

# An integrated campaign strategy for Noise Induced Hearing Loss

Developed for NFD by



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## **Building the NIHL campaign**

This is an exciting stage for NFD as it begins to put in place a Noise Induced Hearing Loss strategy. Several forums have been held with NFD and member groups, key government organisations have been approached and the strategic objectives of the strategy have been agreed upon.

The next stage is to build the planning and development phase of the NIHL strategy. This phase is critical for the sustainable growth of the NIHL strategy, as it will guide the formation, development, implementation and evaluation of the NIHL strategy.

The aim of this document is to provide a planning guide for the strategy to guide NFD, member groups and strategy partners through the process of implementing the strategy. This will also make it easier to communicate and coordinate across the sector and for each partner to understand and see their place in the strategy.

The document is designed to guide the Project Manager and supporting team and covers

1. Key strategic objectives
2. Potential approaches
3. Broad development areas to achieve the objectives
4. Operational action for the development areas
5. Key settings for NIHL intervention
6. Key milestones for the development areas

## National Noise Induced Hearing Loss (NIHL) strategic objectives

### 1. Overview

#### Background

- NFD have been forming a strategy to develop a social marketing programme to decrease noise induced hearing loss, NIHL.
- Scoping workshops have been held through 2008 to explore the area, review national and international social marketing approaches, identify key stakeholders, identify potential areas for impact and examine the process of developing a social marketing programme.
- Strategic objectives for a national noise induced hearing loss strategy were developed, focusing on reducing the incidence of NIHL.

#### Issues

- NIHL has a high economic and social cost in New Zealand
- NIHL is growing due to increased environmental noise, population growth and demographic change
- Estimated direct cost 1.6% of GDP with indirect impact adding substantial extra cost
- History of fragmented marketing by different agencies operating in isolation
- While it is easy to get a message across, getting the call to action and the follow through behavioural, setting or policy change is the key outcome
- Important to involve each of the target markets in the design of the campaign process from the beginning
- Achieving impact will require multi sector activity
- The risk of NIHL lies with key groups which can be grouped by demographics (e.g Low SE), setting (e.g entertainment venues) or behaviour (e.g workers with a knowledge of NIHL but who do not act to prevent NIHL)

#### Scope

- The key strategic areas to achieve impact to reduce NIHL

- 3.1 Legislative
  - 3.2 Evaluation
  - 3.3 Consumer context
  - 3.4 Environmental change
- The NIHL strategy concentrates on noise induced hearing loss and is not total 'hearing health' strategy

## **2. Long term goal: To lower the incidence of NIHL in NZ**

### **Objectives -**

- 2.1 To increase awareness of NIHL in key groups both consumer and sector
- 2.2 To reduce exposure to noise, both intensity and duration
- 2.3 To increase hearing sector activity supporting the NIHL social marketing programme
- 2.4 To increase awareness of NIHL by key NGO, government and partner agencies
- 2.5 To increase prioritisation of NIHL by key NGO, government and partner agencies

## **3. Key strategic areas to impact on reducing NIHL**

Four key strategic areas were identified. Impact in each of these areas would contribute to reduction in NIHL, however, the biggest impact would come in the collective action across the areas ie. Policy development being reinforced by evaluation work, consumer promotions and noise sector engagement.

### **3.1. Policy - legislative (reforming)**

#### **Strategic outcome**

Government agencies actively support the effort to lower the incidence of NIHL.

#### **Key progress indicators**

- A coalition from the sector collaborates for policy change, providing a strong voice and strength of collective action (while also reducing fragmentation)
- Input and buy in from the whole sector has been successfully solicited.
- Existing national and regional policies and strategies where NIHL outcomes can be integrated (including the Public Health Bill) are identified
- Potential policy partners, both Central and local government and organisations who influence them, are identified and have bought into the strategy. (e.g ACC, Aged Concern, Grey Power, Plunket, Maori - TPK, Iwi, MoH, Well Child, local government, MSD)
- A review of current OSH legislation is conducted to identify existing regulations and the level of compliance with these regulations.
- An advocacy plan has been developed that identifies the common objectives across all partners. The plan also identifies the key partners and audiences who influence NIHL policy formation and how an NIHL strategy can help them achieve their strategic objectives.

**Outputs:**

National and regional policies are formed and complied with that reduce the impact of NIHL  
 Financial commitments made by key partners to reduce the incidence and severity of NIHL

**3.2. Evaluation**

**Strategic outcome**

Evaluation is used to build and evidence base for the strategy and implementation

**Key progress indicators**

- The social and economic cost of NIHL in NZ have been identified
- Resource sourced to establish baseline data
- ‘Work and play’ exposure models are developed. Where does NIHL occur and where can impact be made to reduce NIHL.
- Evaluation criteria to measure baseline and the criteria for impact (with who, where and what impact is made) are identified and set (Evaluation needs to be outcomes focused in core areas of behaviour change, policy change and environmental change)
- Increase in research activity around NIHL in government and partner agencies

**Output:** An evaluation plan is developed to monitor impact and change in NIHL (baseline and ongoing) including incidence, prevalence, awareness and behaviour change.

### 3.3 Consumer context

#### Strategic outcome

Knowledge, attitudes and behaviour vis a vis NIHL have improved

#### Key progress indicators

- Primary and secondary audiences are identified
  - those at risk
  - those who support/manage/influence those at risk
- The triggers and motivators that would engage and motivate “at risk” NIHL recipients of and creators of, noise (consumers and providers) are identified
  - Identify points of influence

- Identify times in life context when best to intervene
- The campaign developed addresses both consumer and sector outcomes
- The impact of being hearing impaired from noise exposure and how to personalise the issues has been identified

**Output:** A social marketing strategy concept is developed that has a strong audience focus (rather than an organisational focus)

### 3.4. Environmental change (the setting)

#### **Strategic outcome**

Noise is reduced in key settings (work, play, leisure) to safe levels.

#### **Key progress indicators**

- Identify the players in developing building codes in key settings e.g schools, early childhood development centres, workplace, retail, movie theatres, home Review the strategic objectives of key players and identify how the NIHL strategy can add value to the projects of key players
- Identify potential commercial sector partnerships e.g acoustic, music, performance and toy industries to reduce exposure
- Identify/create ‘value propositions’ with commercial partners

#### **Output:**

Strategic partnerships formed with key partners and coalitions

Partners who have brought into the strategy demonstrate their own NIHL action

NIHL objectives included in partner and coalition objectives

#### **4. Summary**

Achieving change in NIHL will require a multi level programme of action working across policy, setting, community and behaviour change. A range of partners from government agencies to private sector will be required to achieve sustainable change. This phase of the NIHL programme is to define the strategic objectives of the programme. The next phase is to develop the social marketing strategy and implementation plan. This will be directed by a NIHL implementation team.

#### **5. Recommendations from the Strategy team for the implementation team**

The skill set of the Implementation team members should focus on people who have marketing experience, campaign experience, networks with the sector, government agencies and private enterprise, funding/resourcing experience. This group will guide and support the development of the social marketing strategy and it's implementation.

5.1 Develop a stakeholder engagement/communication plan to communicate the objectives of the NIHL programme, raise awareness and initiate prioritisation of NIHL by key partners

    Include 'face to face', forum, electronic communication

    Include education, work, entertainment, national and local government, NGOs and relevant commercial sector partners

5.2 Ensure the NIHL programme has a high audience focus and strong consumer appeal

5.3 It is necessary to develop key messages that also appeal to key partners and helps them achieve their outcomes

5.4 While it is necessary and desirable to have a 'coalition' type approach, be wary of fragmentation and dissipation of action. Maintain clear objectives and key messages and communicate these regularly through a variety of media.

## **Definitions**

**Social Marketing** involves the use of commercial marketing techniques to achieve public good. The aim is to achieve change in a sector, setting, community or behaviour. To be effective, social marketing requires a high focus on the audience and a combination of sector engagement, community action and consumer promotions. Social marketing is not advertising although it may use advertising as part of the programme.

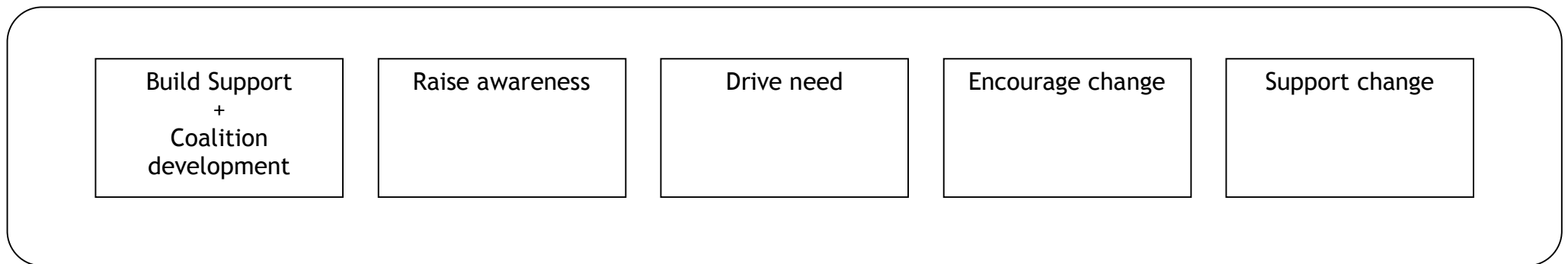
**Population Health** focuses on improving the health outcomes of large sectors of the community as a whole rather than a focus on individual health.

**Noise induced hearing loss** is injury to hearing from noise. Hearing impairment due to noise exposure that causes permanent damage.

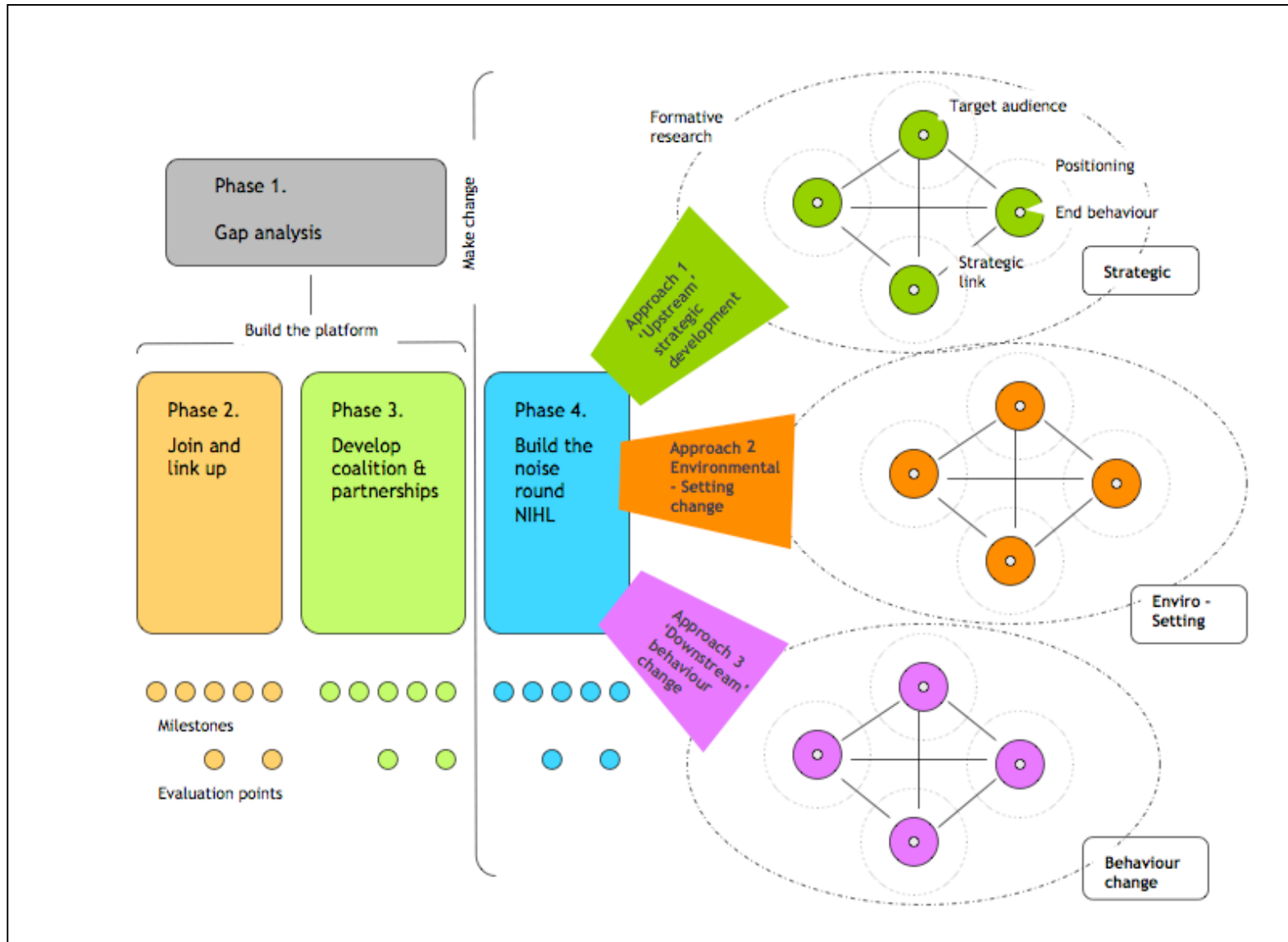
## NIHL strategy overview

- Achieving change in a health issue on a national scale requires a multifaceted approach. A combination of political, environmental, sector, industry, community and personal change is needed to ensure behaviour change is reinforced in an enabling environment.
- To impact on NIHL will require change on multiple levels - Policy, Regulatory, Sector, Community, Industry, Personal.
- The NIHL strategy will involve a multi-stakeholder and cross sector approach to achieve the necessary change but promote simple solutions. The strategy will help partners and stakeholders achieve their strategic objectives by being involved in the NIHL campaign.
- The goal is to develop a strategy that builds on the ‘people power’ of the NIHL sector while working with strategic partners both public and commercial. The strategy will make use of existing community, sector, commercial and professional networks to build awareness and change.
- A strong audience focussed approach is recommended to ensure buy in from the sector, relevance for partners and desire to change from the audiences.
- This planning document outlines 4 phases to build the strategy. Each section includes an overview of the phase the key development areas to achieve the change necessary, the activity detail required, the outcomes and the milestones for each phase.

## Campaign approach



## Overview of the NIHL campaign



The campaign strategy has been built in four phases

### **Phase 1. Gap analysis**

This first phase is critical to forming and identifying the key areas that influence and impact NIHL in New Zealand. At present, there is a range of epidemiological information and data that gives a picture of NIHL however, there are gaps in knowledge around exposure, intensity and duration of noise that causes NIHL. The gap analysis will draw together the current information, identify gaps in knowledge and identify where impact can be made to reduce NIHL.

### **Phase 2. Join and link up**

This phase entails identifying and communicating with the key groups in the NIHL sector associated with NFD.

This phase is critical for gaining buy in from the sector partners so as to establish a strong platform to build the strategy on.

The key in this phase is to inspire and motivate the sector to be involved and this will be achieved by building a brand for the phase. Broad objectives will be developed that will allow each of the members to achieve their strategic outcomes whilst also building towards the NIHL broader strategic outcomes.

### **Phase 3. Develop coalition & partnerships**

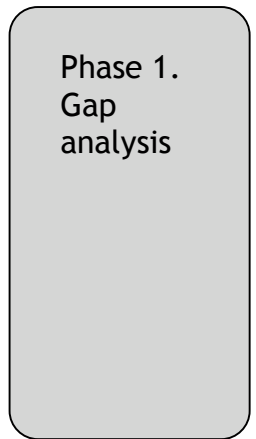
Once the key partners of the coalition have been identified the next step is to form them into a strong coalition who can undertake collective action. This will be achieved by building the brand of the coalition through a strong communication plan, providing advocacy and lobbying training, utilising social networking amongst the owners and encouraging members to take action in their local area.

### **Phase 4. Build the 'noise' around NIHL**

This phase centres on making the changes needed to impact NIHL. To achieve the change will require strategic, operational and individual behaviour change to occur. Strategic action will be undertaken with national level organisations. Environmental and setting change will be undertaken with organisations operating at a regional level and manufacturers. Behaviour change will be undertaken with key audiences at risk of NIHL. A range of approaches will be used across these sectors.

A description and outline of each phase follows.

## Phase 1. Gap analysis



Milestone



Evaluation

### 1.1 Overview description

This first phase is critical to forming and identifying the key areas that influence and impact NIHL in New Zealand. At present, there is a range of epidemiological information and data that gives a picture of NIHL however, there are gaps in knowledge around exposure, intensity and duration of noise that causes NIHL. The gap analysis will draw together the current information, identify gaps in knowledge and identify where impact can be made to reduce NIHL.

## **1.2 Aims**

To identify the current evidence base for NIHL in New Zealand

To identify gaps in knowledge

To identify key areas where impact can be made for NIHL

## **1.3 Key activities**

Review NIHL research and data

Bring together key NIHL researchers and professionals to identify current knowledge and gaps

Develop consensus statement on NIHL in NZ

Identify potential 'vertical integration' activity [i.e. NIHL impact areas that link from policy to practice e.g. reaching migrant casual labourers through DOL policy change and promotional activity via Pacific churches]

## **1.4 Outcomes**

Key areas where action can take place to reduce NIHL are identified

Gaps in current knowledge identified - baseline, epidemiological, demographic and socio-cultural

Resource base for NIHL established

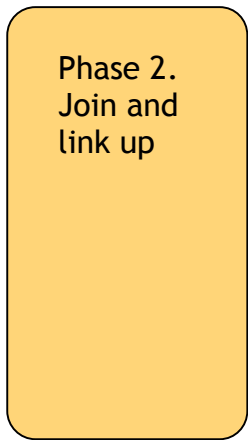
## **1.5 Milestones**

Research and professional resources and people identified

'gap analysis' forum held with NIHL research and professionals

Research/Evaluation plan developed

## Phase 2. Join and link up



Milestone

s



Evaluation  
points

### 2.1 Overview Description

This phase entails identifying and communicating with the key groups in the NIHL sector associated with NFD. This phase is critical for gaining buy in from the sector partners so as to establish a strong platform to build the strategy on.

The key in this phase is to inspire and motivate the sector to be involved and this will be achieved by building a brand for the phase. Broad objectives will be developed that will allow each of the members to achieve their strategic outcomes whilst also building towards the NIHL broader strategic outcomes.

## 2.2 Aims

To build a support base and a strong coalition

To build coalition of strong, influential members *e.g xxx sector, partners, members, research, industry*

To increase the awareness of the level and impact of NIHL so it is seen as a serious health and societal issue

## 2.3 Key activities

Develop 'theme' brands for the coalition (Broad, audience focussed, themes that all can 'buy in to')

Match NIHL objectives to organisational objectives

Forum/workshop to launch and promote themes

Develop communication plan to promote themes to coalition

Use NFD web site

Build social media communication

E newsletter to the sector (NFD members, research community, specialists, friends, of, targeted officials/industry/Ministries)

Hold national NIHL conference/symposium

Develop media/PR plan to promote conference to key target audiences

Develop advocacy/lobbying tool kit and training to start building the noise

Launch at forum/symposium

Include social media components (link to NFD www)

Include templates, sound bites, target audiences, methods, 'how to'

## 2.4 Outcomes

Key NFD members join coalition  
Key NIHL partners identified  
National symposium held and attended by key members and partners  
Advocacy/Lobbying kit developed  
Advocacy/Lobbying training to be conducted

## **2.5 Milestones**

Coalition brand developed  
Communication plan to NFD members delivered  
Approach to NIHL partners made  
Symposium project plan developed  
Symposium held  
Evaluation of symposium conducted

## **2.6 Evaluation Points**

Feedback from NFD members and NIHL partners  
Symposium feedback  
Media review of symposium  
Key NIHL partner feedback (eg ACC, DOL, Hospitality Industry etc)

### Phase 3. Develop coalition and Key partnerships



Milestone



Evaluation

#### 3.1 Overview

Once the key partners of the coalition have been identified the next step is to form them into a strong coalition who can undertake collective action. This will be achieved by building the brand of the coalition through a strong communication plan, providing advocacy and lobbying training, utilising social networking amongst the owners and encouraging members to take action in their local area.

## **3.2 Aims**

- To strengthen the members commitment to the coalition
- To develop and implement a communication plan to the members
- To encourage local action by the members
- To build relationships with key NIHL partners
- To undertake formative market research of NIHL partners
- To identify NIHL strategic objectives common to NIHL partners

## **3.3 Key Areas of Activity**

### **3.3.1 Formative research of target organisations and audiences**

- Review key NIHL partners
- Identify their strategic objectives
- Identify key personnel
- Review where possible business plans
- Identify objectives that NIHL campaign can achieve

### **3.3.2 Develop relationship with partners**

- Liaise and network
- Gain understanding of what makes them tick, motivations, needs, way of working and working style
- Identify the best communication approach per partner
- Begin communicating - provide tailored organisation material and coalition material
- Review the outcomes and adapt as necessary
- Follow up and maintain communication

### **3.3.3 Develop coalition brand and team**

- Developing a communication plan
- Develop brand communication themes
- Develop web and email communication tools

Identify common motivations and triggers for coalition members. Incorporate into coalition brand  
Implement communication plan  
Utilise social networking tools to build communication between coalition members  
Promote coalition

#### **3.3.4 Encourage local action**

Identify NIHL members who are already active  
Review and document action  
Promote to rest of coalition  
Develop online social networking tools for the coalition  
Incorporate examples of local in communication to the coalition  
Promote action examples NIHL key partners

### **3.4 Outcomes**

Effective relationships with key NIHL partners  
Good understanding of NIHL partners  
Strong buy in for coalition achieved  
Local action initiated by coalition members

### **3.5 Milestones**

Formative research undertaken  
Review of organisations completed  
Coalition communication plan underway  
Coalition social networking tools developed

### **3.6 Evaluation Points**

Number of NIHL partners identified and approached  
Number of NIHL partners agreeing to take part  
Level of use social networking tools by coalition members

Local activity  
Media review of activity

## Phase 4. Build the noise around NIHL



### 4.1 Description

This phase centres on making the changes needed to impact NIHL. To achieve the change will require strategic, operational and individual behaviour change to occur. Strategic action will be undertaken with national level organisations. Environmental and setting change will be undertaken with organisations operating at a regional level and manufacturers. Behaviour change will be undertaken with key audiences at risk of NIHL. A range of approaches will be used across these sectors.

## Approach 1 - “Upstream” Strategic Development



### 4.1.1 Description

This will involve working with NGO and government organisations to influence legislative change and a policy development for reducing NIHL.

### 4.1.2 Aims

To raise the awareness of NIHL

To encourage government and NGOs to adapt their existing policies to reduce NIHL

### 4.1.3 Activity

Conduct formative research

Develop positioning of NIHL for targeted organisation

Identify key changes an organisation could make

Prioritise changes (impact v probability)

Develop approach plan with each organisation (who to talk to?, how to reach them?, how to get their attention?, what are their motivations?, triggers? needs?)

Develop promotion plan, activity and collateral to engage audience

Implement plan

Review outcomes and adapt

#### **4.1.4 Outcomes**

Target organisations adapt or develop policies

Target organisations to allocate resource to NIHL

#### **4.1.5 Milestones**

Formative research completed

NIHL positioning completed

Promotion collateral developed

Key partner approached

Agreement achieved

Policy/resource change made

#### **4.1.6 Evaluation Points**

Number of partners approached

Number of agreements reached

Policy development undertaken

Resources allocated

## Approach 2 - 'Midstream' Regional Development



### 4.2.1 Description

This will involve working with local authorities to influence building codes and recreational settings. It will also involve working with manufacturers of products (eg music, toys, ....), recreation settings and products, designers and urban planners. To achieve change within these groups will require identifying their “hot spots” and how adapting NIHL approached will enhance customer or rate payer satisfaction.

### 4.2.2 Aims

To incorporate NIHL approaches into building codes specifications.

Encourage Urban Planners and architects who design recreation and retail spaces to include NIHL approaches

Encourage manufacturers to limit the noise of recreational and leisure products

### 4.2.3 Activity

Conduct formative research

Develop positioning of NIHL for targeted organisation

Identify key changes an organisation could make

Prioritise changes (impact v probability)

Develop approach plan with each organisation (who to talk to?, how to reach them?, how to get their attention?, what are their motivations?, triggers? needs?)

Develop promotion plan, activity and collateral to engage audience

Implement plan

Review outcomes and adapt

#### **4.2.4 Outcomes**

Local authorities make changes to building codes

Architects adopt NIHL approaches

Manufacturers limit noise

#### **4.2.5 Milestones**

Formative research completed

Networks identified

NIHL positioning completed

Promotional activity and collateral developed

Key partner approached

Agreement achieved

Policy/resource change made

#### **4.2.6 Evaluation Points**

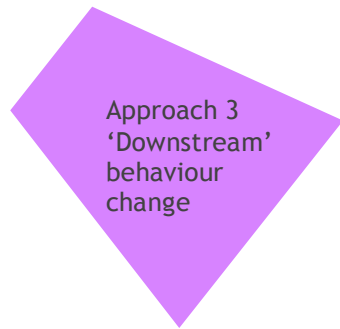
Number of partners approached

Number of agreements reached

Policy development undertaken

Resources allocated

### Approach 3 - 'Downstream' Behaviour Change



#### 4.3.1 Description

This will involve identifying key audiences at risk of NIHL and or the secondary audiences that influence them to encourage change in NIHL behaviour. This phase will involve promotional activity based on the sub cultural context of the audience.

#### 4.3.2 Aims

- To encourage change in NIHL behaviour
- To identify at risk audiences
- To reach and engage at risk NIHL audiences

To identify secondary audiences  
To reach and engage secondary audiences

#### **4.3.3 Activity**

##### **Review NIHL impact and incidence research**

Identify at risk audiences and their social networks  
Identify NIHL context for audience (exposure duration intensity location)  
Identify secondary audiences

##### **Conduct formative research to identify sub culture, networks, motivations**

Develop positioning of NIHL for targeted audience  
Identify key changes an audience could make  
Prioritise changes (impact v probability)

##### **Develop social marketing plan with each audience (who to talk to?, how to reach them?, how to get their attention?, what are their motivations?, triggers? needs?)**

Identify social marketing tactics  
Develop social marketing tactics (use social network approaches)  
Implement social marketing plan  
Review outcomes

#### **4.3.4 Outcomes**

Target audience changes their NIHL behaviour  
Secondary audience changes their NIHL behaviour  
Social networks identified

#### **4.3.5 Milestones**

NIHL research reviewed  
At risk audiences identified  
Formative research conducted  
Social marketing plan developed  
Tactics developed  
Plan implemented  
Tracking and evaluation conducted

#### **4.3.6 Evaluation Points**

Behaviour change made by at risk audience  
Behaviour change by secondary audience