



Concept testing for SBC: Finding emotion

Ann Jimerson | Alive & Thrive, FHI 360
TOPS/FSN Network Knowledge Sharing Meeting 2016
January 2016 | Washington, DC

By the end of today's session, you will...

- Agree that emotion plays a big role in behavior
- Name 7 tips for *finding* and *using* powerful emotional appeals (methods and applications)
- Identify a way you might apply concept testing in your own work
- Determine how our case study may be useful for you

Concept testing for SBC: Finding emotion

- Alive & Thrive, framework, results
- Example from U.S.: MAKE 'EM FEEL!
- How will YOU use it?
 - Applying it in your own work
 - Sharing concept testing with others:
*A&T's case study for behavior change,
concept testing in Bangladesh*





alive & thrive

nourish. nurture. grow.

- Framework
- Results



Alive & Thrive scales up nutrition to save lives, prevent illness, and ensure healthy growth and development through improved breastfeeding and complementary feeding.

Alive & Thrive is funded by the Bill & Melinda Gates Foundation and the governments of Canada and Ireland and managed by FHI 360.

Framework for scaling up nutrition

Partnerships & alliances in the health system and other sectors for scale and sustainability

1 ADVOCACY

2 INTERPERSONAL COMMUNICATION & COMMUNITY MOBILIZATION

3 MASS COMMUNICATION

Policy makers & legislators

Employers

Staff of multiple sectors

Service providers & community leaders

Family

Mothers Caregivers

Improved knowledge, beliefs, skills, and environment

Improved breastfeeding & complementary feeding practices

Improved health outcomes

4

STRATEGIC USE OF DATA

Reaching scale in three countries

4 COMPONENTS

3 COUNTRIES



ADVOCACY



INTERPERSONAL
COMMUNICATION &
COMMUNITY MOBILIZATION



BANGLADESH



VIET NAM



ETHIOPIA



MASS
COMMUNICATION



STRATEGIC
USE OF DATA

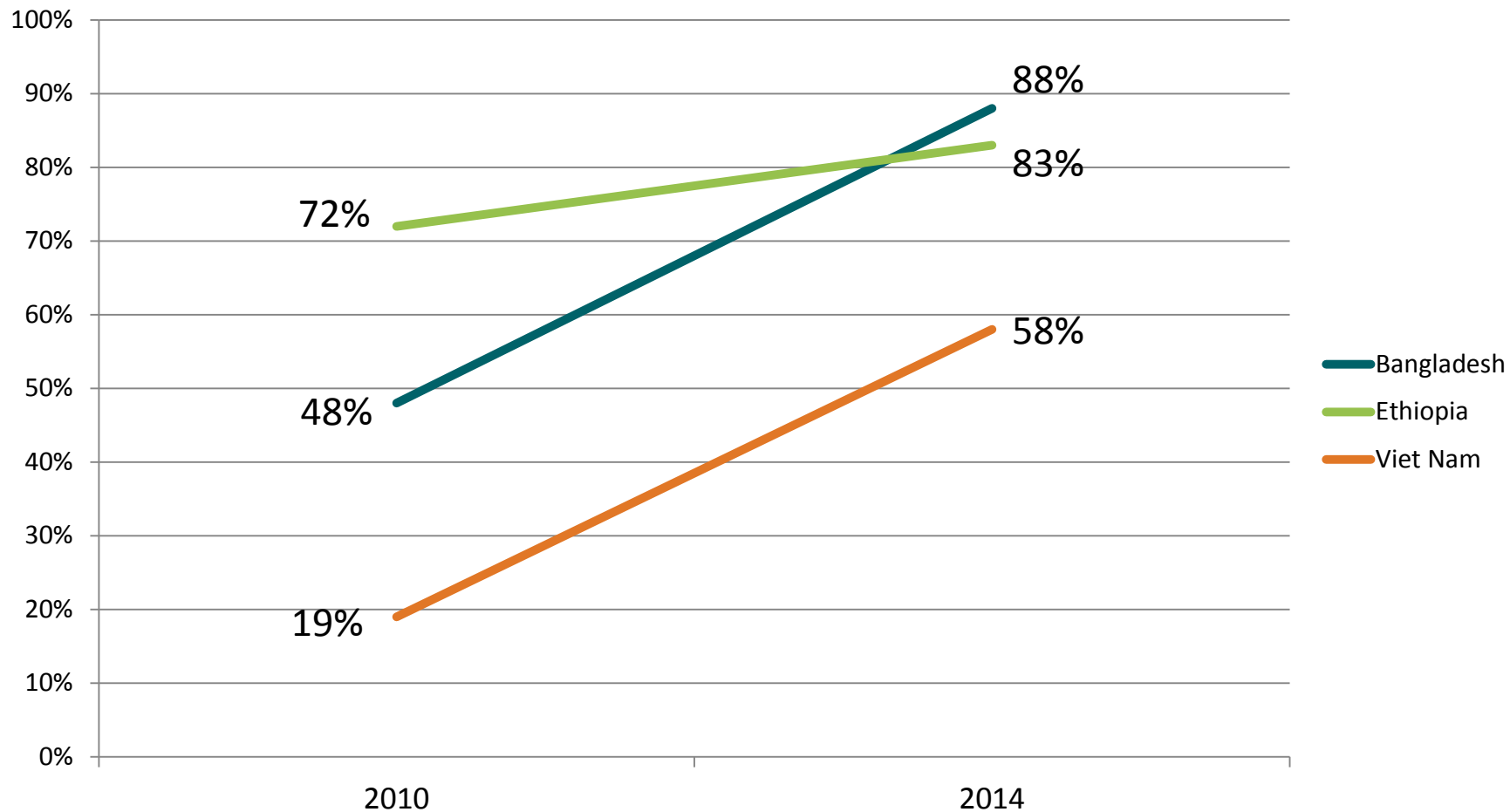
Est. **16**
MILLION
MOTHERS
of children under 2 years of age
REACHED



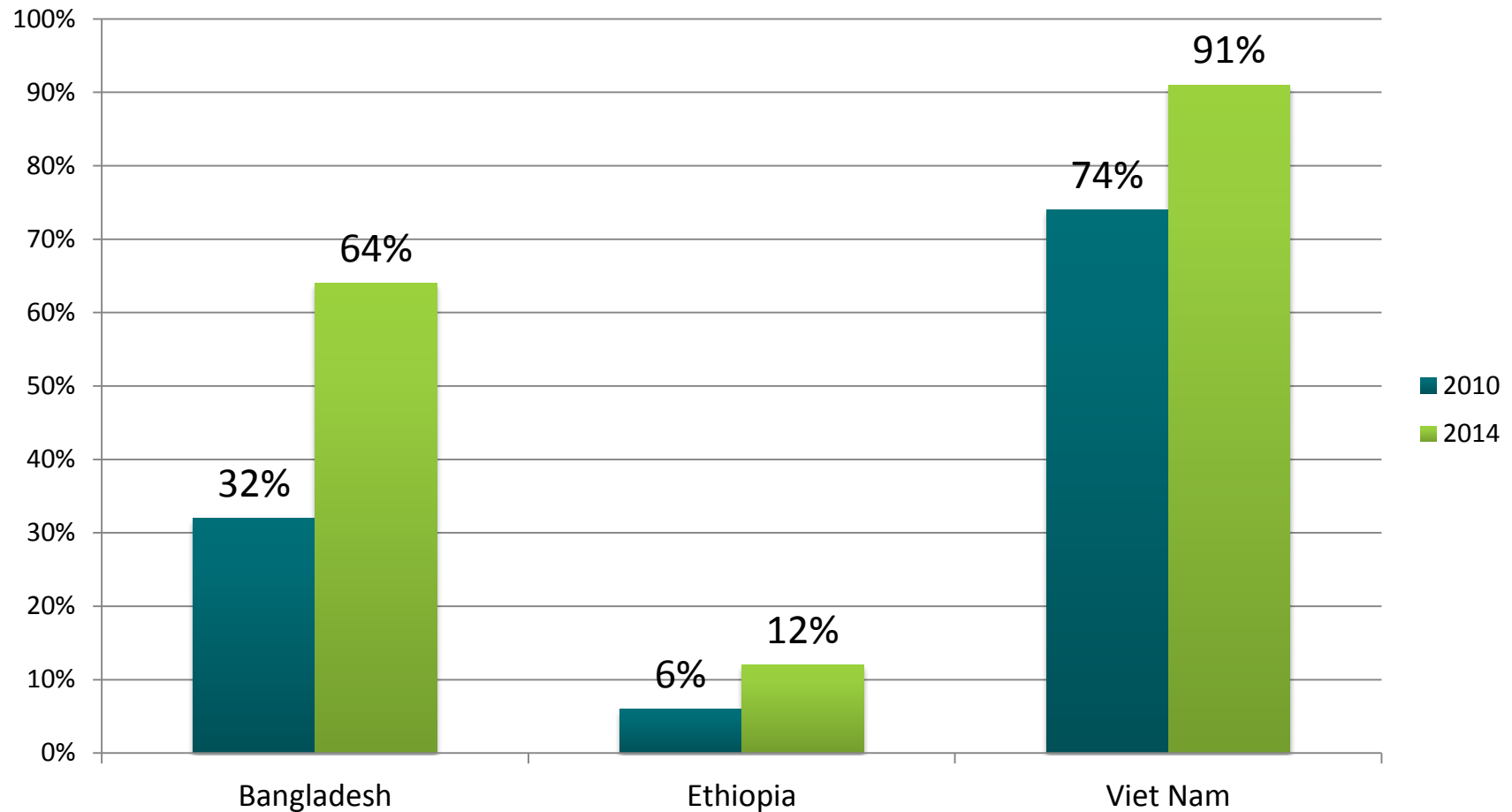


Results demonstrate that
rapid, large-scale increases
in child feeding practices
are feasible

Improvements in exclusive breastfeeding



Improvements in diversity of complementary foods



Make the leap: From U.S. to other countries

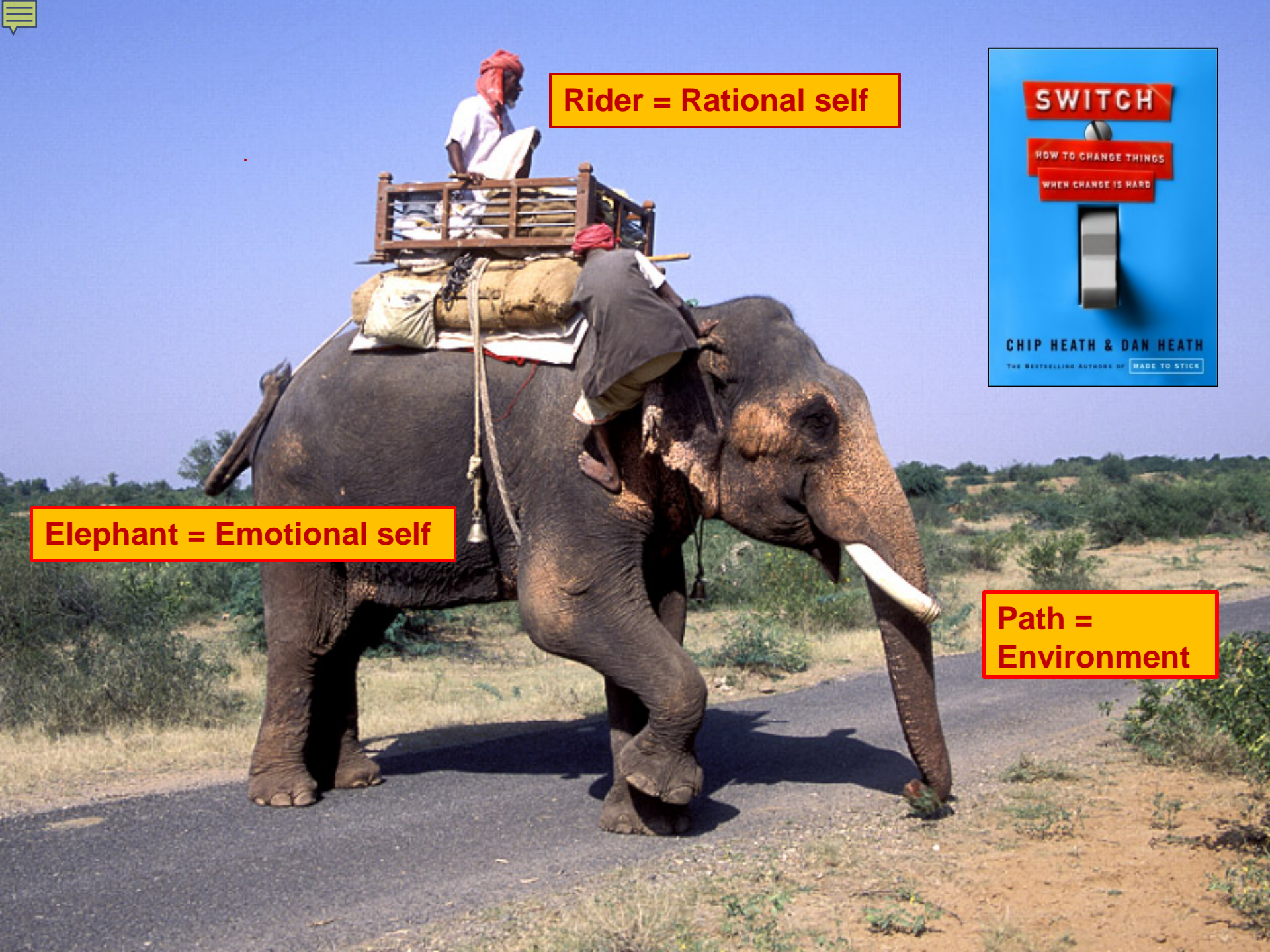
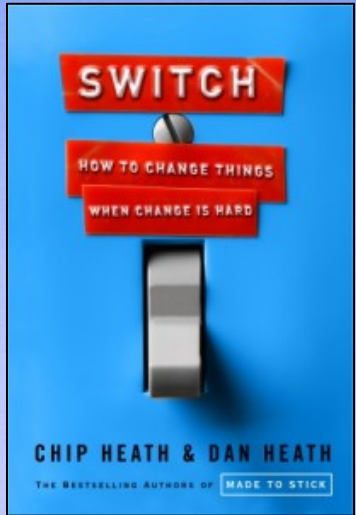
- For > 20 years, we've looked for ways to build in emotion
- This U.S. case study helpful for rigor and creativity
- Many ways to look for emotion, as long as you hold onto principles
- *Worth the risk:* Many behavior change materials/ approaches stop at “the facts”



Rider = Rational self

Elephant = Emotional self

Path = Environment





Example from U.S.

MAKE 'EM FEEL!

Designing emotion-based
messages for keeping the
weight off



Where we started

- CDC contracted for set number of focus groups
 - Science-based guidance on energy intake (aka, eating)
 - Tailored to specific audiences
 - Campaign limited to CDC Web site and electronic communication with state health departments
 - Emotion-based
- Audience: U.S. adults who have lost weight, want to keep the weight off

Where we went

"I enjoy every bite!"
Science-based tips to help you maintain your weight loss—tailored for your lifestyle



Live the example
Science-based tips to help you maintain your weight loss—tailored for your lifestyle



"I'm their best teacher."

Eating well and exercising are so important. Take steps to maintain your weight loss, and show your kids that it makes for a happy, healthy future.

Go to CDC's Website and click on Healthy Weight for:

- Science-based tips tailored for your lifestyle
- Nutrition and exercise information
- Success stories

Visit www.cdc.gov



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CDC Centers for Disease Control and Prevention

View By Topic: BMI Calculator, Healthy Weight, Nutrition, Physical Activity

Have More Good Days
Control Your Weight and Enjoy Your Successes

Now that your kids are grown and out of the house, take advantage of the extra time you have to focus on yourself. Maintain your weight loss by keeping control of your diet and exercise.

On the days when things seem out of control, remember that one bad day isn't going to matter — just don't give up! Get back on track quickly and take each day as it comes.

These science-based tips may help you. Try one for a week. See if your partner is willing to try it with you. Once you get used to it, try another. Remember, even a small weight loss can improve your health — so take steps to maintain it!

Taking steps to maintain your weight loss may help you feel the peace and excitement that come with success. Have more good days!

Success Stories
Read personal stories about how people have used these tips to maintain their weight loss.

YOUR TIPS

1. CHECK YOUR WEIGHT REGULARLY.
When managing your weight loss, a regular check of your weight is the best piece of information you have to assess your diet and exercise plan. Step on the scale — whether it's daily or weekly — to make sure you remain in control of your weight. If you've gained a pound or two, get back on track and regain control.

2. MAKE WATER MORE APPEALING BY KEEPING IT COLD IN THE FRIDGE OR ADDING A SLICE OF FRUIT OR FLAVOR.
Choosing water helps you from drinking something else that may be loaded with calories and sugar. You can also buy water that is already flavored, or try sparkling water.

3. SET A REALISTIC TARGET WEIGHT.
Even a small amount of weight loss can help you healthier than you lost no weight at all. So set a realistic target weight that you think you can actually achieve, and share it with your partner. By doing this, you will feel more confident and motivated to succeed, which means you are more likely to stick to your good habits longer.

4. ADD VEGETABLES TO THE FOODS YOU NORMALLY EAT, LIKE SANDWICHES, PASTA SAUCE, OR OMELETS.
Vegetables are generally low in fat and have a lot of fiber. Adding vegetables to the foods you and your partner eat can help you fill up on nutritious, low-calorie foods. If preparing fresh produce seems too time-consuming, use frozen or low-sodium canned vegetables. If you plan to prepare your meals for the week, you can clean and chop your vegetables ahead of time. Freeze some to cook with later. Check out the link below for recipe ideas.

5. STICK TO YOUR GOOD HABITS, EVEN IF YOU "PLATEAU" WITH YOUR WEIGHT LOSS, AS YOU'LL BE MORE LIKELY TO STAY AT THIS NEW, LOWER WEIGHT.
Reaching a "plateau," or a period of time when you stop losing weight, even though you keep doing the things that have helped you drop pounds, is a natural phase of weight loss. When it can be discouraging, keep at it. Let your partner know you could use some extra support. By continuing to do all the good things you have been doing to lose weight, your chances for staying at your new, lower weight increase. You may never want to try something new — consider adding one of the other tips on the page to your routine if you're not already doing them.

6. MAINTAIN YOUR PHYSICAL ACTIVITY ROUTINE OR JOIN A PHYSICAL ACTIVITY OR EXERCISE PROGRAM.
Regular physical activity is an important part of maintaining weight loss. Keep up your good habits or find an exercise program that works for you. Look for ways to be physically active that you may not have thought about before, such as gardening or walking.

Success Stories

DOROTHY BAUME
DIABETES, WEIGHT LOSS, HEALTHY EATING, AND MORE

MY STORY
My weight has been a lifelong problem for me. The first time I went on a diet, I was in 8th grade. By the time I graduated high school, I was 190 pounds. I tried a commercial weight loss program on and off over the years, but I never reached my goal weight one time. I tried other things, like using a dietitian, but I guess my head wasn't in the right place.

I went back to a commercial weight loss program again in 1982. I was losing 40 and had gone through a divorce. I was so unhappy with my life, I would start all over again the next day. I finally realized that if I didn't do anything to change my ways I would never see another 40 years.

HOW I DID IT
I followed the commercial weight loss plan, but this time I added physical activity. I ate so much, but I would go to the mall after work and walk for 30-45 minutes. Now, I can walk in my neighborhood for two hours.

I watched my portions and started using balanced meals for the first time. I had to learn a new behavior pattern, including leaving exercise class at the mall, and I walk when I can. If I don't walk, I don't eat as much.

The weight started coming off. With every 10-20 pounds I lost, I got rid of more clothes. I had to keep going to get rid of them. I didn't want to go back to my old wardrobe. I was an out-of-shape, but I have no idea where they are!

DIETARY CHALLENGE
The toughest meal I had to eat, and changing my behavior. I used to take a bite of cookies one step down in front of the TV. Now, I try to sit on my regular diet.

MAINTAINING THE WEIGHT LOSS
I really liked the fact that this is a normal diet. I have to do for the rest of my lifetime when I'm doing.

THE BIGGEST THING:
I have a whole new life in my body. I feel better and am healthier than I've ever been. I can wear nice clothes and feel good about them. I have choices now when I buy clothes. It's no longer, "It's too large," "This looks ugly, how many dollars does it cost me?"

BACK

Center for Disease Control and Prevention, National Center for Chronic Disease Prevention and Control
Published November 2010

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Center for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30333 USA
CDC Contact Center: 800-CDC-INFO | 404-224-4271 (TTY)

Department of Health and Human Services

CDC Department of Health and Human Services
Centers for Disease Control and Prevention

Celebrate Success

"I'm healthier now than I've ever been in my life!"

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Department of Health and Human Services

7 Tips for Finding the Emotion

1. Don't ask, watch them react
2. Take “educated guess” at first concepts
3. For emotion, talk with the “extremes”
4. Make it safe for emotional talk
5. Test, adjust, test, adjust
6. Participants will set you straight
7. Build emotion into all messages and materials

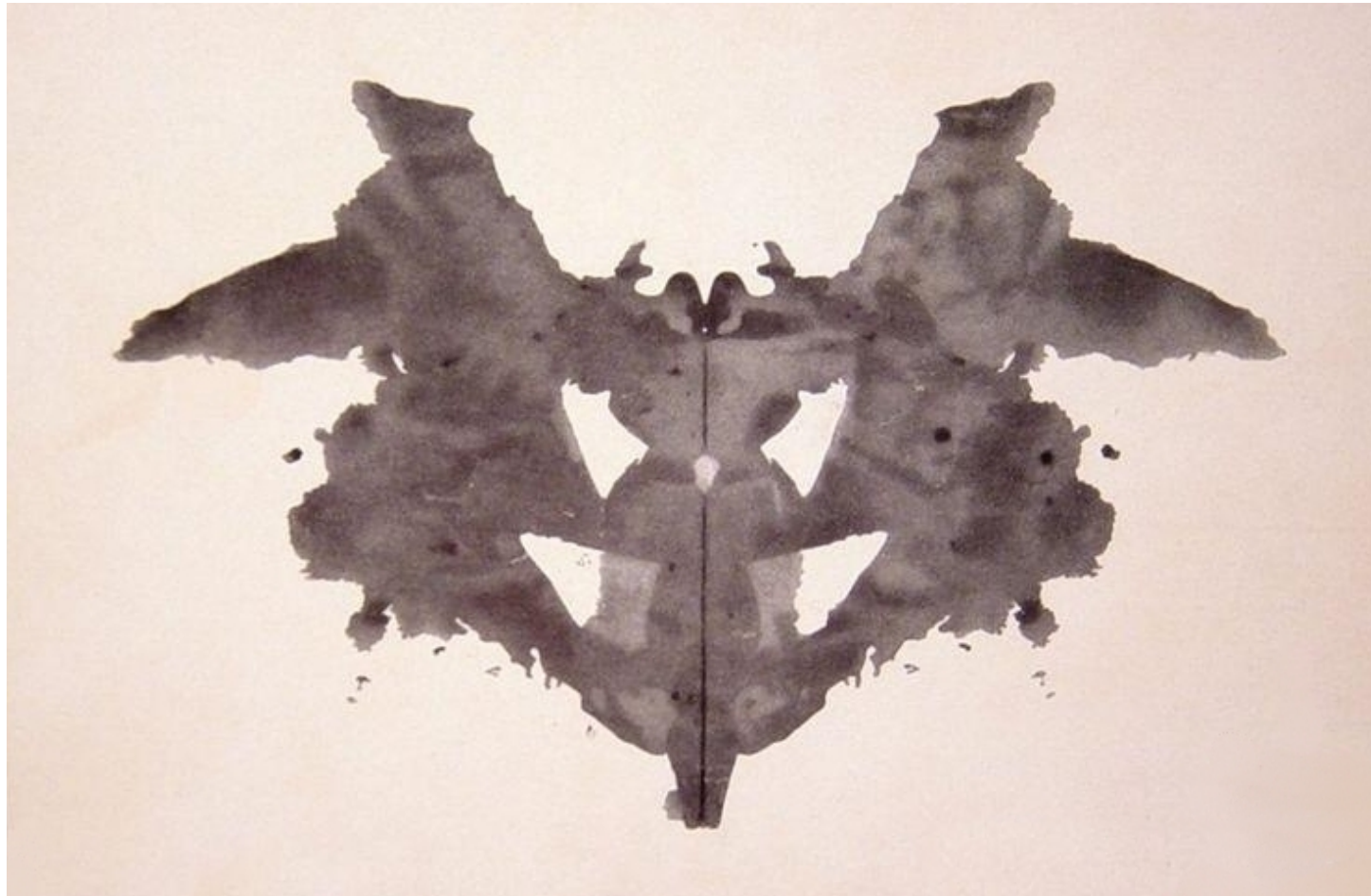
1. Don't ask

How can we help you decide not to smoke?

Teens:



1. Don't ask, watch them react



2. Take “educated guess” at first concepts

- Concept testing could be part of your first foray into a community/audience
- What you know about the audience
- What you know about human nature
- What theory tells us

“Big Benefits”

What People Really Want

21

1. Recognition
2. Pleasure
3. Health
4. Vitality
5. Saving money
6. Independence
7. Control
8. Achievement
9. Adventure
10. Security
11. Positive self-image
12. Social acceptance
13. Comfort
14. Freedom
15. Peace of mind
16. Laughter
17. Being part of something bigger than myself

**idea
source**

Theory made simple: 3 powerful behavioral determinants

1. If I do the behavior, I get something I want

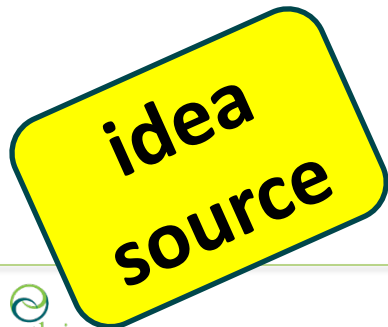
Perceived consequences = FUN!

2. I can do the behavior without much effort

Skills, self-efficacy, barriers = EASY!

3. Other people, whose opinions matter to me, think I should do the behavior

Perceived social norms = POPULAR!



Our first “educated guess”
at concepts to test

Concept #1.
Time is Precious



Quality time isn't spent in front of a television
So turn it off. Watching TV can lead to overeating.
Find other ways to spend time with your family
that let you really enjoy *them*. Visit www.cdc.gov
to learn tips on ways to keep the weight off.

Concept #2.
Do it for your
family
(relationships)



Make sure quality time lasts a long time

Your family wants you to be happy and healthy –for them and for you. So visit www.cdc.gov to learn tips on ways to keep the weight off. Show your family they mean the world to you.

Concept #3.
Celebrate
Success



Celebrate your success!

Congratulations – you did it. Whatever amount of weight you lost is reason to cheer. You look and feel better, and moving through your busy day just feels easier. Now that’s something to celebrate. Visit www.cdc.gov to learn tips on ways to keep the weight off so you can feel this good all the time.



Sometimes more really is less.

Juicy, sweet, mouth-watering food doesn't have to come with lots of fat and calories. In fact, choosing low-fat foods with fewer calories lets you eat more and feel full – without the guilt. Visit www.cdc.gov for tips on ways to get more healthy food choices into your diet.

Concepts, Round 1

28

Pittsburgh

1. Time is precious
2. Do it for your family (relationships)
3. Celebrate your success
4. More is less

3. For emotion, talk with the “extremes”

Lost 10% or more of body weight

Lost weight, want to maintain

Gained < 5 lbs

Maintainers

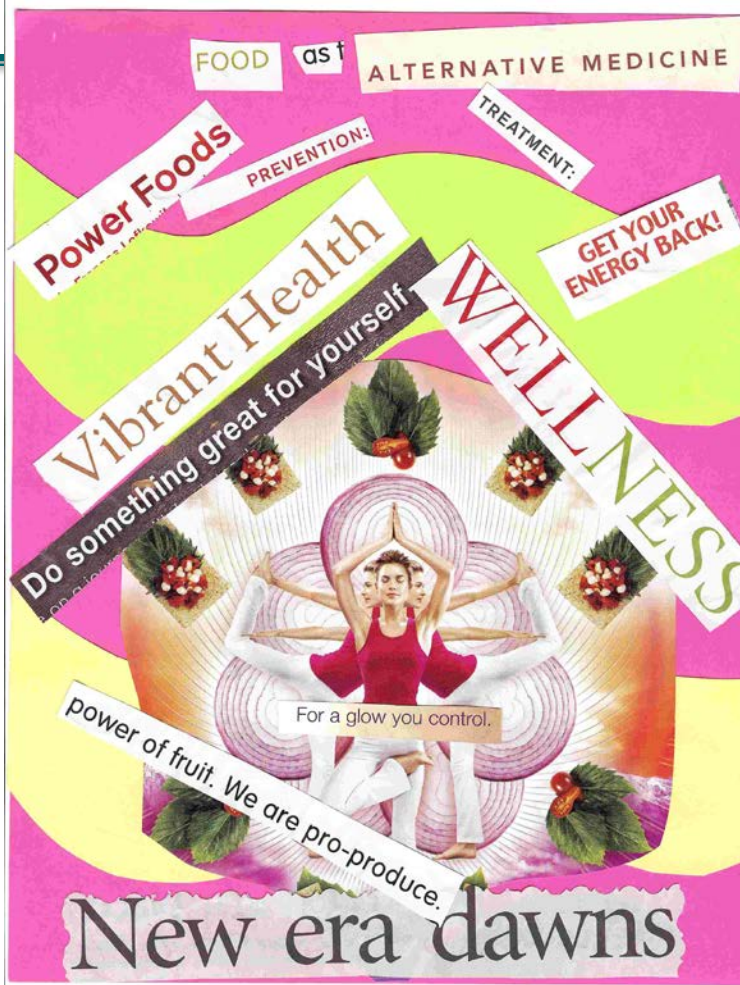
Gained > 15 lbs

Regainers

4. Make it safe for emotional talk



Female Regainer



Before regaining



After regaining

5. Test, adjust, test, adjust

Concept Testing (40 Minutes)

For each:

- A. What did you think about this concept? Did you like it?
Why/why not?
- B. How does it make you feel to see this? *Explore.*
- C. What do you think the concept is trying to say? How do you feel about that message?
➤ What would you say back to this? Why?
- D. How effective do you think a message like this would be? *Probe.*
➤ What do you think the concept is telling you to do?
➤ Is this a strategy you would be likely to try? Why/Why not?
➤ What would make this difficult?

**Moderator
guide**



**Moderator
guide**

After all have been reviewed:

F. What's missing? Is there an idea or a message that you think has been left out?

G. Which did you select as the most emotionally powerful? Why? Explore.

H. **[For regainers]** Which of these would be most likely to change your thinking and your behaviors about diet and weight? Which one or two speaks to you the most? What about them is so powerful?

I. **[For maintainers]** Which of these do you think is the most important for people who always regain the weight they lose? Which one or two speaks to you as the most useful message? What is it about them that is so powerful?

6. Participants will set you straight

Concepts, Round 1

Pittsburgh

1. Time is precious
2. Do it for your family (relationships)
3. Celebrate your success
4. More is less

San Antonio

- ~~1. Time is precious~~
- ~~2. Do it for your family (relationships)~~
3. Celebrate your success
4. More is less
5. Live the example

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Pittsburgh dad, regainer:

*“I’m my kids’
best teacher.”*

Consider adding a concept on “live the example.”

Why? Parents mentioned the importance of setting a good example for their children, by eating well and exercising. This could resonate with many parents – maybe with empty nesters too.



“I’m their best teacher.”

Eating well and exercising are so important. Take steps to maintain your weight loss, and show your kids that it makes for a happy, healthy future.

Go to CDC's Website and click on **Healthy Weight** for:

- Science-based tips tailored for your lifestyle*
- Nutrition and exercise information*
- Success stories*

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“I enjoy every bite!”

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7. Build emotion into all messages and materials

"I enjoy every bite!"
Science-based tips to help you maintain your weight loss—tailored for your lifestyle

"I can do it!"
Science-based tips to help you maintain your weight loss—talk

"I'm their best teacher."

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View By Topic:
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Healthy Weight
Nutrition
Physical Activity

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On the days when things seem out of control, remember that one bad day isn't going to matter—just don't give up! Get back on track quickly and take each day as it comes.

These science-based tips may help you. Try one for a week. See if your partner is willing to try it with you. Once you get used to it, try another. Remember, even a small weight loss can improve your health—so take steps to maintain it!

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Success Stories
Read personal stories about how people have used these tips to maintain their weight loss.

YOUR TIPS

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THE SCIENCE SAYS: People who maintain long-term weight loss monitor their weight more frequently than those who do not maintain weight loss.
Keeping It Off

2 MAKE WATER MORE APPEALING BY KEEPING IT COLD IN THE FRIDGE OR ADDING A SLICE OF FRUIT OR FLAVOR.
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THE SCIENCE SAYS: People who drink sugar-sweetened beverages tend to consume more calories. Because water has zero calories, drinking it instead of a sugar-sweetened beverage is one way to limit calorie intake for weight management plans.
Meeting Your Daily Needs
Refresh Your Drink

3 SET A REALISTIC TARGET WEIGHT.
Even a small amount of weight loss can keep you healthier than if you lost no weight at all. So set a realistic target weight that you think you can actually achieve, and share it with your partner. By doing this, you will feel more confident and motivated to succeed, which means you are more likely to stick to your good habits longer.
THE SCIENCE SAYS: Overweight individuals who lose too little as 10% of their body weight reduce their risk factors for diabetes and heart disease.
Plan of Action: Getting Started, Healthy Weight

4 ADD VEGETABLES TO THE FOODS YOU NORMALLY EAT, LIKE SANDWICHES, PASTA SAUCE, OR OMELETS.
Vegetables are generally low in fat and have a lot of fiber. Adding vegetables to the foods you and your partner eat can help you fill up on nutritious, low-calorie foods. If preparing fresh produce seems too time-consuming, use frozen or low-sodium canned vegetables. If you plan to prepare your meals for the week, you can clean and chop your vegetables ahead of time. Freeze some to cook with later. Check out the link below for recipe ideas.
THE SCIENCE SAYS: Replacing foods of high energy density (high calories per weight of food) with foods of lower energy density, such as fruits and vegetables, can be an important part of a weight management strategy.
Get More Health News: How to Manage Your Weight Without Being Hungry
Fruits & Vegetables Matter, too - Report

5 STICK TO YOUR GOOD HABITS, EVEN IF YOU "PLATEAU" WITH YOUR WEIGHT LOSS.
AS YOU'LL BE ABLE TO BELIEVE TO STAY AT THIS NEW, LOWER WEIGHT. Reaching a "plateau," or a period of time when you stop losing weight, even though you keep doing the things that have helped you drop pounds, is a natural phase of weight loss. When it can be discouraging, keep at it. Let your partner know you could use some extra support. By continuing to do all the good things you have been doing to lose weight, your chances for staying at your new, lower weight increase. You may need to try something new—consider adding one of the other tips on the page to your routine if you're not already doing them.
THE SCIENCE SAYS: Continued adherence to diet and exercise strategies are common among people who maintain long-term weight loss.
Keeping It Off
Physical Activity for a Healthy Weight

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MY STORY
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HOW I DID IT
I followed the commercial weight loss plan, but this time I added physical activity. I was so hungry, but I would go to the mall after work and walk for 10-15 minutes. Now, I can walk in my neighborhood for two hours.

I watched my portions and started eating balanced meals for the first time. I had to learn a new behavior pattern, including knowing when I was full or hungry. I started taking an exercise class at the local hospital, and I walk when I can. If I don't walk, I don't eat as much.

The weight started coming off. With every 10-20 pounds I lost, I got rid of those clothes that were now too big on me. I did not want to make it easier for me to go backwards this time—I didn't want to go back. I think maybe I have an old pair of pants, but I think maybe I have them yet!

BIGGEST CHALLENGE
The educating myself about how to eat, and changing my behavior. I used to take a box of cookies and play down in front of the TV. Now, I try to fill up on veggies and fruit.

MAINTAINING THE WEIGHT LOSS
I finally faced the fact that this is something I have to do for the rest of my life. I've worked too hard to go back. Every good check-up from my doctor reaffirms what I'm doing.

THE BIGGEST THRU
I have a whole new life in many ways. I feel better and am healthier than I've ever been. I can wear nice clothes and feel good in them. I have choices now when I buy clothes. It's no longer, "This looks nice, how many colors does it come in?"

STRATEGIES THAT WORK FOR ME:

- I weigh myself regularly, probably 2-3 times a month. It's a lot easier to address a 2-3 pound weight gain than 10 pounds.
- Getting some kind of physical activity. I walk whenever I can and take an exercise class.
- I drink water constantly. I keep a 32-ounce mug at my desk and refill it at least twice a day. Having it at my desk is a visual reminder of what I'm trying to accomplish.
- Rewarding myself at various milestones. When I feel really good about something, I will reward myself by buying a CD, a new book, or I will get my nails done. I no longer reward myself with food.

[< BACK](#)

Head Source: Division of Nutrition and Physical Activity, National Center for Chronic Disease Prevention and Health Promotion
Last Modified: February 14, 2008



"I enjoy every bite!"

Science-based tips to help you maintain your weight loss—tailored for your lifestyle



"I can do it!"

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- Nutrition & exercise information
- Success stories

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Celebrate Success

“I’m healthier now than I’ve ever been in my life!”

DOROTHY BAUME

HIGHEST WEIGHT: 236 lbs.

CURRENT WEIGHT: 116 lbs.

TOTAL WEIGHT LOST: 120 lbs.

HEIGHT: 4’10” AGE: 55

TIME IT TOOK TO LOSE THE WEIGHT: 6 YEARS

HAS KEPT IT OFF FOR: 13 YEARS



6 YEARS AGO



MY STORY

My weight has been a lifelong problem for me. The first time I went on a diet, I was in 9th grade. By the time I graduated high school, I was 150 pounds. I tried a commercial weight loss program on and off over the years, but I only almost reached my goal weight one time. I tried other things, like

STRATEGIES THAT WORK FOR ME:

- I weigh myself regularly, probably 2-3 times a month. It's a lot easier to address a 2-3 pound weight gain than 10 pounds.
- Getting some kind of physical activity. I walk whenever I can and take an exercise class.
- I drink water constantly. I keep a 32-ounce mug at my desk and refill it at least twice a day. Having it at my desk is a visual reminder of what I'm trying to accomplish.
- Rewarding myself at various milestones. When I feel really good about something, I will reward myself by buying a CD, a new book, or I will get my nails done. I no longer reward myself with food.

7 tips for finding emotion through concept testing

1. Don't ask, watch them react
2. Take “educated guess” at first concepts
3. For emotion, talk with the “extremes”
4. Make it safe for emotional talk
5. Test, adjust, test, adjust
6. Participants will set you straight
7. Build emotion into all messages and materials

How will you use
concept testing in
your own work?

Personal reflection, to share

- Today I've learned something about concept testing that I can apply to my work:

5 minutes: Reflect and write

5 minutes: Turn to a neighbor and share your plan

➤ Then switch

A&T's case studies for behavior change



CASE STUDY #1

Research to Action:
Designing communication
on child feeding
in Bangladesh



CASE STUDY #2

Dads can do that!
Strategies to involve
fathers in child feeding



CASE STUDY #3

What drives behavior?
Key factors for handwashing
in Bangladesh

<http://aliveandthrive.org/resources-main-page/case-studies/>

Case study #1

Resources

Case studies

- Research to action
- Dads can do that!
- What drives behavior?

Toolbox

- Advocacy: Featured tools
- Interpersonal communication and community mobilization: Featured tools
- Mass communication: Featured tools
- Strategic use of data: Featured tools

ALIVE & THRIVE > RESOURCES > CASE STUDIES > RESEARCH TO ACTION

Research to action



Research to Action

Designing communication on child feeding in Bangladesh

This case study shows the process for developing a national communications strategy in Bangladesh. With videos and handouts, it highlights the steps for strategic planning, concept testing, and pretesting.

1

Building a strategy

Learn how research informed decisions for the communication strategy. See how TIPs research helped select behaviors to promote.

VIDEO



2

Concept testing

See how adding a concept test phase helped choose storylines people would find irresistible – and deliver the messages that matter.

VIDEO



3

Pretesting

Learn our methods for pretesting TV spots to be sure audience members find them appealing and understand the messages.

VIDEO



Case study #1:

Short video on concept testing

1 Building a strategy

Learn how research informed decisions for the communication strategy. See how TIPs research helped select behaviors to promote.

VIDEO



Video: Building a strategy

HANDOUTS

- > What are trials of improved practices, or TIPs?

SAMPLES

2 Concept testing

See how adding a concept test phase helped choose storylines people would find irresistible – and deliver the messages that matter.

VIDEO



Video: Concept testing

HANDOUTS

- > What is concept testing?

3 Pretesting

Learn our methods for pretesting TV spots to be sure audience members find them appealing and understand the messages.

VIDEO



Video: Pretesting

HANDOUTS

- > "Before" and "after" scripts

SAMPLES

- > Pretest instrument

Handout

Step-by-step guide to CONCEPT TESTING

Here's how we used concept testing in Bangladesh, before diving in to write scripts for TV spots. Concept testing is a great addition when designing any type of program activity or material.



What is a
concept?

A single, distinct
approach to a storyline
that conveys
the same message
in several different ways

Concept Testing: Exploring the emotional appeals that “work”

Alive & Thrive's challenge is to help families adopt optimal feeding practices – “at scale” – that is, with enough people changing behaviors to have a real impact on children's health and intellectual growth. In a huge country like Bangladesh, TV spots could reach into millions of homes and help change the whole environment. Our on-the-ground nutrition counseling would be even more effective with support from mass media.

Challenge: Getting people's attention and moving them to action

In a crowded media environment, A&T's TV spots must compete for people's attention and go up against some powerful advertising. We wanted our ideas to “stick” and be remembered. And we wanted to play them over and over, so we needed something with entertainment value and that people wouldn't tire of over time. High production values, an appealing “look and feel,” and good stories with an emotional punch would “break through the clutter.”

We knew that playing to emotions would not only get people's attention but would also do a better job of delivering our messages. We had learned a lot about the factors that may help mothers overcome barriers to exclusive breastfeeding and ideal complementary feeding. But what stories and what emotional appeals would both entertain and help people take up the behaviors?

Turn to your neighbor and share:

- Here's how I could use the case study kit "Research to Action" to share what I've learned about concept testing:

Your supervisor says she sees no value in concept testing.

You say:

Your teammates say they need formative research findings to create the concepts to test.

You say:

Concept testing can be the first formative research activity because _____

How did we do today?...

- Agree that emotion plays a big role in behavior
- Name 7 tips for *finding* and *using* powerful emotional appeals (methods and applications)
- Identify a way you might apply concept testing in your own work
- Determine how our case study may be useful for you

Stay connected with A&T!



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alive & thrive
nourish. nurture. grow.