attacks	79
These ads left me really wanting to improve the way I manage my child's asthma	79
I need to stop reacting to my child's asthma only when it is a problem and learn to prevent it	76
It makes me want to tell someone about these ads	72
After seeing and listening to these ads, I have changed the way I think about my child's asthma	68

(n=495)

# 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

Campaign Wave	Donated Media (value)	Consumer Connection (likeability)	Impact Index
<u>Fish</u> 	~\$200M X	~80%	= \$160M
<u>Fight</u> 	~\$20M X	~90%	= \$18M

# 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**

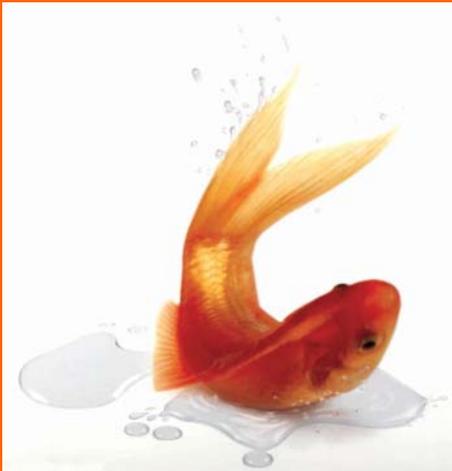
## Childhood Asthma

Estimated Donated Media Dollar Values  
through Q4 2007

<u>Medium</u>	<u>Donated Value (Cumulative Total Since March 2001)</u>
<b><u>Total Media</u></b>	<b>\$249,891,835</b>
<b>Broadcast TV</b>	<b>\$23,491,511</b>
<b>Cable TV</b>	<b>\$20,279,655</b>
<b>Radio</b>	<b>\$159,321,063</b>
<b>Newspaper</b>	<b>\$3,529,892</b>
<b>Consumer Magazines &amp; Business Press</b>	<b>\$893,274</b>
<b>Outdoor/Transit</b>	<b>\$19,625,518</b>
<b>Web Banners</b>	<b>\$19,608,864</b>
<b>Alternative Media (PR, CNN Accent Health)</b>	<b>\$3,142,058</b>

**Total Donated  
Media, by Medium**

**Through Q2 2007**



# Call to Action with Campaign Fulfillment



- **866-NOATTACKS**

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

- **[www.NOATTACKS.org](http://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—

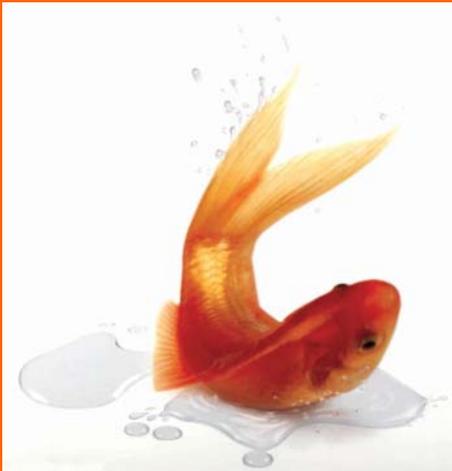
The campaign website 1,243,518  
Unique Visitors thru December 2004

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%)



# Moving the Needle – Tracking Behavior: survey results

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...



In 2001

Buy medication (22%)

Clean, dust, or vacuum (12%)

Air cleaner, purifier, filter (11%)

Avoid smoke (9%)

Consult doctor or allergist (7%)

Regular medication (5%)

After 2006

Clean or dust (12%)

Reduce moisture (12%)

Vacuum furniture (12%)

Fix leaks (11%)

Remove rugs (9%)

Special bedding to control dust mites (9%)

\*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

## Six years show change in social norms...



In 2001	After 2006
Buy medication (22%)	Clean or dust (12%)
Clean, dust, or vacuum (12%)	Reduce moisture (12%)
Air cleaner, purifier, filter (11%)	Vacuum furniture (12%)
Avoid smoke (9%)	Fix leaks (11%)
Consult doctor or allergist (7%)	Remove rugs (9%)
Regular medication (5%)	Special bedding to control dust mites (9%)

\*National Initiative to Fight Childhood Asthma: First phase post-wave survey. EPA and Ad Council. 2001

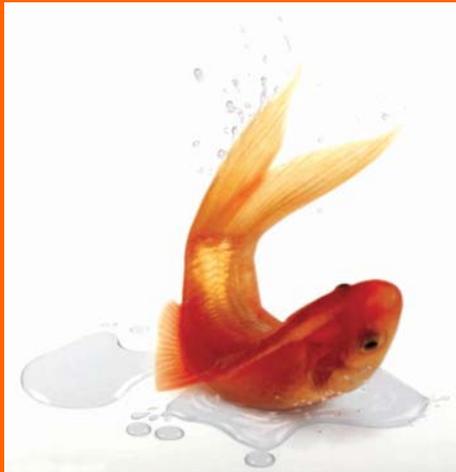
\*National Initiative to Fight Childhood Asthma: Third phase post-wave survey. EPA and Ad Council. 2006

# Appealing to the Media



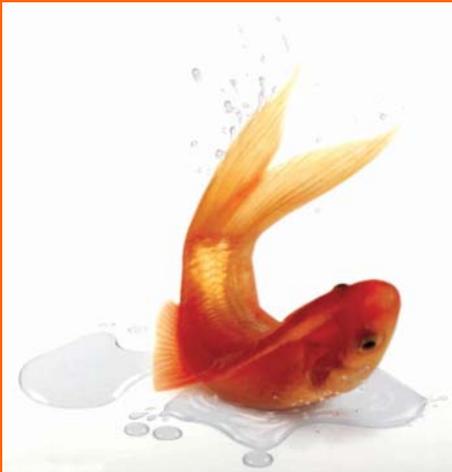
## Why you play a critical role

- 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

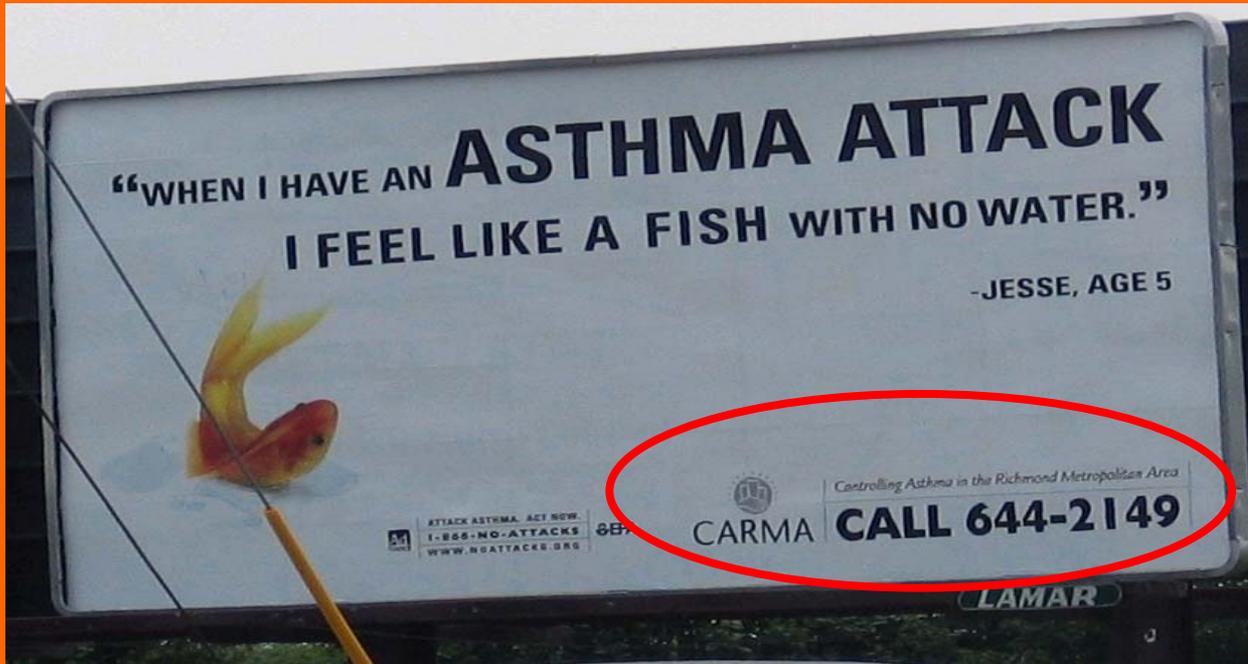
- Local asthma groups are using and localizing the campaign--
  - CARMA in Richmond
  - Cleveland
  - Minnesota
  - St. Louis



- 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

# Minnesota

## Localized Radio Kit with Minnesota Asthma Coalition logo

**Ad Council**  
The Advertising Council Inc.  
261 Madison Avenue, New York, NY 10016-2303  
212-922-1500 Fax: 212-922-1676 www.adcouncil.org

PRST CLASS  
U.S. POSTAGE  
PAID  
AD COUNCIL

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

**In Minnesota,  
more than  
79,000  
children have been  
diagnosed with  
asthma.**

**MAY IS  
ASTHMA  
AWARENESS  
MONTH**

**PLEASE AIR THESE LOCALIZED RADIO PSAs FOR MINNESOTA**

- 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

Overall Budget ~ \$5,000

# Ohio

## Localized Print Ad with Ohio Asthma Coalition logo

**“I FEEL LIKE  
A FISH  
WITH NO WATER.”**

**—JESSE, AGE 5  
DESCRIBING ASTHMA**

**ODH**  
**OHIO DEPARTMENT OF HEALTH**

**OAC**  
**OHIO ASTHMA COALITION**

**You know how to react to their asthma attacks. Here's how to prevent them.**

**1-866-NO-ATTACKS**      **EVEN ONE ATTACK IS ONE TOO MANY**

**For more information in Ohio, call the Lung Helpline at 1-800-LUNG-USA  
or visit [www.noattacksinohio.com](http://www.noattacksinohio.com)**

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

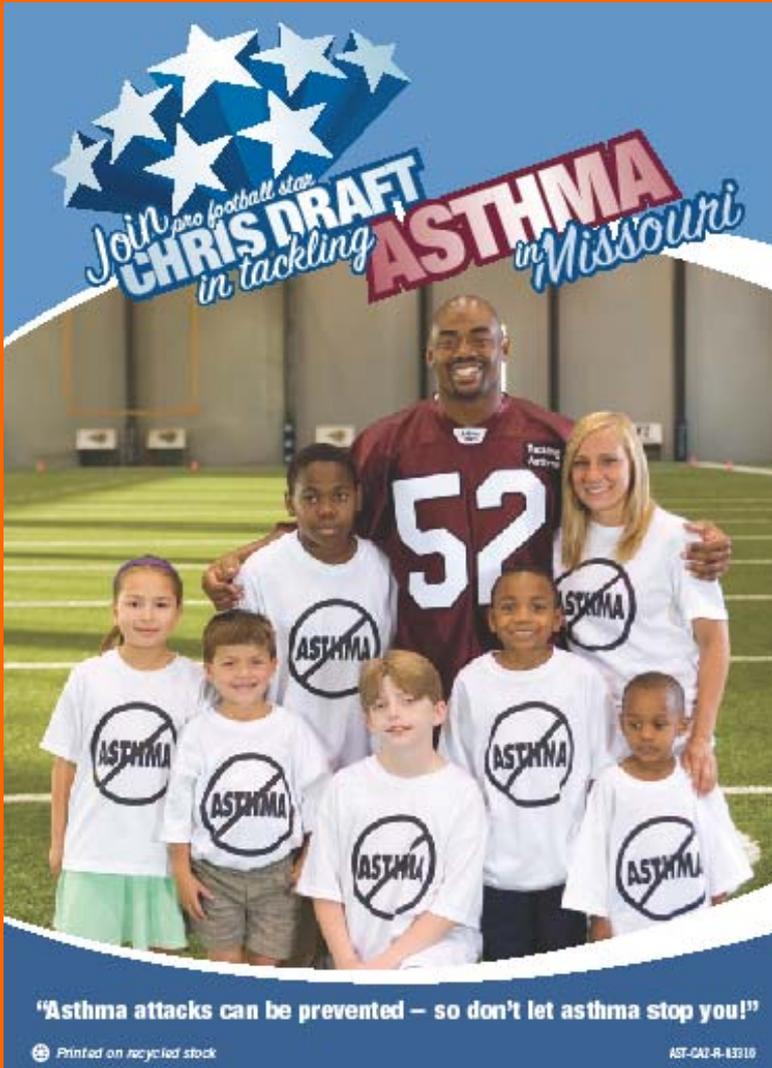


Ohio Radio ad

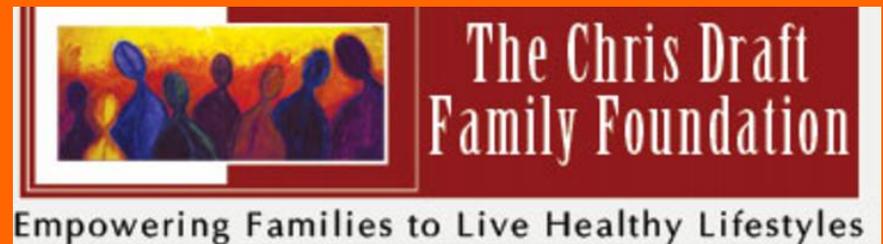
Overall Budget ~ \$0 (volunteer effort)

# St. Louis

Localized Radio Kit with Chris Draft Asthma Team



Regional spokesperson –  
Chris Draft of the St. Louis Rams



Chris Draft Radio ad

# \*New\* Disney Radio Spot

Produced by Disney Pro Bono

# \*New\* Native American Radio Spot

Produced in 3 different languages



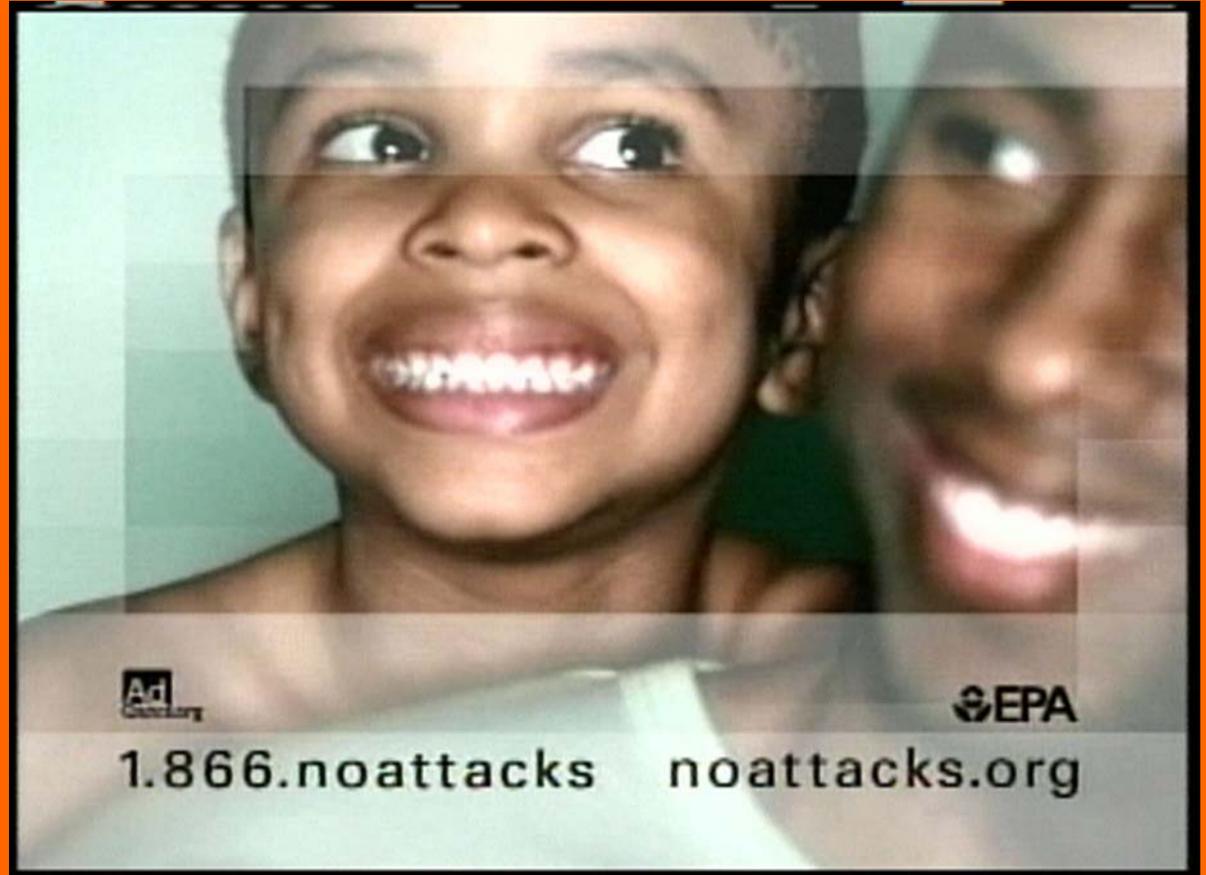
- 33 Disney Radio Stations playing this Asthma PSA

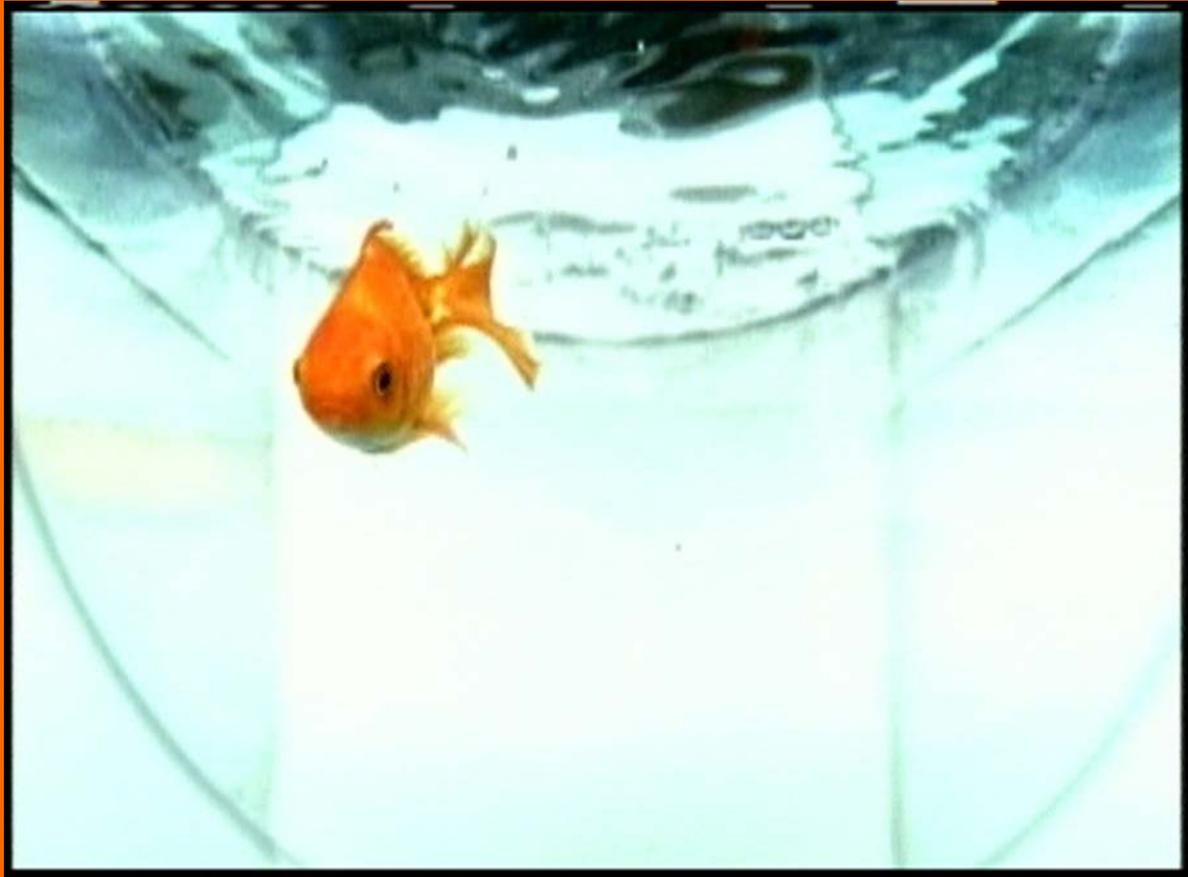


- Diné / Navajo
- Anishinaabe
- Lakota



It's all about simple things...  
in the home environment.





**Come on in-- the water's great!**

**Preview & Order On-Line [www.epapsa.com](http://www.epapsa.com)**

**A Website just for YOU!**

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

**[www.epapsa.com](http://www.epapsa.com)**





# Thank you for Listening

With appreciation for your help and attention.

Signed,

Dave, Kristy, Elizabeth and **The Fish**

