One of Us…

Developing Credible Messages Using Occupational Culture

Presented by:
Theodore D. Teske
WestON
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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
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.

Aviation

Oil & Gas Extraction

Fire Fighting
## Channel Selection

<table>
<thead>
<tr>
<th>Multi-media</th>
<th>Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>Trade Magazines</td>
</tr>
<tr>
<td>Web</td>
<td>Gear Shops</td>
</tr>
<tr>
<td>Social</td>
<td>Local Social Venues</td>
</tr>
<tr>
<td>Broadcast</td>
<td>Facebook</td>
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<td></td>
<td>Twitter</td>
</tr>
</tbody>
</table>
Loss
Feature Real Cases
Reinforce PFDs as Standard
Deck Gear
Dispel Cold Water Survival
Myths
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

If you can swim the North Atlantic, you're a better man than me. AND YOU AIN'T.

-Angus McGilly

Choose the right PFD for your work. Wear it on board. And live like the old salt everyone buys drinks for. Choose your PFD at livetobesalty.org.
Salty

Feature Culturally Relevant Spokesman

Uses Irreverent/Authentic Tone

Memorable, Quoteable, Different

A cigar!? In a CDC safety campaign?

Wrong Type of Vessel

NO PFD!

Changed to more culturally appropriate name

If you can swim the North Atlantic, you're a better man than me. AND YOU AIN'T.

Angus McGilly

Choose the right PFD for your work. Wear it on board. And live be the old salt everyone bug's drinks for. Choose your PFD at livetobesalty.org.
If you can swim the North Atlantic, you're a better man than me. AND YOU AIN'T.

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

- Angus Iversen

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 and extend survival time in the water. Choose yours at livetobesalty.org. Then make it part of your standard on-deck gear.
Angus in the Wild

Point of Sale Messages

LIVE TO BE SALTY.
WEAR A PFD.
livetobesalty.org

You may learn to think like one,
but you'll never BREATHE LIKE ONE.

Angus Iversen

Commercial fishing PFDs are comfortable, easy
to wear and might save your life. Wear one.

TODAY.

Live to be saltier
THAN A PRETZEL.

Angus Iversen

Remember friend,
in heaven
THERE IS NO BEER.

Angus Iversen

DRINK RESPONSIBLY.
AND FISH THAT WAY TOO.

Find yours at livetobesalty.org

LIVE TO BE SALTY
WEAR A PFD

livetobesalty.org
Angus in the Wild
Pre-season Blitz

You may learn to think like a fish,
but you'll never BREATHE LIKE ONE.
-Angus Arrison

Commercial fishing PFDs are comfortable, easy to wear and might save your life. Wear one.
The Measure of a Man
Evaluations in Remote Locations
“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

<table>
<thead>
<tr>
<th>Fishery</th>
<th>2014</th>
<th>2015</th>
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</thead>
<tbody>
<tr>
<td>Bristol Bay Drift Gillnet</td>
<td>9%</td>
<td>51%</td>
</tr>
<tr>
<td>BSAI Crab</td>
<td>57%</td>
<td>73%</td>
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</table>

The man pictured seems...

<table>
<thead>
<tr>
<th></th>
<th>Like Me</th>
<th>Like a Seasoned Fisherman</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Gillnet</td>
<td>Crab</td>
</tr>
<tr>
<td>Agree</td>
<td>42%</td>
<td>78%</td>
</tr>
<tr>
<td>Disagree</td>
<td>53%</td>
<td>22%</td>
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<tr>
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<td>58%</td>
<td>29%</td>
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</table>
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%)

*Based on responses from those who indicated recalling the ads. Responses not mutually exclusive
Close but No Cigar
In Conclusion...

Questions?

Ted Teske
NIOSH – Western States Division
tteske@cdc.gov
509-354-8070
www.cdc.gov/niosh/topics/fishing
@NIOSHFishing