Creating messages for Beef food safety
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What did you hear today?
What will you say about it?

• Jot down a couple of things you heard during the webinar that you would like to share with others.

• For Example: Grain-fed beef are not more likely to shed E coli O157:H7 compared to grass-fed cattle.

Message Mapping

Functions of message maps

- Anticipates stakeholder questions & concerns
- Provides framework for organizing information
- Crafts clear, concise key messages

You can anticipate about 90% of the questions that people might have about a topic!

Developing Messages

• For national news about a controversial topic
  7 to 9 seconds (21-27 words, 30 words max.)
  3 messages
  9 second knowledge/trust window
  i.e. Twitter gives us 140 characters!

• Other research tells us (regarding the number of messages):
  - 0 = bad (“what message?”)
  - 1 = 0 (no choice therefore no message)
  - >5 = 0 Too many to process = 0

Use 2-4 messages max

Consider Your Audience – What Message?

Based on what you heard, identify the

1. Reasons why your audience should care
2. 1-3 most important things you want your audience to know?
3. 1-3 most important things your audience wants to know?
4. 1-3 most important things your audience is likely to get wrong unless you emphasize them?
Effective Health Promotion

(Gordon 2002)

CONSIDER THE STRUCTURE.

How can I be concise and get my message across?

Message Mapping: Enhance the Impact of Communication

(after Susan Peterson)

1. Main Heading (Disease)
   a. Question/Issue/Concern
      I. Key Message 1
         i. Supporting Data & Statistics
         ii. Example, Experience, Anecdote (ownership & emotion)
      II. Key Message 2 (repeat detail)
      III. Key Message 3 (repeat detail)

Policy Makers/Producers & Organization/Food System/Consumers

<table>
<thead>
<tr>
<th>Question/Issues/Topics</th>
<th>Key Message 1</th>
<th>Key Message 2</th>
<th>Key Message 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supporting Data or Statistic</td>
<td>Supporting Data or Statistic</td>
<td>Supporting Data or Statistic</td>
<td></td>
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<tr>
<td>Experience or anecdote</td>
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<td></td>
</tr>
</tbody>
</table>

Grass-Fed cattle

Key Message 1
Meat from grass-fed cattle is not safer than from grain-finished cattle.

Data/Statistic
Analysis of beef products in stores consistently finds similar rates of bacterial contamination in grass-fed as grain-fed meat.

Experience/Anecdote
Regardless of the meat I choose I still need to cook it. (~41 words)

Key Message 2

Data/Statistic

Experience/Anecdote

Message Approach depends on Fear & Hazard

(After Peter Sandman)

Fear (Outrage)

High
Outrage Management
Crisis Management

Low
Precautionary Advocacy
Public Relations

Danger (Hazard)

Low
Low
**Public Relations**  
**Low hazard, low outrage**
- Regular and consistent Public Relations information designed to inform the public
- For Example: health and nutrition messaging

**Precautionary Advocacy**  
**High hazard, low outrage**
- Apathetic & inattentive audiences
- Brief messages that reinforce movement toward your goals—often provoking or arousing more outrage

**Outrage Management**  
**Low hazard, high outrage**
- Audience of a small number of fanatics accompanied by larger, less outraged constituency
- Listen, acknowledge, in-person dialogue in which the audience does most of the talking

**Crisis Communication**  
**High hazard, high outrage**
- Large audience with fear and misery rather than anger
- Help audience bear its fear and misery
  - Avoid over-reassurance
  - Share dilemmas
  - Be human and empathetic
  - Provide useful things to do

**Effective Messages**
- Who is your audience?
- Need to know? Want to know? Might get wrong?
- What kind of communication?
- Structure -- 30 words each in 3 messages...

**Message Mapping**

<table>
<thead>
<tr>
<th>Topic</th>
<th>1) Key Message #1</th>
<th>2) Supporting Data or Statistic</th>
<th>3) Experience, anecdote or more data</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>&lt;30 words total</td>
<td>Demonstrates your point</td>
<td>Colorful &amp; memorable phrasing</td>
</tr>
</tbody>
</table>

**Pre-harvest Interventions to lower STEC's**