

One of Us...

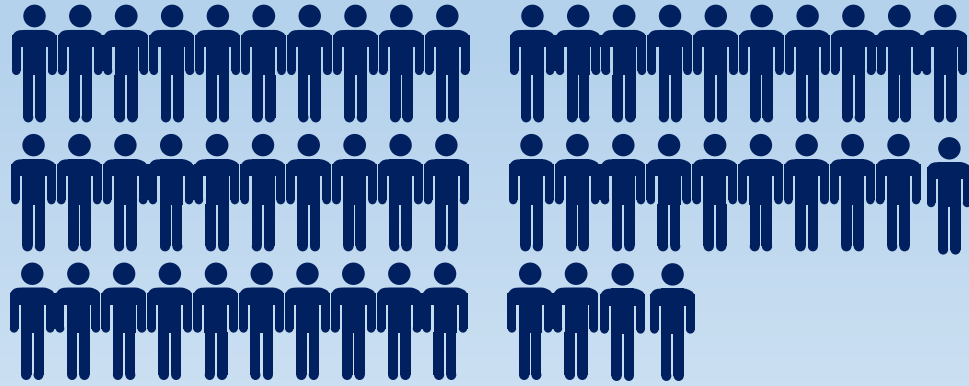
Developing Credible Messages Using
Occupational Culture

Presented by:
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WestON
Denver, CO
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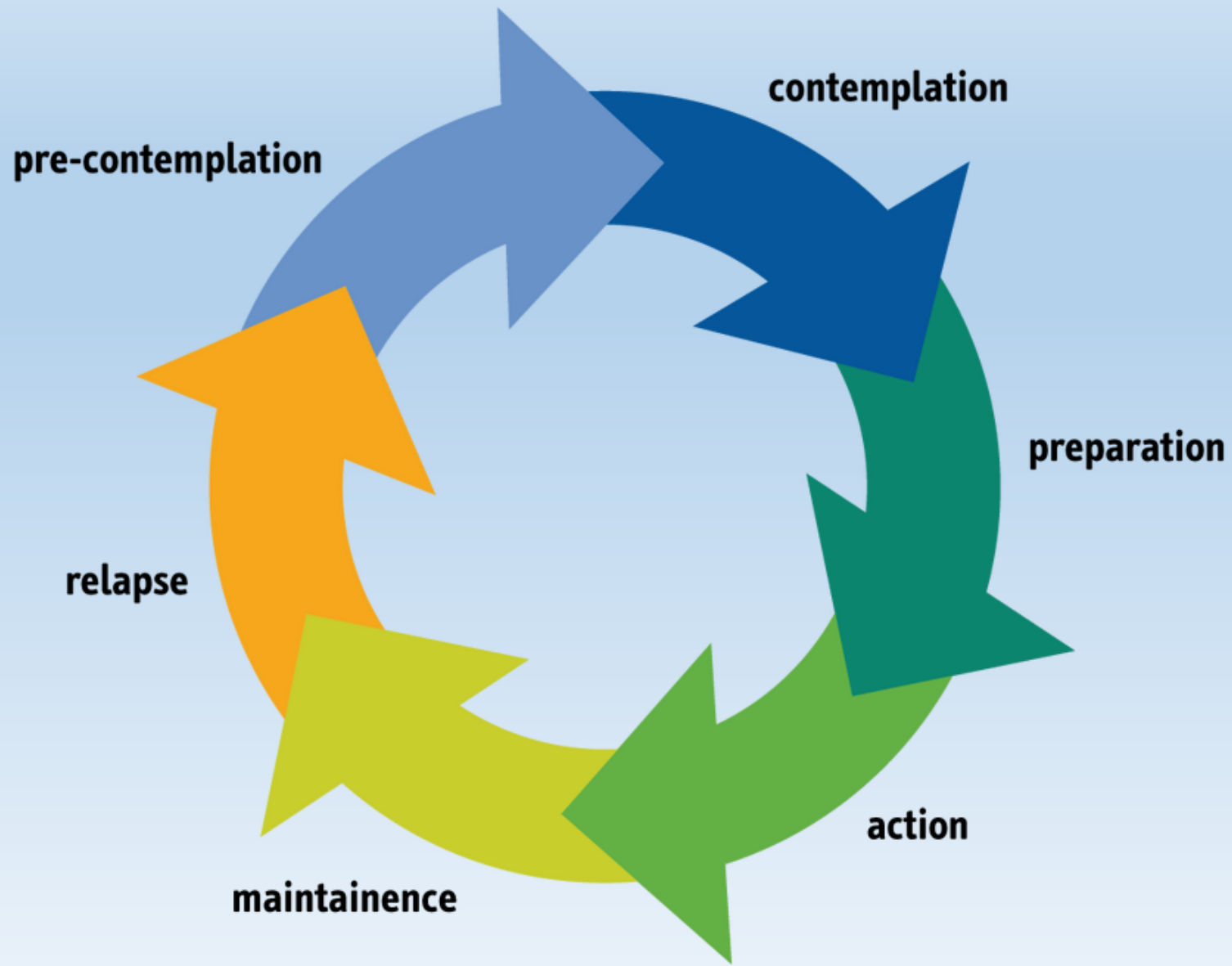
The findings and conclusions in this presentation have not been formally disseminated by CDC/NIOSH and should not be construed to represent any agency determination or policy.

2000-2014 MOB Fatalities Alaska



NO PFDs

55
Fatal Incidents



Transtheoretical Model of Change
Prochaska & DiClemente

**Social
Marketing's
4Ps**

Product – PFD Use

Price – Social & Monetary

Place – Location & Channel

Promotion – Messages

Occupational Culture

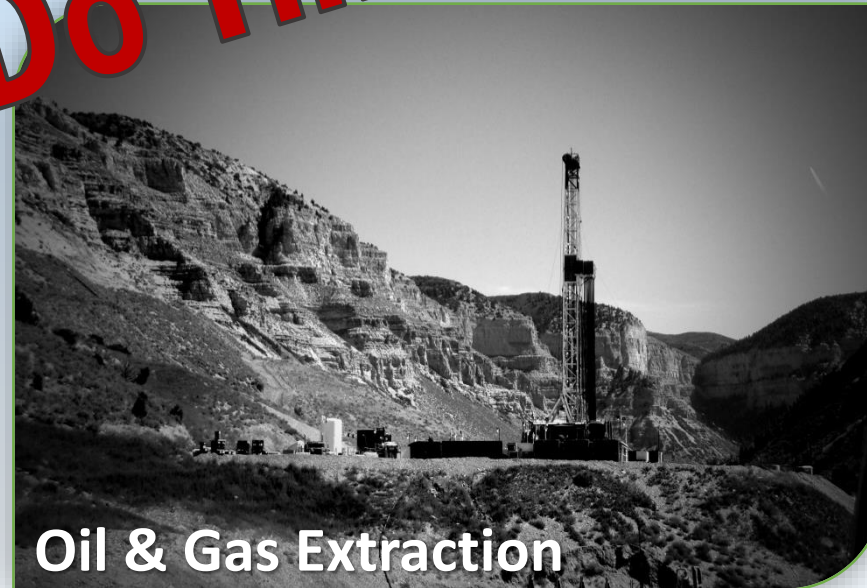
Pattern of Behavior, Beliefs, & Standards for deciding **WHAT** is, **HOW** you feel about it, **WHAT** to do about, **HOW** to do it.



Mining



Aviation



Oil & Gas Extraction



Fire Fighting

Do Things Around Here

The Way We

Channel Selection

Multi-media

Print

Web

Social

~~Broadcast~~

Locations

Trade Magazines

Gear Shops

Local Social Venues

Facebook

Twitter



Loss

Feature Real Cases

Reinforce PFDs as Standard
Deck Gear

Dispel Cold Water Survival
Myths



HIS BOOTS DIDN'T SAVE HIM. A PFD *WOULD HAVE.*

On March 15, 2004, Adam Smith

went overboard
while working
on the Salmon
Express. Adam
was a good



man who brought joy to
those around him. He was
active in his local church
and volunteered with the
Boys and Girls Club back
home in his native Seattle.
He was 22 and is survived
by his wife, Mary, and his
four month old daughter
Amanda.



No commercial fisherman's gear list is
complete unless a low-profile, purpose
built PFD is on it. Find the one for
you at Gear4Life.org. And wear it.



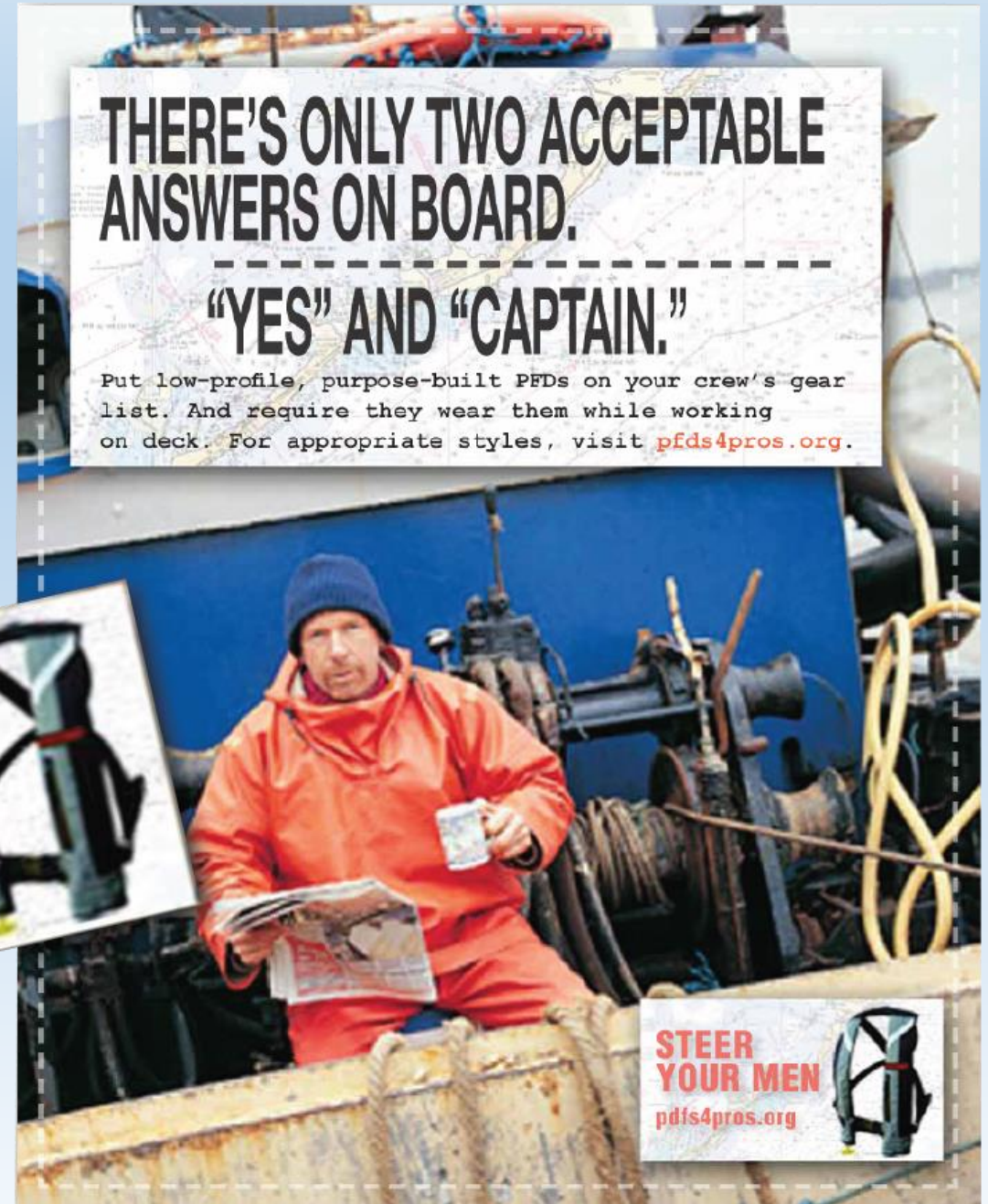
Gear4Life.org

Steer

Focus on Vessel Skippers

Compel PFD Use Policy

Leverages Captain's Responsibility for Crewmen

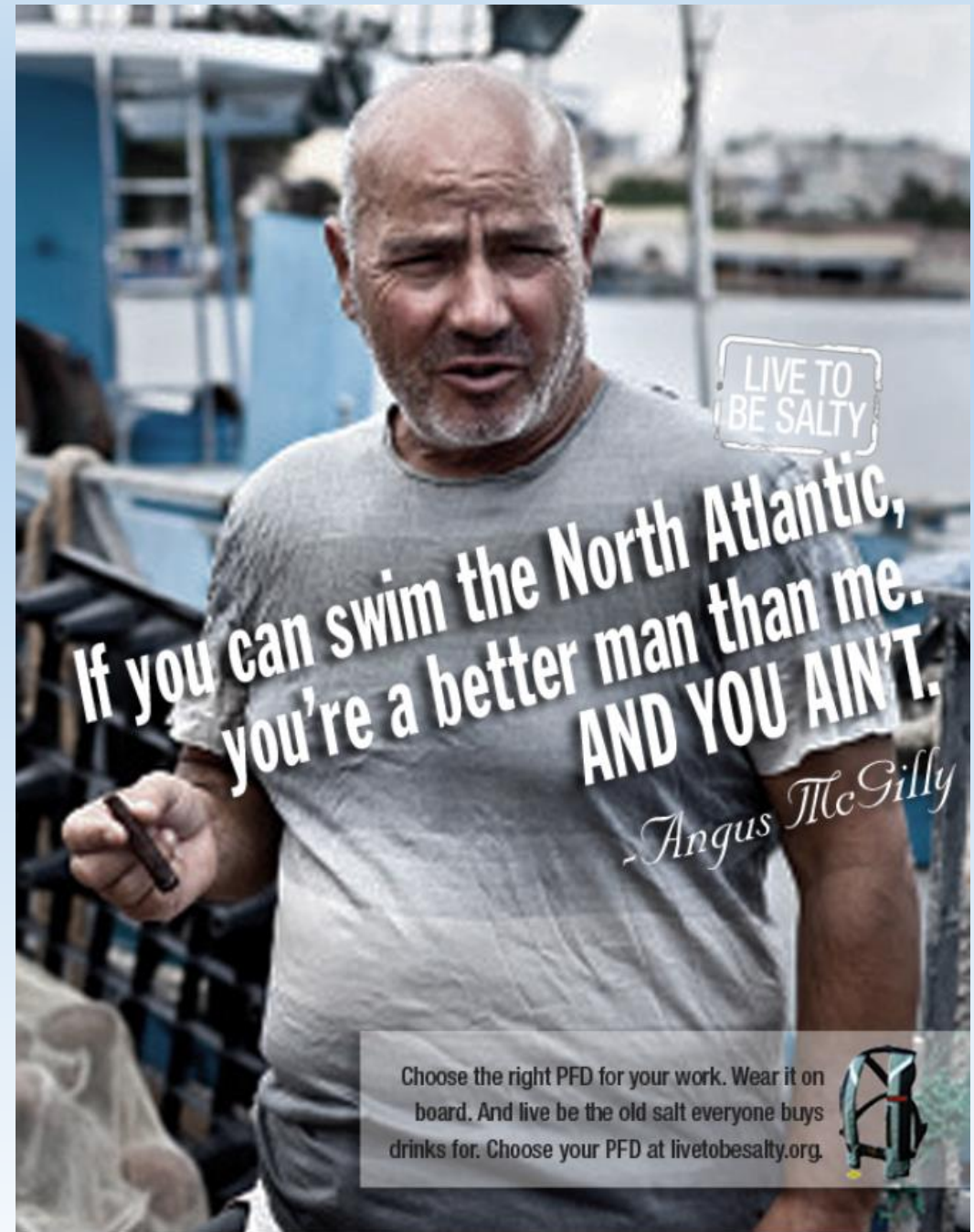


Salty

**Feature Culturally Relevant
Spokesman**

Uses Irreverent/Authentic Tone

**Memorable, Quoteable,
Different**



Salty

Feature Culturally Relevant
Spokesman

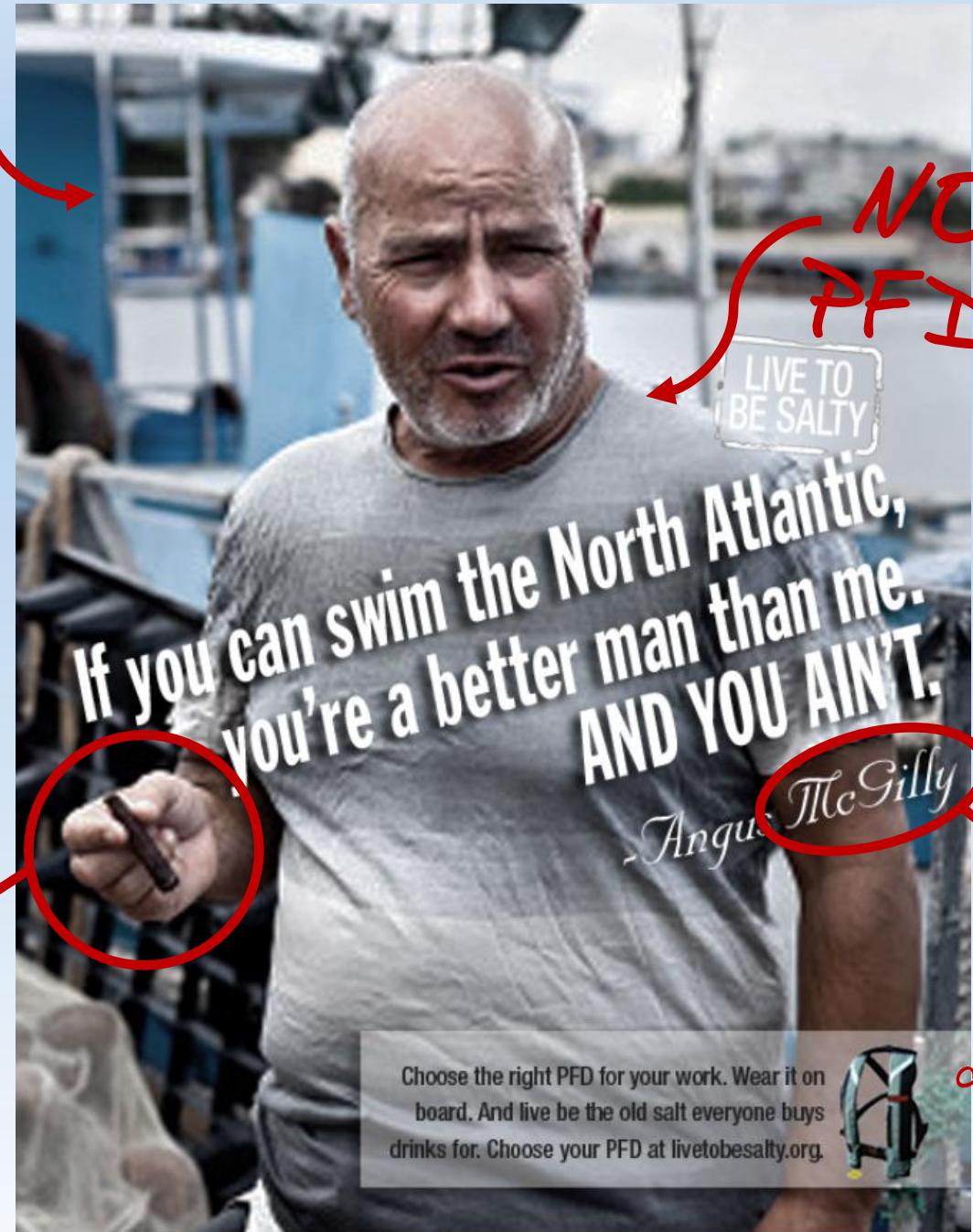
Uses Irreverent/Authentic Tone

Memorable, Quoteable,
Different

Wrong
Type of
Vessel

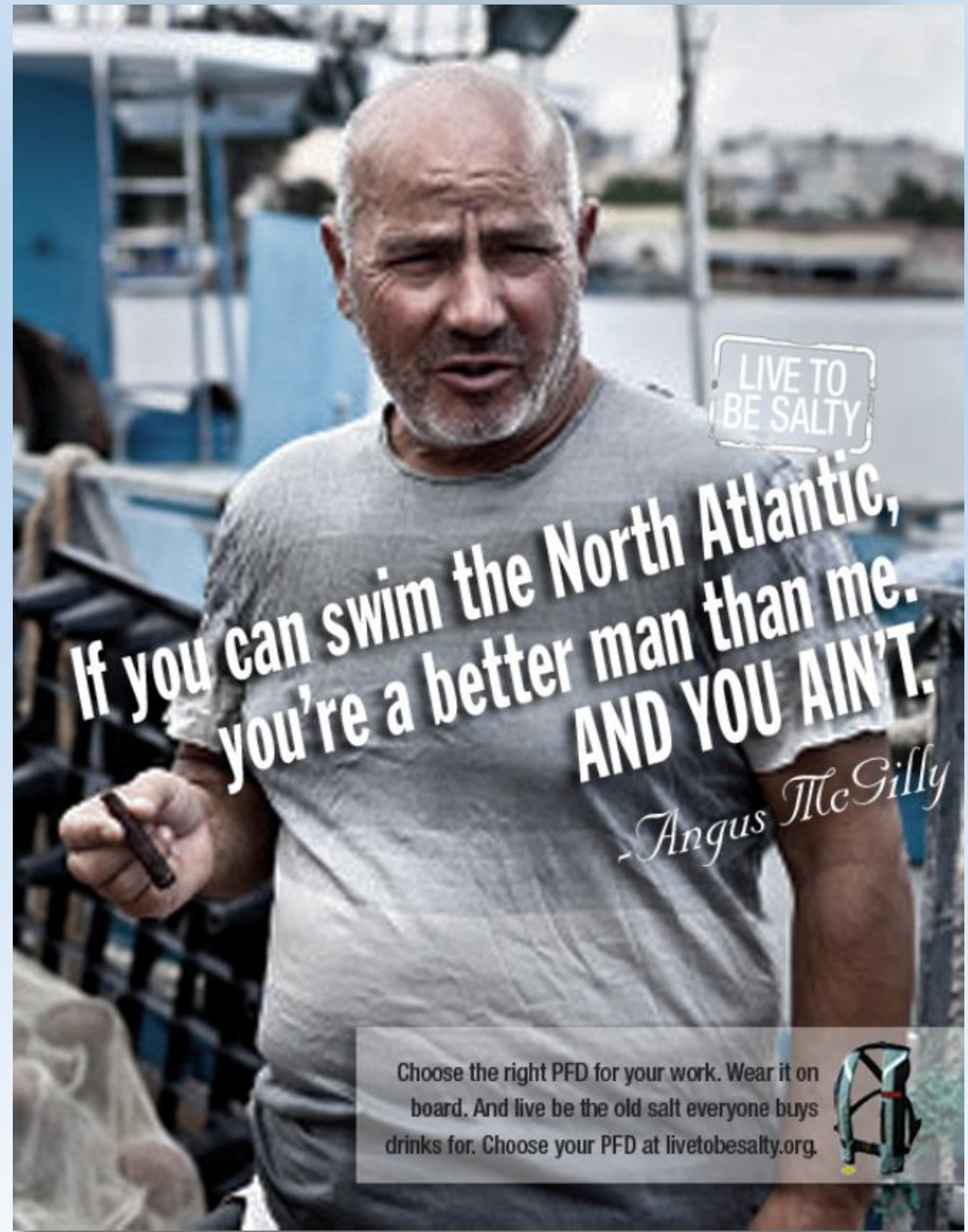
NO
PFD!

A cigar!?
In a CDC
safety campaign?

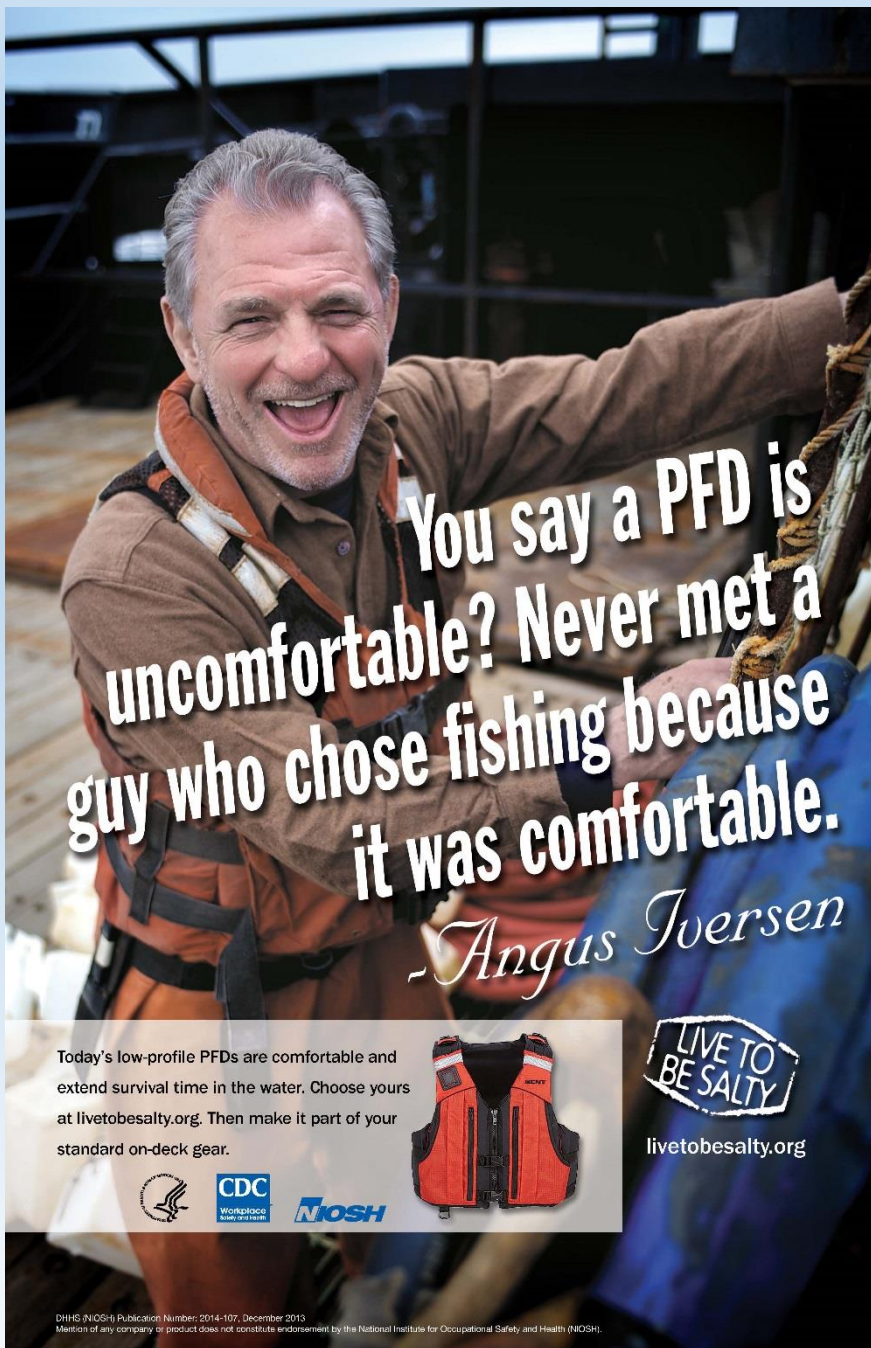


Changed
to more
culturally
appropriate
name

Angus' Alaska Makeover




Swear Like a Sailor



You say a PFD is uncomfortable? Never met a guy who chose fishing because it was comfortable.


Angus Iversen

Today's low-profile PFDs are comfortable and extend survival time in the water. Choose yours at livetobesalty.org. Then make it part of your standard on-deck gear.



LIVE TO BE SALTY

livetobesalty.org



NIOSH (NIOSH) Publication Number: 2014-107, December 2013.
Mention of any company or product does not constitute endorsement by the National Institute for Occupational Safety and Health (NIOSH).



If you can swim the Bering Sea, you're a better man than me. AND YOU AREN'T.

Angus Iversen

Today's low-profile PFDs are comfortable, don't tangle in gear and extend survival time in the water. Choose yours at livetobesalty.org. Then make it part of your standard on-deck gear.



LIVE TO BE SALTY

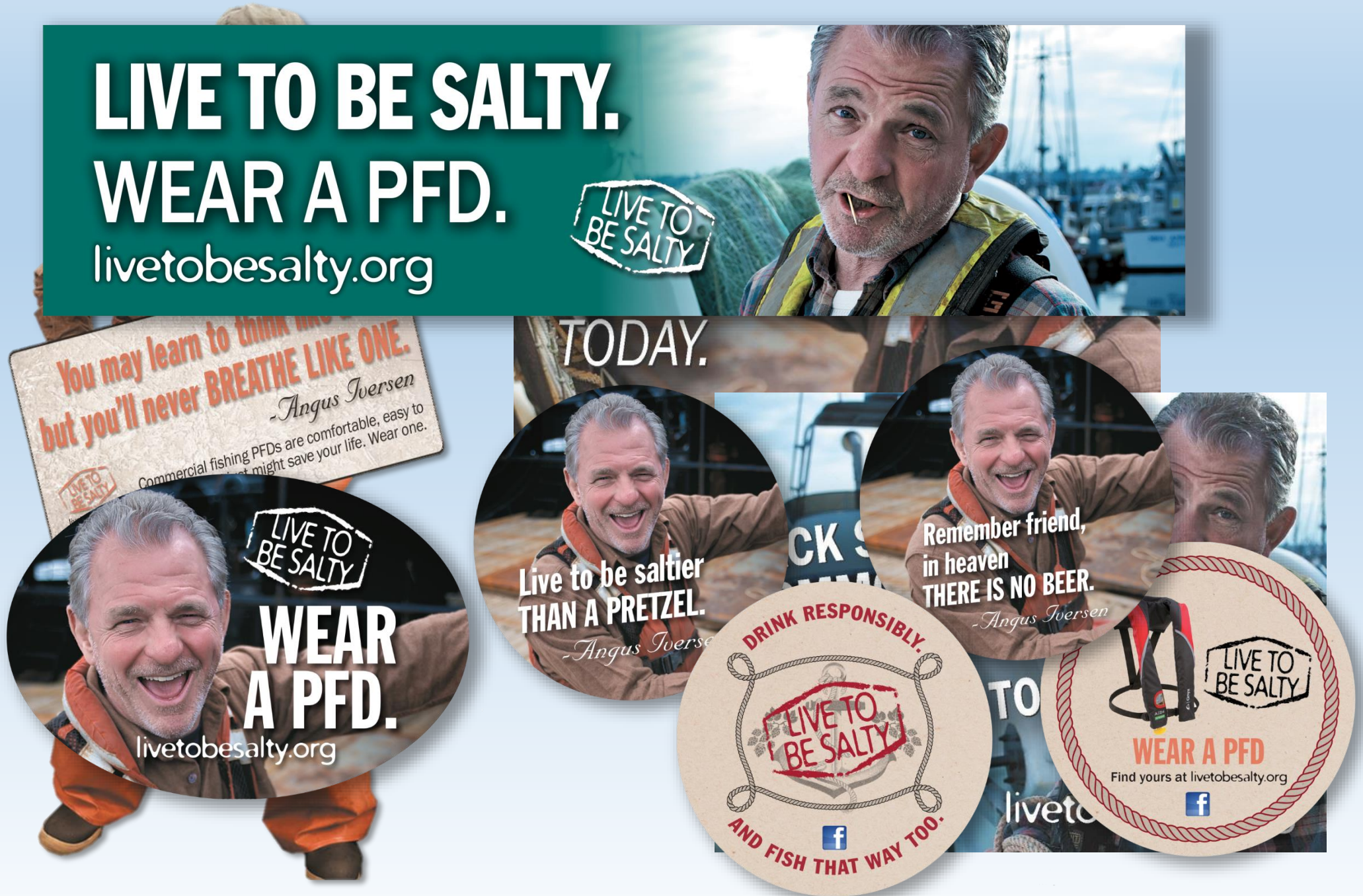
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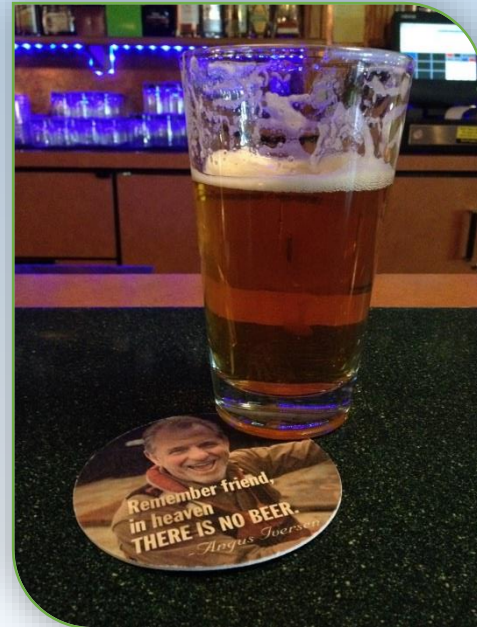
Angus in the Wild

Point of Sale Messages



Angus in the Wild

Pre-season Blitz



The Measure of a Man

Evaluations in Remote Locations



The Measure of a Man

Overheard in the Field

“Oh, that guy...he’s everywhere right now.”

“Who is that old bastard, I’ve seen him in Pacific Fishing.”

“I’ve seen the ads with the crusty old guy.”

“Angus Iversen? Sounds like a guy who goes to the bar, gets drunk, then loses a fight with himself in the parking lot.”

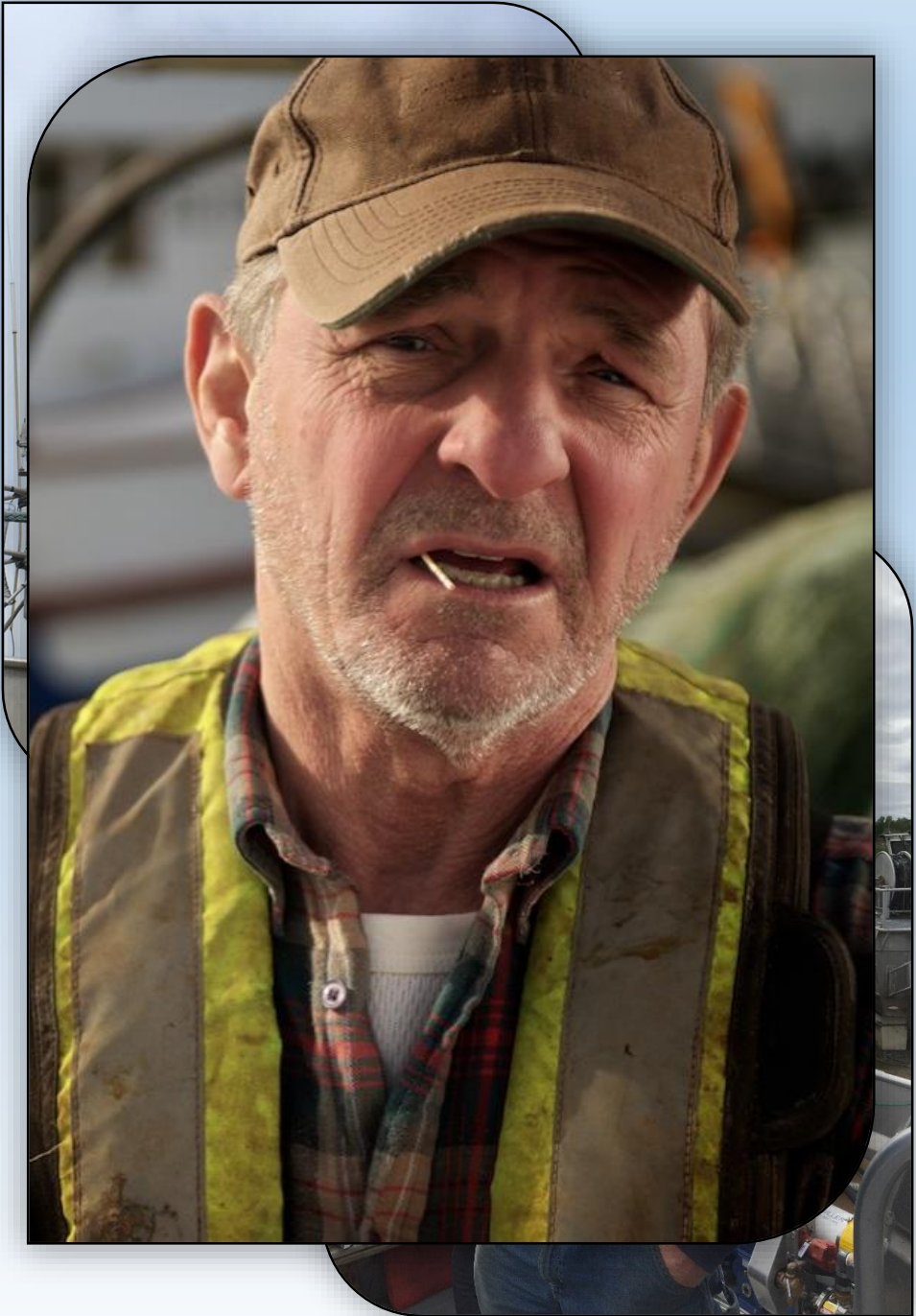
Survey Says!

Message Awareness Among Target Fisheries

Fishery	2014	2015
Bristol Bay Drift Gillnet	9%	51%
BSAI Crab	57%	73%

The man pictured seems...

	Like Me		Like a Seasoned Fisherman	
	Gillnet	Crab	Gillnet	Crab
Agree	42%	42%	78%	71%
Disagree	53%	58%	22%	29%



Most Common Actions Taken

Try on a PFD ^(Gillnetters/Crabbers)
(40%/30%)

Look for more PFD Info (36%/23%)

Share PFD Messages (24%/28%)

Get a new PFD (22%/28%)

Wear my PFD more often (22%/25%)

Close but No Cigar



Questions? on...



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