

4 STEPS TO PUBLIC BEHAVIOR CHANGE THRU PUBLIC RELATIONS CAMPAIGNS

The work of Jim Grunig, Harold Mendelsohn, Brenda Darvin, Maxwell McCombs & many others suggests this approach.

1. Coalition Campaign, so target audience gets the feeling everyone who counts is trying to persuade them, that it is obviously the thing to do socially. Appeals in such a campaign must follow three phases:
 - Problem (or opportunity) recognition: gaining widespread understanding the issue is an opportunity or problem
 - Problem/opportunity personalization: making target audience realize it involves them, they could be effected
 - Constraint removal: letting them know they can do something about it
2. Enforcement, establishing rules/laws mandating/outlawing the behavior
3. Engineering, enact a structural change to work around the situation, e.g. raising drinking age to reduce drunk driving accidents by young drivers
4. Social Reinforcement, when the behavior becomes the societally accepted norm & social rewards & punishments take over the job of enforcing it.