Communication: A Catalyst for Growing Positive Culture

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June 20, 2018 | 1:00 PM – 3:15 PM
Culture

Shared values, attitudes, beliefs, and behaviors of a group of people.
Growing a Positive Culture

1. Growing positive / protective behaviors
2. Growing positive / protective behaviors is about shifting attitudes and beliefs.
Simplified Behavior Model

Values → Attitudes & Beliefs → Willingness & Intention → Behavior

(represents one individual)
Simplified Behavior Model

Values → Attitudes & Beliefs → Willingness & Intention → Behavior

(represented one individual)
Programs and Strategies

**Goal:** Shifting attitudes and beliefs to change behavior

**Program/Strategy:** An intentional experience designed to change beliefs.
Evidence-Based Curricula

Beliefs:
• Perception of harm
• Attitudes toward drug use and violence
• Perceived norms of substance use
• Attachment to teachers
High Visibility Enforcement

Beliefs:
• Perception of getting caught
• Perception of harm
Parent Training

Beliefs:
- Parent control beliefs (knowledge, skills, resilience)
- Perception of support/social connections
WHAT DO COMMUNICATION HAVE IN COMMON?
Media Campaigns

• Can be an important strategy in a the portfolio
• Alone, media campaigns won’t change beliefs
• Successful campaigns are grounded in good theory (changing beliefs) and require large amounts of dosage to be effective.
Research says: Campaigns Coupled with Other Strategies

“The mass media campaigns reviewed were generally carefully planned, well executed, attained adequate audience exposure, and were implemented in conjunction with other ongoing prevention activities, such as high visibility enforcement.”

Fear Based Campaigns

Goal: Scare you so that you will never engage in the behavior.
Fear Appeals can...

have **unintended adverse effects** associated with public health communication activities:

1. label and stigmatize,
2. expand social gaps, and
3. promote poor health as a value.

Hope Defined

“the perceived capability to derive pathways to desired goals, and motivate oneself via agency thinking to use those pathways.”

- Willingness to move forward (the will)
- Seeing a path forward (the way)

Research Shows Benefits of Hope

Improved

- Academic and athletic performance
- Engagement in individual primary and secondary prevention activities
- Physical and mental health (and adjustment)

Strategies = Concern + Hope
Media Campaigns – Catalysts for Conversation
The Importance of Conversation

• Imperative to changing beliefs

• Most important thing we can do in prevention

• Conversations with:
  • Ourselves
    (“Is it time that I take a serious look at how often I exercise?”)
  • Others
    (“We need to talk as a family about cell phone use while driving”)

MONTANA STATE UNIVERSITY | Western Transportation Institute | Center for Health & Safety Culture
Conversations Invite Opportunities

- Build relationships
- Close gaps
- Establish a shared purpose
- Grow a shared understanding
- Provide a shared context

Intentionally integrating conversations into our prevention strategies
Intentionally Adding Conversation to Efforts

Three Examples from Our Work

- Idaho Transportation Department
- West Virginia Substance Abuse Prevention
- Utah Traffic Safety (Seat Belt)
Idaho Transportation Department

**Purpose:** Grow a Constructive Culture across the entire organization using:

- Executive coaching
- Internal communication
- Extensive training
- Change in hiring practices
- Change in evaluation process
How do **YOU** define constructive culture?

Idaho Transportation Department’s Training Department
West Virginia
Strategic Prevention Framework
Partnerships for Success

Purpose: Reduce underage drinking and misuse of prescription drugs among youth ages 12 to 18 by growing behaviors across the social ecology:

- Parents / Adults
- Law Enforcement
- Schools
- Healthcare providers
WV Community Dialogue

Explore actions at each layer of the social ecology and ask:

1. What are challenges we face in growing these behaviors?
2. How can we overcome these challenges?
Purpose: Increase seat belt use in 7 rural Utah counties by focusing on five key stakeholders:

- Families
- Law Enforcement
- Schools
- Workplaces
- Key Leaders
Utah Department of Public Safety

Law Enforcement Officers reported:

- 98% had a workplace policy requiring them to always wear seat belts; and

- 58% reported always wearing a seat belt.

Center for Health and Safety Culture (2013), Law Enforcement Survey, n= 122.
Utah Department of Public Safety

TOGETHER FOR LIFE

Questions

> What surprises you about these results?

> What factors may lead to the discrepancy between beliefs about seat belts and actually using a seat belt?
Difficult Conversations

• Gather the courage
  • What will change if we do NOT have this conversation?
• Create safe space for conversation
• Quiet the voices (judgment, cynicism, fear)
• Craft good questions
Explore How Positive Culture Improves Health and Safety
Explore Meaning Through Conversation

• Provides time for reflection, sharing of wisdom, and providing feedback

• Keep in mind, the best conversations:
  • Feel inspiring
  • Lead to creative endeavors

• Everyone’s participation is vital to our success

• Difficult conversations in our community
Conversation

• Three rounds of discussion
• We’ll change tables in between rounds
• Share out after round three
• 20 minutes per round with 3 minutes for moving

• Share your insights and wisdom at your table
• A Center staff member is at your table to navigate if you get stuck
What are important questions not being discussed in your current efforts?
Which of these questions could make the most difference and why?
What bold next steps might you take if success were guaranteed?
Let’s Discuss...
Session Review

✓ Growing and healthy and safe culture is about growing protective behaviors

✓ Growing protective behaviors requires changing attitudes and beliefs

✓ At the root of shifting attitudes and beliefs is conversations
### Schedule for June 20, 2018

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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>8:30 AM – 9:45 AM</td>
<td>Welcome</td>
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<tr>
<td>9:45 AM – 10:00 AM</td>
<td>Morning Break</td>
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<tr>
<td>10:00 AM – 11:45 AM</td>
<td>“Lions and tigers and bears, oh my!”: The Role of Culture in our Efforts to Improve Health and Safety</td>
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<tr>
<td>11:45 AM – 1:00 PM</td>
<td>Lunch</td>
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<td>1:00 PM – 3:15 PM</td>
<td>Communication: A Catalyst for Growing Positive Culture</td>
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<tr>
<td>3:15 PM – 3:30 PM</td>
<td>Afternoon Break</td>
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<tr>
<td>3:30 PM to 4:20 PM</td>
<td>&quot;Don't Tell Me What to Do&quot;: Exploring the Role of Psychological Reactance</td>
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<tr>
<td>4:20 PM – 4:30 PM</td>
<td>Conclusion</td>
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