

# Access is a 2-way Street: Making a Difference with Hard-to-Reach Populations

Best Start Conference  
February 2005



# **Access is a 2-Way Street: Overcoming Sender & Receiver Challenges**

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# Challenges we Face

1. Sender challenges
2. Receiver challenges
3. Access challenges

# Sender Challenges

- Attitudes and beliefs about population
- Experience with population
- Preconceived notions

# Receiver Challenges

- It won't happen to me
- Other more important things for me to address
- Don't tell me what to do
- I've tried it before and it didn't work
- What do you know about quitting smoking?

# Access Challenges

- Transportation
- Literacy
- Money
- Child care
- Support network

# Opportunities for Addressing Sender Challenges

- Examine attitudes and beliefs
- Involve population in design of messages
- Increase self-awareness of biases
- Focus test with audiences
- Invite feedback from audiences

# Theoretical Models

- PRECEDE
- Theory of Reasoned Action/Planned Behaviour
- Social Marketing
- Health Belief Model

# Health Belief Model (HBM)

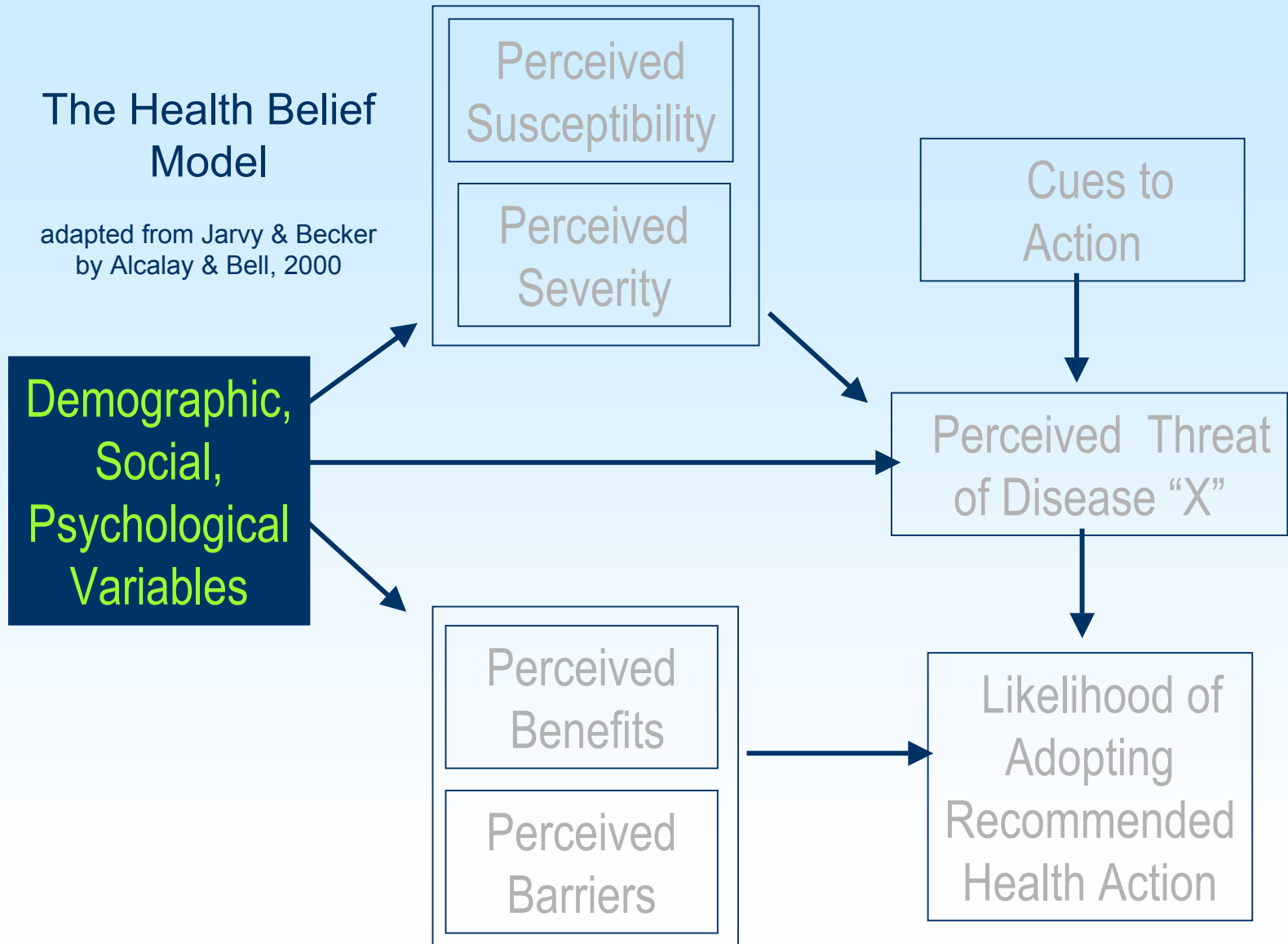
- Almost 50 years old
- Used to discover why motivating people to prevent disease is so difficult
- Most recent use by social marketers

# Core of the Health Belief Model

- Perceived threat of disease
- Perception that the benefits of change are greater than perceived barriers to adoption of the behaviour

# The Health Belief Model

adapted from Jarvy & Becker  
by Alcalay & Bell, 2000



# Increasing Access with the HBM

- Segment the population
- Elevate perceptions
- Provide cues to action
- Make the message ongoing
- Identify action steps

# Addressing Receiver Challenges

- Acknowledge small successes
- Provide incentives
- Involve peers
- Listen more, talk less
- Ask questions
- Offer realistic and relevant incentives

# Characteristics of Effective Programs/Messages

- Enthusiastic facilitators
- Emphasize benefits
- Minimize gaps between sessions
- Demonstrate flexibility
- Include incentives
- Easy access location
- Follow-up
- Manageable goals

# Effective Youth Programs (1)

- Youth driven
- Incentives
- Transportation
- During school hours
- Youth-friendly locations
- Consistent place, time, leader
- Flexible

# Effective Youth Programs (2)

- Supportive of youth
- Non-judgmental
- Holistic approach
- Talk about alternatives
- Respectful of confidentiality
- Low or no cost

# Effective Multicultural Programs

- Safe places to meet
- Assume nothing
- Listen
- Recognize and respect common values
- Holistic
- Non-expert approaches
- Local input
- Begin small

# Effective Aboriginal Programs

- Tobacco is sacred herb
- Distinguish sacred tobacco from cigarette products
- Acknowledge underlying issues
- Be patient
- Lots of reinforcing factors for continued use