



# **Communication That Works**

**Applying Behavioral and Organizational  
Change Theories for Strong and Effective  
Partnership-Building**

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# Speaking Their Language

“STOP selling the cause. Advocates love to sell our cause, however if you really want people to work with you...sell what you can do to help them.”

–NC SART Coordinator

**Who are our partners?**

**What are we asking of them?**



# Behavioral and Organizational Change Theories

How can you communicate and interact most effectively to positively influence others' actions?

- Health Behavioral Model
- Organizational Change Theory
- Integrated Behavioral Model
- Diffusion of Innovations

**1. Defining the Problem or Gap**

**2. Proposing an Action (or Actions)**

**3. Implementing and Sustaining the Action**

# Defining the Problem or Gap

## Awareness-Raising

- What are the facts?

## Unsatisfied Demand

- What are people asking for but not getting?

## Perceived Threat

- If we don't take action, what are the consequences?
- How bad would they be?
- How likely are they to happen?

# Proposing an Action (or Actions): *Structuring the Action*

## Relative advantage

- The change is better than what existed in the past.

## Compatibility

- The change fits easily within their current structures.

## Complexity

- The change is not too complicated for them to implement.

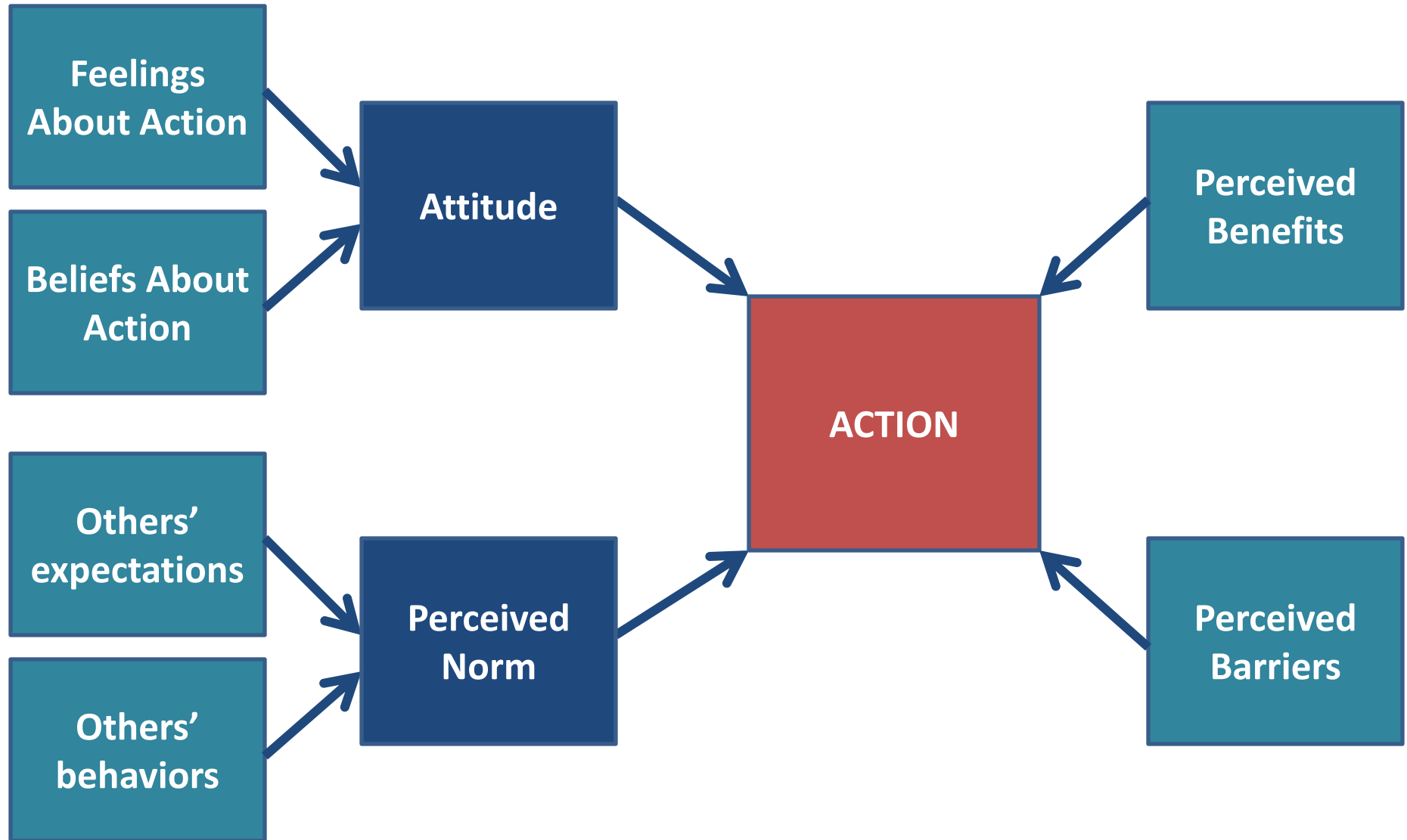
## Trialability

- They can try the change (or parts of it) without signing on indefinitely.

## Observability

- They can easily (and quickly) see the benefits of the change.

# Proposing an Action (or Actions): *Addressing Perceptions of the Action*



# Talking Points

## Defining the Problem or Gap

**Awareness-Raising**

**Unsatisfied Demand**

**Perceived Threat**

## Structuring the Action

**Relative Advantage**

**Compatibility**

**Complexity**

**Trialability**

**Observability**

## Addressing Perception of the Action

**Perceived Benefits**

**Perceived Barriers**

**Attitude**

**Perceived Norm**



# Putting It Into Practice



# Putting It Into Practice

## Defining the Problem or Gap

**Awareness-Raising**

**Unsatisfied Demand**

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## Structuring the Action

**Relative Advantage**

**Compatibility**

**Complexity**

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## Addressing Perception of the Action

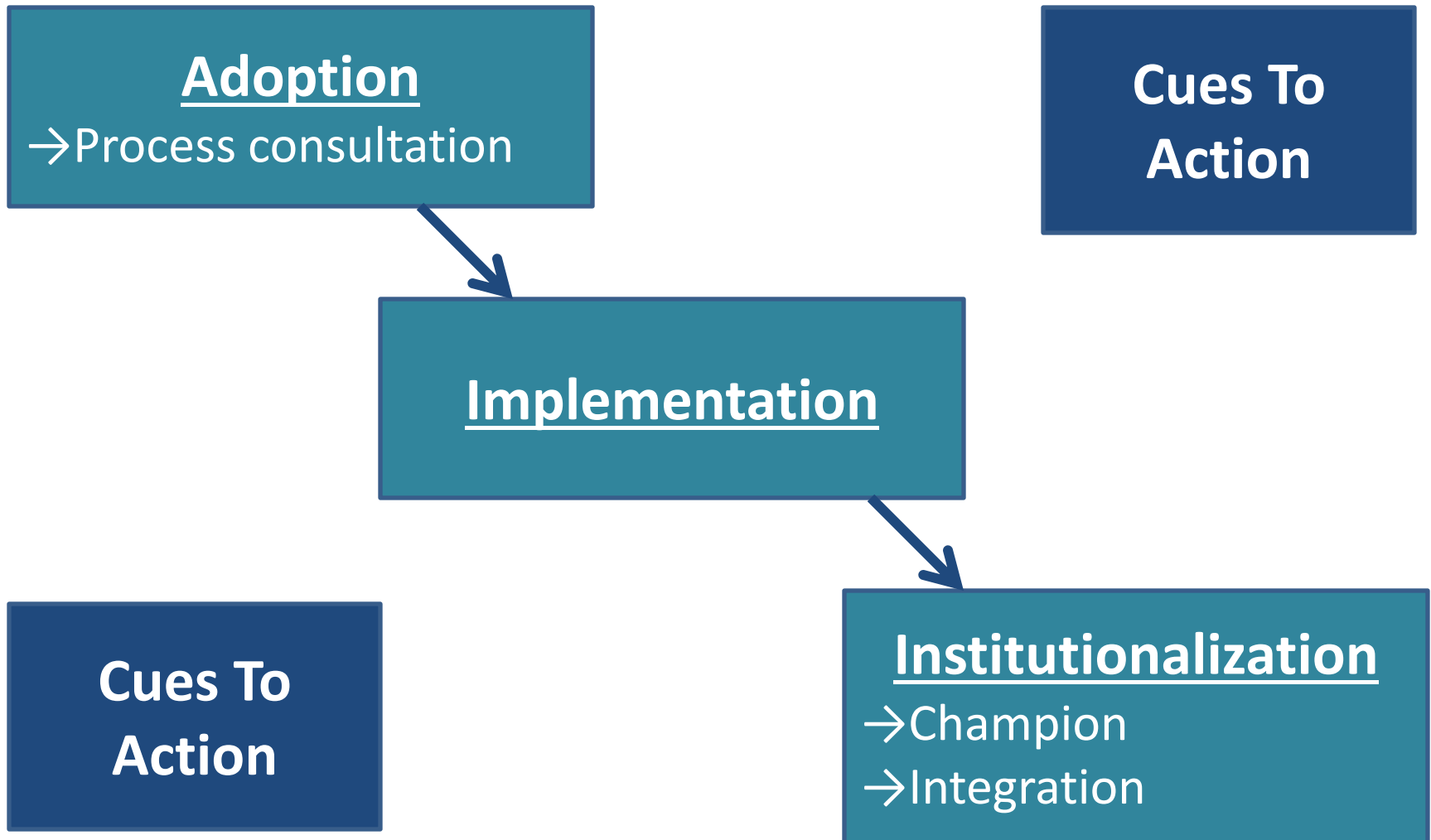
**Perceived Benefits**

**Perceived Barriers**

**Attitude**

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# Implementing and Sustaining the Action





**Thank You!**

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