



Research. Design. Deliver.



Center for Communication Science

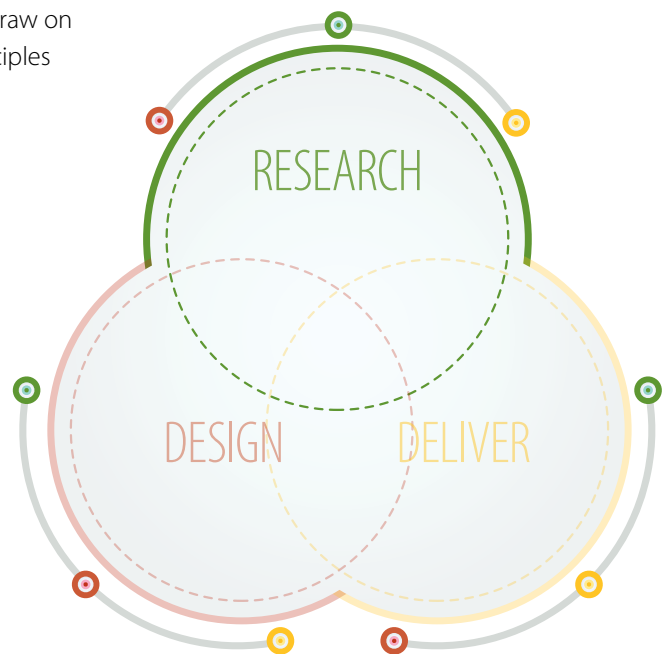


The Art and Science of Community

People are at the core of our work. They seek, share, and use information to make key life decisions. We research people's behavior, along with the many factors that influence it. We then apply what we learn and draw on behavior change theories and social marketing principles to design and deliver communication programs that capture attention, promote better decision-making, and motivate behavior change. And we don't stop there. We use advanced research methods to evaluate whether the communication was effective.

Our practice areas include:

- Public Health and Health Care
- Financial literacy
- Education
- Social justice
- Energy and the Environment



We design and conduct:

- Formative Research Studies
- Pre-testing and Pilot Testing
- Media Measurement and Monitoring
- Insight Gathering
- Randomized Experiments
- Process and Outcome Evaluation
- Audience Segmentation



Effective cation

RESEARCH

Our clients come to us to help define a problem, identify the root causes of a problem, determine how communication can address the problem, evaluate whether the communication was implemented as intended and resulted in meaningful changes to key outcomes. From there, we recommend how the communication can be enhanced for future impact.



Engaging New Moms Using Human-Centered Design Principles

To encourage new and expecting North Carolina parents to enroll in voluntary newborn screening, we used an iterative, formative research approach to develop our outreach and recruitment strategy. We began with a qualitative journey-mapping exercise to inform the development of draft outreach ads. Then, we quantitatively tested receptivity of the ad elements prior to widespread dissemination as part of the Early Check campaign.



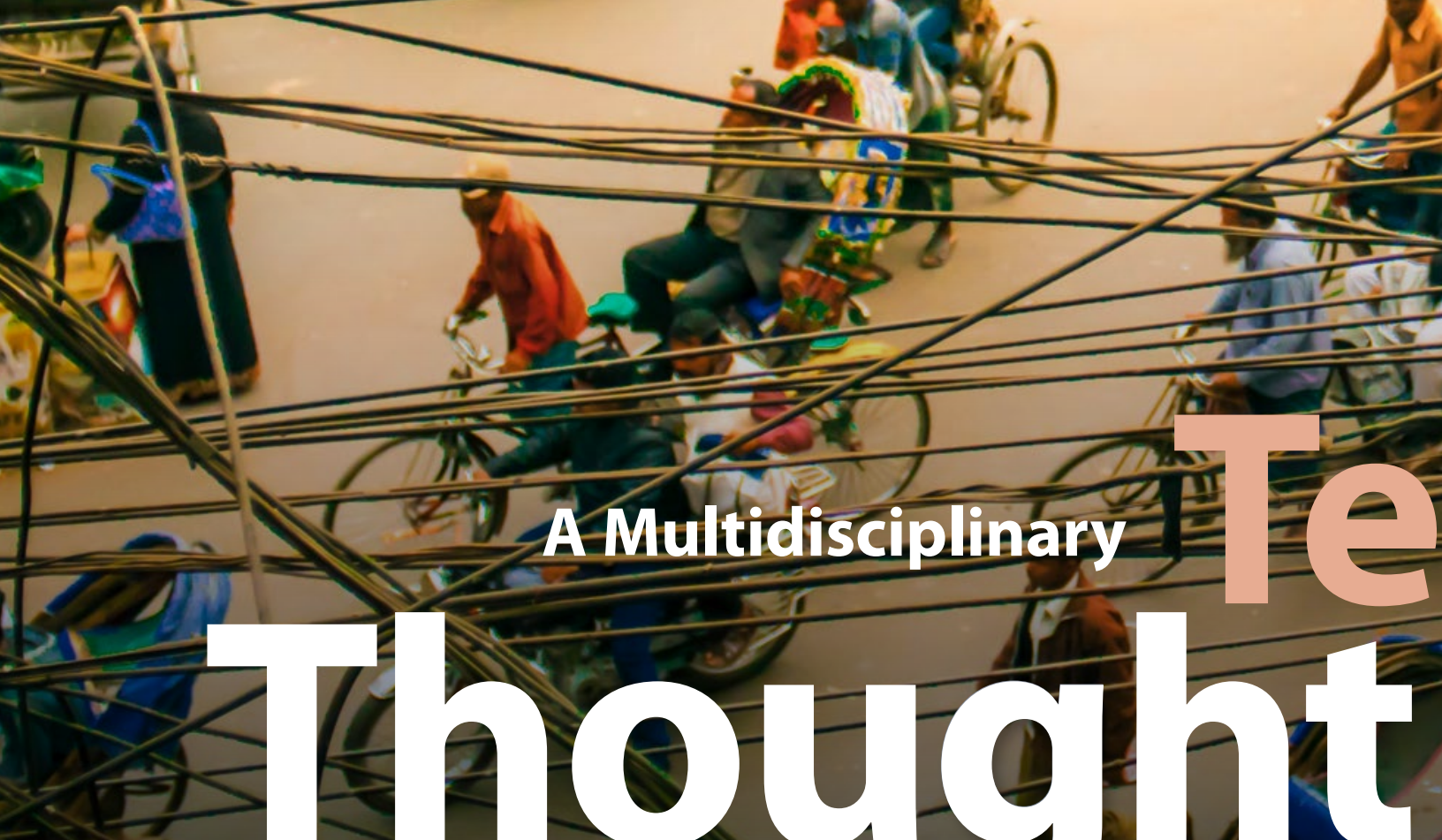
Investigating Risk Communication in Prescription Drug Advertising

Can comparisons made in direct-to-consumer prescription drug advertising influence consumers? In an online study of 8,000 people that featured hypothetical drugs and realistic ads created for the study, we worked with the U.S. Food and Drug Administration to investigate how comparative claims can sometimes mislead consumers about the efficacy and risk of prescription drugs.



Measuring a Campaign's Impact on Behavior Change

In the year prior to the Centers for Disease Control and Prevention's (CDC's) *Testing Makes Us Stronger* campaign, HIV tests among black gay and bisexual men in the six implementation cities decreased by nearly 35 per month. After the campaign launch, our evaluation found that the number of tests among black gay and bisexual men in the same cities increased by more than 6 per month, reversing the previous downward trend.



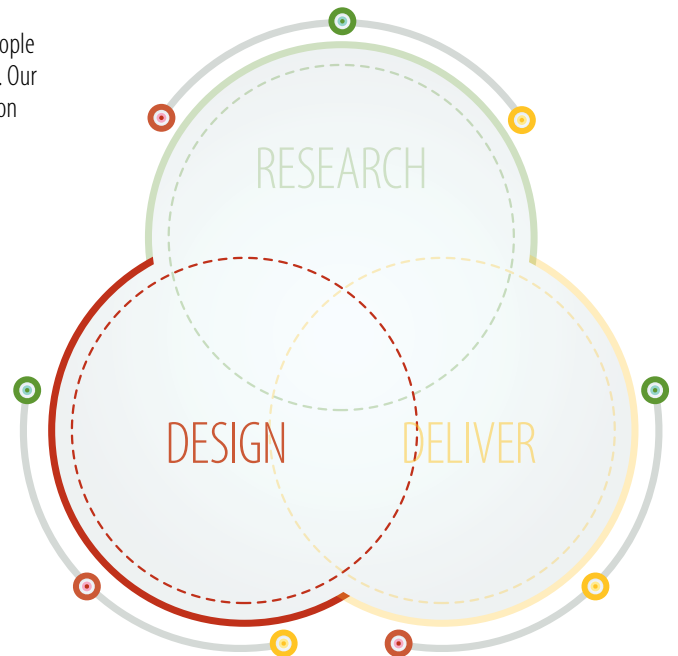
A Multidisciplinary **Te** **Thought**

• DESIGN

Our clients come to us to develop communications that resonate with people and motivate them to make informed decisions or change their behavior. Our evidence-based solutions help create accessible, engaging communication materials perfectly tailored to your audience and your goals.

We offer:

- Branding, Creative, and Content Strategy
- Message and Materials Development
- Website, App, and Digital Product Development
- Usability Testing and Prototyping
- Virtual Reality Solutions



am of Leaders



Enhancing Patient-Provider Communication for Tailored HIV Care

CDC and RTI International collaborated to develop Positive Health Check—a highly tailored, video-based interactive intervention to help people with HIV achieve better clinical outcomes through improved communication with their health care provider. We engaged a diverse group of patients and clinicians during the development of the intervention content and structure. Patients used a tablet to access Positive Health Check with minimal assistance from staff members, making it ideal for use in a variety of clinical settings.



Leveraging Digital Communication in India

To help public health organizations in India better engage communities online, we created a free Digital Health Communication Toolkit. The toolkit, which was awarded “Best Training Material” by the American Public Health Association, includes best practices for digital media through a public health lens, along with case studies and recommendations for effective message development. To disseminate and test the toolkit with public health organizations, we hosted a 1-day workshop in New Delhi that included interactive sessions and design-thinking activities to address some of India’s greatest public health challenges.



Empowering 150+ Organizations for Pregnancy Prevention

Our team adopted a user-centered design approach to create an interactive tool that helps Adolescent Pregnancy Prevention grantees increase the visibility of their programs. The Studio, funded by the Family and Youth Services Bureau, received a 2017 Digital Health Award. The proprietary tool allows grantees to customize and add their organization’s logo to client-approved web badges, tip sheets, and infographics. The tool is part of The Exchange, a website our team created that includes user research, content development, branding, prototyping, and testing.



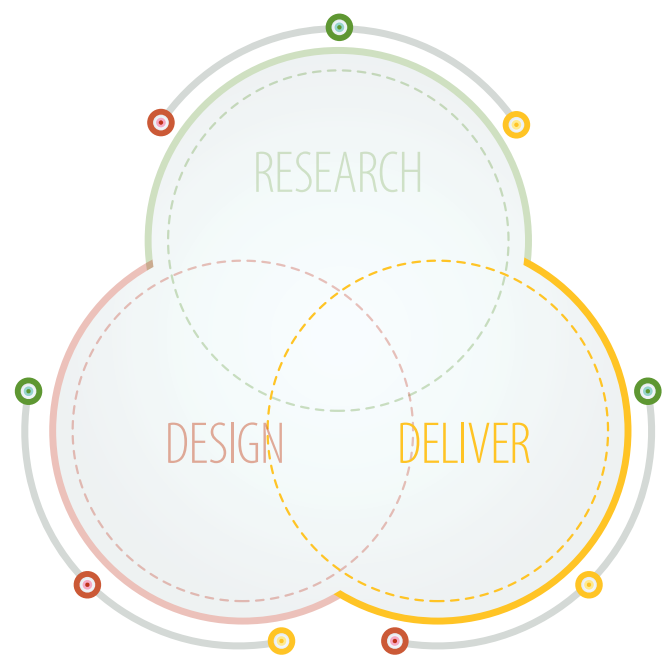
Actionable Strategies for Cha

DELIVER

Our clients come to us to identify and harness networks and tools to effectively and impactfully reach, engage, and motivate priority audiences to act. We leverage traditional and digital media to implement influential communication strategies and tactics.

We implement:

- Behavior Change Interventions
- Decision Support Tools
- Integrated Marketing Campaigns
- Strategic Communication
- Broadcast, Print, Digital, and Social Media Placement
- Training and Technical Assistance
- Audience Engagement and Outreach
- Knowledge Translation





Meaningful Engage



Digital Tools to Support Financial Decision-Making

We translated a research report with over 500,000 data points into the interactive and mobile-friendly Our Money Needs Calculator for the United Way of North Carolina, earning their 2018 Spirit of North Carolina award. The calculator helps families understand whether they earn enough money to make ends meet. The free, confidential tool links people to tips and resources and is accompanied by the *Let's Talk Money: A Family Guide*, which encourages families to engage in routine "money talks."



Addressing Emerging Health Outbreaks

Responding to the Zika outbreak in Puerto Rico, we developed a comprehensive behavior change campaign aimed at protecting pregnant women from the virus. Campaign messages highlight specific actions pregnant women, their partners, family, friends, and community members can take to stop the spread of Zika. To reach the campaign's key audiences, we used an integrated marketing approach involving broadcast, print, digital and social media, and community outreach.



Bringing Social Science to Everyday Life

Each week, public radio station WNCU broadcasts *The Measure of Everyday Life* with support and staffing from RTI International. Listeners in more than 80 countries around the globe have downloaded the show. Featuring interviews with researchers, practitioners, and journalists, the show highlights the potential for research to improve many aspects of everyday life, from relationships to public health to education.



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