

Influenza – Getting the Staff Immunized

Presented by Dr. Jill Jacobson
A Webber Training Teleclass

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Influenza
Getting the Staff Immunized

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Overview

- Present 2 separate lines of research:
 - First, focus specifically on recent research by Rothman and Salovey on health messages
 - Second, presents research by Cialdini on techniques used by compliance professionals (e.g., sales people, advertisers, charitable organizations)
- Discuss ways of applying this research to increase influenza vaccination compliance.

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Research on Health Messages
(Rothman & Salovey, 1997)

- 2 types of messages
 - Gain-framed (positive)
 - Emphasize benefits of performing a behavior
 - Example: # of lives saved
 - Makes preferences risk-averse
 - Loss-framed (negative)
 - Emphasize the costs of NOT performing a behavior
 - Example: # of lives lost
 - Makes preferences risk-seeking
- 2 types of behaviors
 - Prevention – Seen as > certain or < risky
 - Detection – Seen as < certain or > risky

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Research on Health Messages
(Rothman & Salovey, 1997)

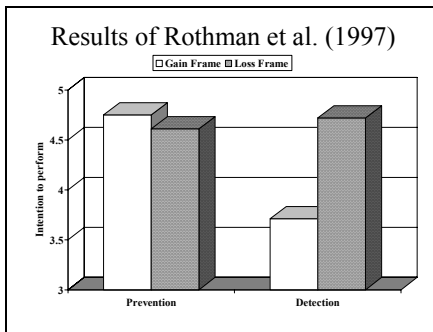
- **Message effectiveness**
 - Gain-framed messages better for promoting
 - Prevention behaviors (e.g., immunizations)
 - Health behaviors that are perceived as < risky
 - Loss-framed messages better for promoting
 - Detection behaviors (e.g., mammography)
 - Health behaviors that are perceived as > risky
- **Rothman et al. (1999):**
 - Presented info on a (fictitious) flu-like virus
 - Same behavior was presented as prevention or detection

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Prevention Behavior Message

- **Gain-frame:**
 - Prevention insures you of your health . . .”
 - “Getting an inoculation against the virus is the best way to reduce your risk of infection and increase your body’s resistance to the illness”
- **Loss-frame:**
 - “Failing to prevent the virus may undermine your health”
 - “Unless you get an inoculation against the virus, your risk of infection will be very high and your body will have little resistance to the illness”

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Rothman et al. (1997)

- A second study on dental hygiene yielded stronger support for proposed pattern
- Application to vaccination:
 - Gain frame should be more persuasive
 - BUT loss frame will be better if flu vaccine is NOT perceived as:
 - Safe (e.g., getting the shot MAKES you sick)
 - Certain its effectiveness (e.g., only 20% effective)

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Principles of Compliance
(Cialdini, 1988)




- Reciprocity
- Social Validation
- Commitment/Consistency
- Friendship/Liking
- Scarcity
- Authority

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Principles of Compliance
(Cialdini, 1988)

- Reciprocity
 - Comply > if provided with a favor or concession



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Reciprocity

- Door-in-the-face technique
 - First propose extreme request that is rejected
 - Follow it with a smaller request
 - Cialdini & Ascani (1976): Blood donors
 - One-time = 32%
 - Long-term commitment then ask one-time = 50%
 - Harari et al. (1980): Professors' time
 - Spend 15-20 minutes with student = 59%
 - Spend 2hrs/wk then ask 15-20 minutes = 78%

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Reciprocity

- That's-Not-All technique
 - Before respond to 1st offer, make it a better deal



- Applying reciprocity:

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Principles of Compliance
(Cialdini, 1988)

- Social Validation
 - Comply > if similar others do
 - Two techniques
 - List Technique:
 - Make request only after showing a list of similar others who already have complied
 - Longer list, > rate (Reingen, 1982)
 - Social Labeling Technique:
 - Tell person that others have labeled him/her in a specific way
 - Person comply > to later requests that are consistent with label


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Principles of Compliance
(Cialdini, 1988)



- **Commitment/Consistency**
 - After commitment, comply > if consistent request
 - Four-walls technique
 - Ask several initial questions to which respond “Yes”



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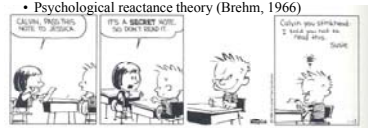
Commitment/Consistency

- **Foot-in-the-door technique**
 - Ask small favor and then a larger, related favor
 - Freedman & Fraser (1966): Safe driving study
 - Large request first = 17%
 - Small then large request = 56%
- **Low-ball technique**
 - Obtain commitment then increase costs of action
 - Cialdini et al. (1978): 7:00 am experiment
- Applying commitment/consistency:

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Principles of Compliance
(Cialdini, 1988)

- **Scarcity**
 - Comply > if rare or limited
 - West (1975): FSU cafeteria food
 - Mazis (1975): Miami phosphate detergent ban
 - Two sources of power of scarcity
 - Apply heuristic
 - Psychological reactance theory (Brehm, 1966)



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Scarcity

- Limited-number tactic
 - Limited supply and won't be available for long
- Deadline technique
 - Official time limit is used
- Applying scarcity:



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Principles of Compliance
(Cialdini, 1988)

- Friendship/Liking
 - Comply > if request is from a friend or liked other
 - Factors that generate liking:
 - Physical attractiveness
 - 1974 Canadian Federal elections: Attractive candidates 2.5 times as many votes as unattractive candidates (Efran & Patterson, 1976)
 - > attractive male defendants 2 times as likely to avoid incarceration as unattractive defendants (Stewart, 1980)
 - Similarity, notably clothing
 - Compliments
 - Cooperation

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Principles of Compliance
(Cialdini, 1988)

- Authority
 - Comply > if suggested by legitimate authority



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Authority

- Hofling et al. (1966):
 - 95% nurses willing to administer unsafe dose
- Bickman (1974):
 - 92% complied if in guard uniform; 42% if street clothes
- Lefkowitz, Blake, & Mouton (1955):
 - 3.5 times as many follow jaywalker in a suit
- Applying authority:

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Summary

- For prevention behaviors:
 - Generally gain-framed messages are > effective
 - BUT if prevention behavior is seen as risky or uncertain, then loss-framed messages > effective
- Cialdini's 6 principles of compliance:
 - Reciprocity
 - Social Validation
 - Commitment/consistency
 - Friendship/Liking
 - Scarcity
 - Authority
