

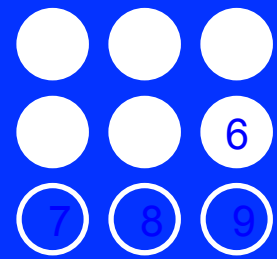
# Applying communication techniques from AFP SMART

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## Rational, Ethical, and Emotional Arguments and AFP's Message Box

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Dar Es Salaam, Tanzania  
May 2016

# The Five-Point Message Box



2. Enter decisionmaker's  
core concerns  
(Step 5)

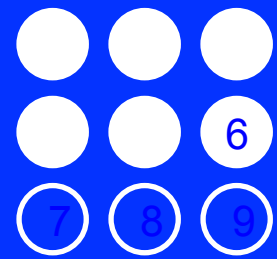
3. Anticipate objections and  
prepare response

1. Enter decisionmaker's  
name (Step 3)

5. Answer the question:  
"What is the benefit?"

4. Articulate the SMART ask

# The Five-Point Message Box— Example



2. **Decisionmaker's core concern:** All women do not have equal access to healthcare

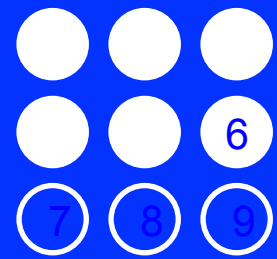
3. **Objection:** Universal access is too expensive  
**Response:** Family planning is one of the most effective investments

1. **Decisionmaker:** Budget analyst for the Minister of Finance [Name of person]

5. **Benefit:** Health gains for underserved groups (e.g., lower maternal mortality)

4. **SMART ask:** Create a line item for family planning in the budget

# Enter the Decisionmaker's Name



2. Enter decisionmaker's  
core concerns  
(Step 5)

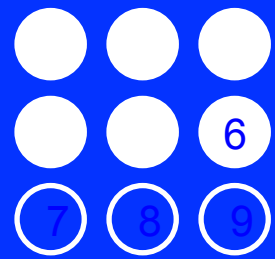
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# Enter Core Concerns



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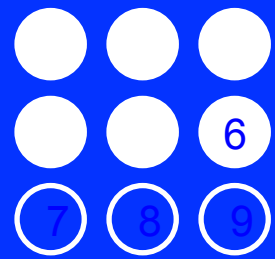
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# Anticipate Objections and Prepare Response



2. Enter decisionmaker's core concerns (Step 5)

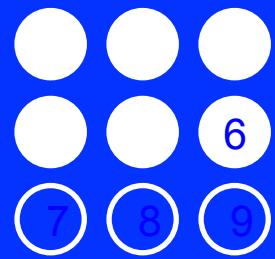
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# Articulate the SMART Ask



2. Enter decisionmaker's core concerns (Step 5)

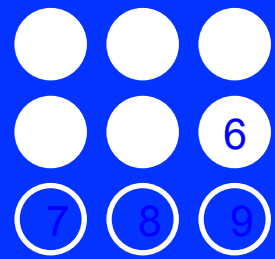
3. Anticipate objections and prepare response

1. Enter decisionmaker's name (Step 3)

5. Answer the question: "What is the benefit?"

4. Articulate the SMART Ask

# Answer the Question: “What Is the Benefit?”



2: Enter decisionmaker's  
core concerns  
(Step 5)

3: Anticipate objections and  
prepare response

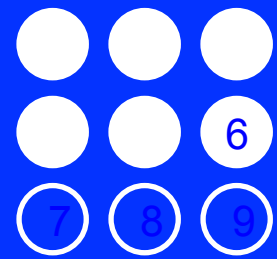
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“What is the benefit?”

4: Articulate the SMART ask



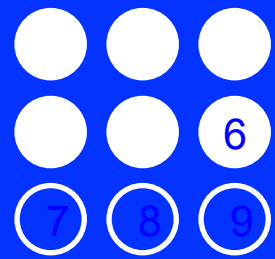
# Message and Messenger



- Each team member should be able to deliver the message and the supporting message points
- Remember: the messenger is as important as the message



# Determine the Messenger

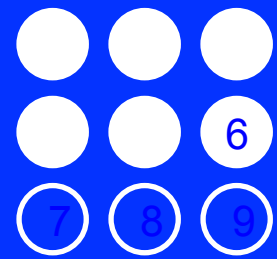


Policymaker

Celebrity

Community  
Members

# Deliver the Message



- Will your request be part of an informal discussion or require a formal presentation?
- How much time will you have to make your case?
- If more than one of you is involved in the meeting, who will present the issue and who will ask the decisionmaker to act?
- How will you follow up after the meeting? Is another meeting needed?



# What are the types of messages?

- **Rational/Logical**
  - weighing position against commonly accepted “truth”
- **Emotional**
  - weighing the position against personal experience
- **Ethical**
  - weighing the moral intent / ramifications of a position.

# Rational Argument

- Follows the rules of logic and concludes no more and no less than what is correct from any given evidence.
- Consistent with or based on reason or good judgment; logical or sensible
- Incorporates all relevant information in direct proportion to its relevance.

# Emotional Argument

- Manipulation of the recipient's emotions in order to win an argument (sometimes in the
- Intended to draw visceral feelings from the acquirer of the information.
- Acquirer of the information is intended to be convinced that the statements that were presented in argument are true based solely on emotional stimulation such as fear, pity and joy.

# Ethical Argument

- Refers to people's morals
- Focus on what is “right” and what is “wrong”
- Depends on joint understanding of rules and standards

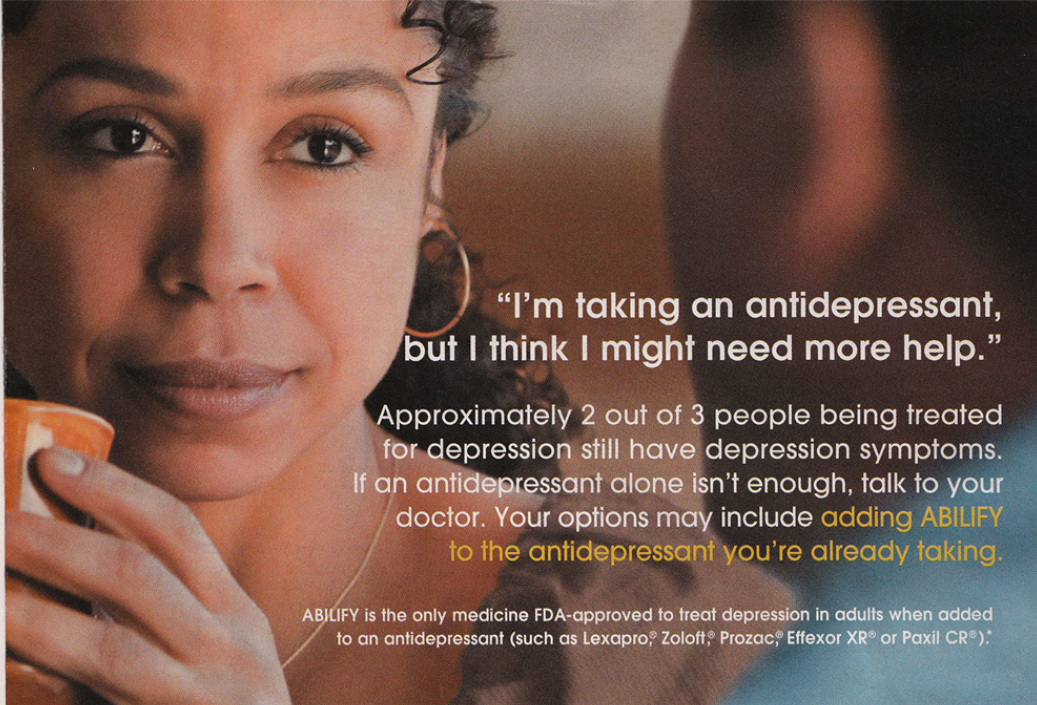
# What are benefits and limitations of the different types of messages?

- **Rational/Logical**
  - **Based on facts/evidence**
  - **Using facts to tell one side of the story**
- **Emotional**
  - **Using personal, compelling stories, empathy**
  - **Stretching the “truth”, leaning towards exaggeration**
- **Ethical**
  - **Use of commonly accepted moral/legal standards**
  - **Using flawed or questionable morals**



# Elaboration-Likelihood Model

- We are exposed to far more (media) messages than we could possibly process
- Messages compete for our attention
- We
  - Ignore
  - Emotionally process, or
  - Logically/rationally process the messages we are exposed to



“I’m taking an antidepressant,  
but I think I might need more help.”

Approximately 2 out of 3 people being treated for depression still have depression symptoms. If an antidepressant alone isn’t enough, talk to your doctor. Your options may include adding ABILIFY to the antidepressant you’re already taking.

ABILIFY is the only medicine FDA-approved to treat depression in adults when added to an antidepressant (such as Lexapro®, Zoloft®, Prozac®, Effexor XR® or Paxil CR®).\*

**IMPORTANT SAFETY INFORMATION:**

Elderly patients with dementia-related psychosis (eg, an inability to perform daily activities due to increased memory loss) taking ABILIFY have an increased risk of death or stroke. ABILIFY is not approved for treating these patients.

Antidepressants can increase suicidal thoughts and behaviors in children, teens, and young adults. Serious mental illnesses are themselves associated with an increase in the risk of suicide. When taking ABILIFY call your doctor right away if you have new or worsening depression symptoms, unusual changes in behavior, or thoughts of suicide. Patients and their caregivers should be especially observant within the first few months of treatment or after a change in dose. Approved only for adults 18 and over with depression.

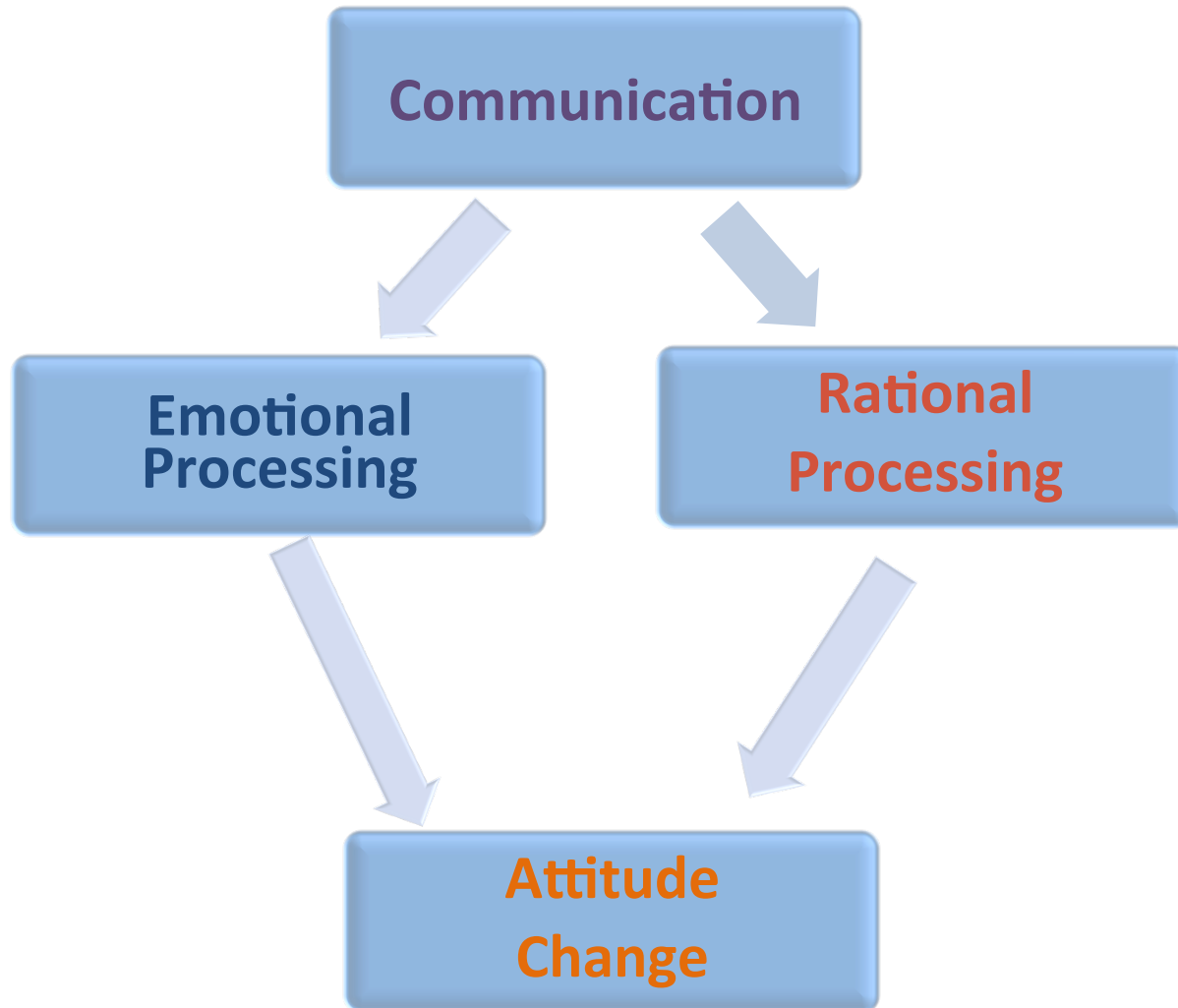
- Alert your doctor if you develop very high fever, rigid muscles, shaking, confusion, sweating, or increased heart rate and blood pressure, as these may be signs of a rare but potentially fatal condition called neuroleptic malignant syndrome (NMS)
- If you develop abnormal or uncontrollable facial movements, notify your doctor, as these may be signs of tardive dyskinesia (TD), which could become permanent.

**IF AN ANTIDEPRESSANT  
ALONE ISN’T ENOUGH.**



**ABILIFY**<sup>®</sup>  
(aripiprazole)

# Elaboration Likelihood Model (ELM)



# Emotional Processing

- Focus placed on elements *surrounding* the message
- Does not require extensive cognitive processing
- Not a good predictor of subsequent behavior
- The default processing style
- **Examples:**
  - Likeability
  - Source credibility
  - Authority



A TIP FROM A  
FORMER  
SMOKER

**RECORD YOUR  
VOICE FOR LOVED  
ONES WHILE  
YOU STILL CAN.**

Terrie, Age 52  
North Carolina



Smoking causes immediate damage to your body.  
For Terrie, it gave her throat cancer. You can quit.  
For free help, call 1-800-QUIT-NOW.

#CDCTips



U.S. Department of  
Health and Human Services  
Centers for Disease  
Control and Prevention  
[www.cdc.gov/tips](http://www.cdc.gov/tips)

# Emotional TV spot

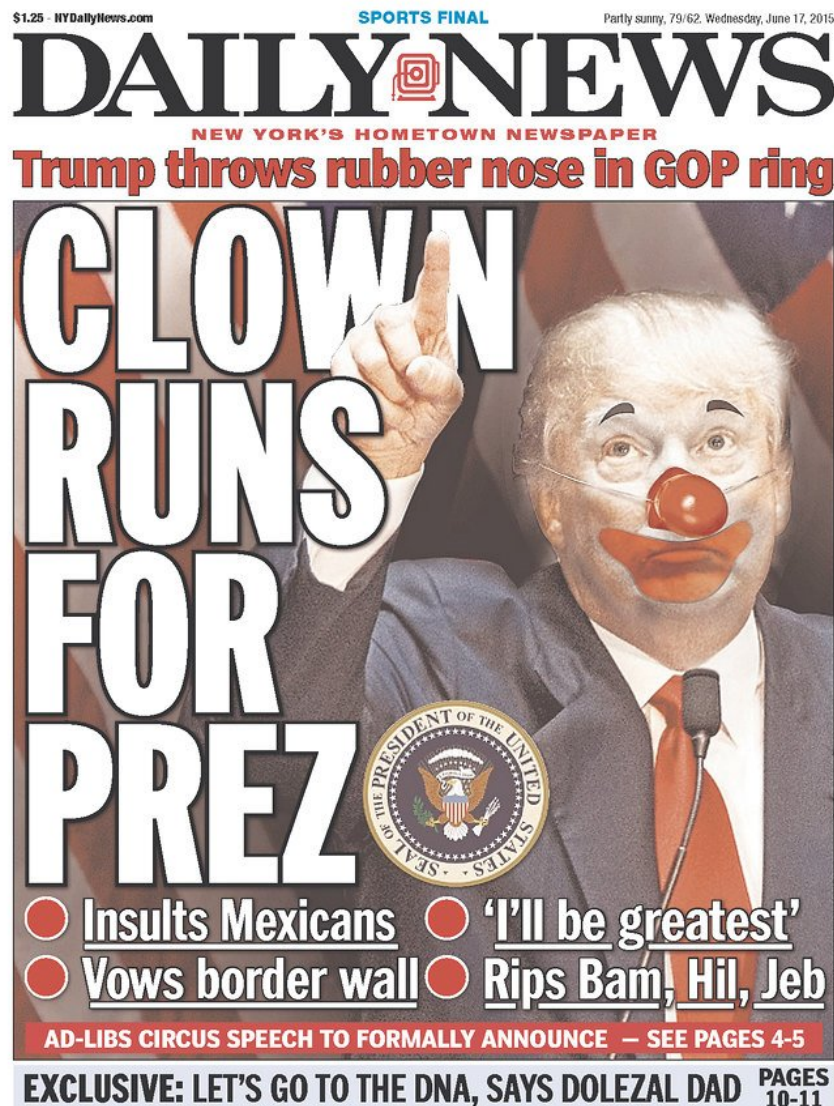


# Emotional TV spot

[Missing mother](#) PSA from Turkey

# Emotional Headlines

- 'Every time I think about those kids it gets me mad': Obama cries for the victims of Newtown as he pushes gun control at speech surrounded by families of mass shooting victims
- Huckabee [politician] claims refugees may be 'vicious people,' but that's not the dumbest thing he said





# 180+ Power Words

From Copywriter Karl Stepp

## FOR WRITING **EMOTIONAL HEADLINES**

free  
sale  
new  
professional  
guaranteed  
special  
tested  
improved  
immediately  
limited  
simplistic  
powerful  
big  
popular  
exclusive  
valuable  
how to  
endorsed  
unlimited  
discount  
fundamentals  
under priced  
suddenly  
perspective  
launching  
skill

focus  
wanted  
absolutely lowest  
interesting  
challenge  
lifetime  
highest  
expert  
advice  
the truth about  
compare  
colorful  
affordable  
ultimate  
willpower  
attractive  
easily  
approved  
competitive  
full  
mammoth  
innovative  
it's here  
just arrived  
sure fire  
soar

remarkable  
obsession  
surging  
revisited  
unique  
bargain  
hurry  
daring  
pioneering  
destiny  
unsurpassed  
genuine  
informative  
mainstream  
complete  
last chance  
exploit  
quality  
gigantic  
love  
lavishly  
reliable  
terrific  
breakthrough  
emerging  
profitable

confidential  
sizable  
wonderful  
delivered  
secrets  
scarce  
alert famous  
strong  
unusual  
outstanding  
energy  
instructive  
liberal  
rare  
edge  
superior  
unparalleled  
fascinating  
compromise  
odd  
bottom line  
zinger  
simplified  
tremendous  
helpful  
special offer

# Rational Processing

- Emphasis on message argument and rationale
- Depends on logical processing
- Integrate new information with previously held knowledge

**2,000 CALORIES PER DAY**

**is all most adults should eat. Young kids need even fewer.**

**CUT YOUR PORTIONS. CUT YOUR RISK.**

» Call 311 for your Healthy Eating Packet

**NYC**  
HEALTH  
Michael R. Bloomberg  
Mayor  
Thomas Falley, MD MPH  
Commissioner

# Rational TV Spot



# Rational Headlines

- Climate Change Will Disrupt Half of North America's Bird Species
- California Republicans confront long odds in race to fill Senator's seat
- Opioid Prescriptions Drop for First Time in Two Decades
- Contraceptive Used in Africa May Double Risk of H.I.V.

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**NEW**  
**REVLON**  
**GROW LUSCIOUS™**  
Mascara

**96%**  
of women saw instantly  
longer lashes. Lashes grow  
stronger to complement  
their natural growth cycle.



**REVLON®**

Jessica Biel is wearing Grow Luscious Mascara™ in Block.  
Ophthalmologist tested. Find your shade at [revlon.com](http://revlon.com)

\*96% of women tested. Data on file.

# Ethical Headlines

- Climate Change May Put Half of North American Birds at Risk of Extinction
- Prisoner worker who helped 2 killers escape gets up to 7 years
- U.S. Soldiers Told to Ignore Afghan Allies' Abuse of Boys
- They're All Bad for You, but Should They Be Illegal?
- Doctors must lead us out of our opioid abuse epidemic



VIDANT HEALTH™  
VidantHealth.com

Are we committed to helping improve the health of eastern North Carolina?

Yes.

University Health Systems of Eastern Carolina is now Vidant Health – a system of ten hospitals, specialty clinics and hundreds of physicians bringing advanced medicine to the 1.4 million people in eastern North Carolina. We're committed to helping improve the lives and health of families and communities in this part of the state.

*To see how our system of care is working for you, visit [VidantHealth.com](http://VidantHealth.com). Or call 800-472-8500 to find a physician near you.*

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**BUYING ANIMALS  
IS KILLING ANIMALS.**

Save a homeless dog  
or cat—always adopt  
and never buy.

**Adopt,**  
DON'T BUY

Kellan Lutz  
AND Kola FOR  
**PETA**



# Emotional vs. Rational

“The Honda gets more miles per gallon and handles great on the highway. But *Consumer Reports* gives the new Sonata better ratings on safety on account of their four-wheel antilock brakes and traction control...”

vs.

“the Sonata salesman made a lot of good points – real nice guy”

# Rational, Emotional, and Ethical

