

Persuasive Communications for Effective Advocacy

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November 3, 2015
Washington, DC

NAMI NORTH AMERICAN
MEAT INSTITUTE

What is persuasion?

- “The art of getting people to do things that are in their best interest that also benefit you.”

Advocacy Goals

- Vote for a bill
- Sign a petition
- Make a change to a proposed regulation
- Vote for or against something
- Allocate resources

People Aren't Blank Slates

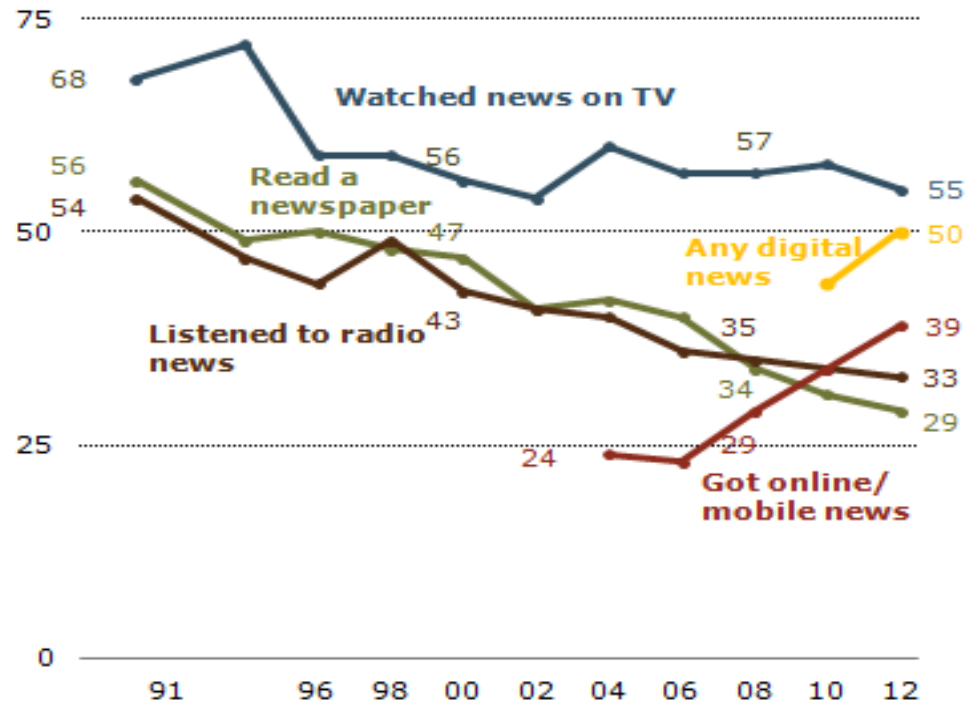
- They are the totality of...
 - Education – some have more and some have less
 - Experience/Inexperience – some have more or less exposure and contact with agriculture
 - Political views
 - Personal values

What The Public Hears: The State of Food in the *News*

- Food is big news
- Americans get more health information from mass media than healthcare professionals
- Accuracy and helpfulness inconsistent
- Underreporting of contextual elements
 - Meat and cancer controversy

Where People Get News

Where People Got News Yesterday



PEW RESEARCH CENTER 2012 News Consumption Survey.
Q9, Q11, Q13, Q17, Q20 Q21, Q70, Q75, Q82, Q87.

What People Believe



- Mythcrusher research 2010
 - Hormones
 - Nitrite
 - Meat inspection

USFRA Research

- 72 percent of consumers know nothing or very little about farming or ranching
- 69 percent of consumers think about food production at least somewhat often
- 70 percent say purchase decisions are affected by how food is grown and raised, with three-quarters (72 percent) of Americans saying they think about this topic while purchasing groceries
- 42 percent or two-in-five Americans say the way that food is grown and raised has improved in the last 10 years, while a slightly smaller group say it has worsened (37 percent)
 - Those who say the way that food is grown and raised has improved cite food safety (22 percent) and food quality (17 percent), whereas respondents who said the way food is grown and raised has worsened also cite food safety (21 percent) and food quality (21 percent)

USFRA Research

- Of all the aspects of how food is grown and raised, Americans are most satisfied with the availability of healthy foods (73 percent) and food safety standards (66 percent)
- One in five consumers who say food production has worsened in the last 10 years cite environmental impact as the top area of demise
- 79 percent of consumers say producing healthy choices for all consumers is very important for farmers and ranchers to consider when planning farming and ranching practices

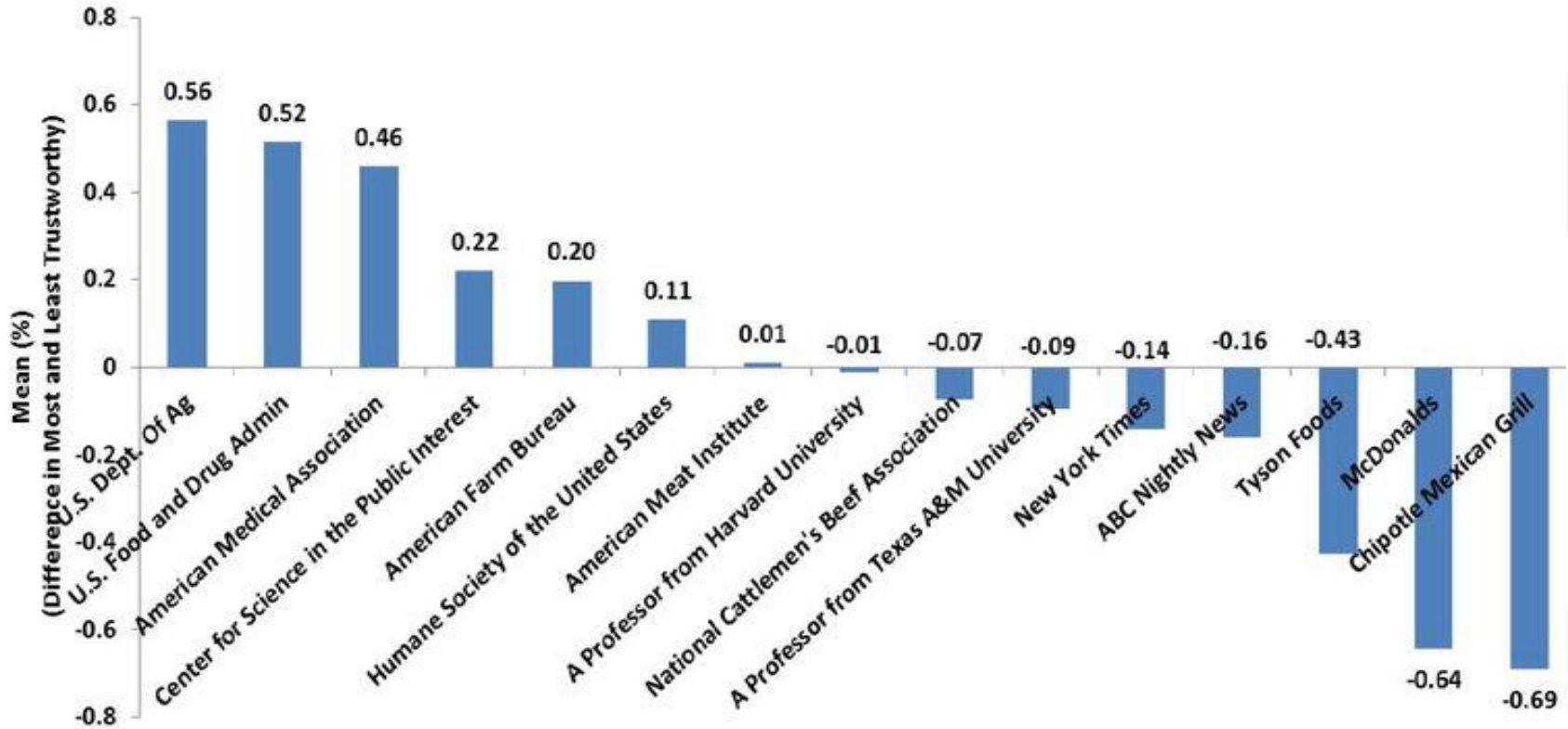
USFRA Research

- Consumers also were asked to identify the top five topics they want more information about; responses included:
- How chemicals are used in farming/ranching
- How pesticides are used in farming/ranching
- Food safety standards
- Effect of government regulations on farming/ranching
- How antibiotics are used and genetic engineering in crops

What have you heard lately?

- CSPAN Callers
- My trainer
- My friend who had heard about meat and cancer
- What about you?

Who Do People Trust?



A faint, light-colored world map is visible in the background, centered on the Americas. The map shows the outlines of continents and oceans in a subtle, monochromatic style.

HOW TO COMMUNICATE EFFECTIVELY

Common Advocacy Situations

- Hill meetings
- Meetings with regulators
- Speeches/public meeting

Be Prepared

- Know your audience
- Who are you speaking to or meeting with?
- What history (policy positions, voting records, etc.) do they have on your issues?

Build Rapport

- Be appreciative of time and interest
- Be respectful, even if you end up with a 22 year old instead of a lawmaker
- Establish commonalities
- Shared values
 - Research shows that shared values can be more influential than competence

The Rule of Reciprocity

- Human nature compels us to help each other
- If you have voted for the lawmaker, made contribution or otherwise helped, it is more reasonable to ask for help in return
- But just being a citizen of the state or district that is fueling the economic engine is helpful



Meat Fuels America

Brought to you by the AMI AMERICAN MEAT INSTITUTE

ECONOMIC IMPACT SUSTAINABILITY IMPACT OF PROPOSED GIPSA RULE

ECONOMIC IMPACT

From large cities to small towns, the meat industry is an important part of the nation's economy. Companies involved in meat production, along with distributors and retailers, offer millions of jobs that pay billions in wages to families throughout the country.

[More...](#)

SUSTAINABILITY

A sustainable meat industry is one that takes a long-term view of its impact on natural resources, animal welfare, employees, consumers and the communities where they operate.

[More...](#)

COMMUNITY & WORKFORCE INVOLVEMENT

Meat packing and processing companies take seriously their roles as employers and community members. We are concerned both about the well-being of our employees and the quality of life in the communities where we live and operate.

[More...](#)

Companies involved in the production of meat products, along with distributors and retailers, provide millions of jobs that pay billions in wages to families throughout the country. In addition, the industry is an important part of state and local tax bases. This analysis provides detailed information on the economic contributions of the meat and poultry industry by state and congressional district. For more information on the methodology and a summary of the results [click here...](#)

NEW 2012 DATA



+ -

State:

District:

- National Summary
- District Summary
- District Talking Point
- State Summary
- State Talking Point

[View](#)



The North American Meat Institute
The Economic Impact of the Meat Industry
2012 Data
California Congressional District 20
Hon. Sam Farr (D)

Direct Economic Impact			
	Jobs	Wages	Output
Slaughter	10	\$650,600	\$4,512,300
Meat	170	\$8,642,800	\$75,085,400
Poultry	310	\$12,905,800	\$74,379,600
Hides, Skins and Offals	4	\$38,700	\$306,900
Wholesaling and Distribution	270	\$21,518,900	\$45,503,700
Retail Sales	2,930	\$82,032,400	\$192,309,300
Total	3,694	\$125,789,200	\$392,097,200

Supplier Economic Impact			
	Jobs	Wages	Output
Agriculture	4,700	\$185,127,500	\$691,658,500
Business and Personal Services	580	\$41,426,500	\$77,364,800
Construction	40	\$2,724,900	\$6,540,500
Finance Insurance and Real Estate	220	\$10,400,200	\$54,362,700
Manufacturing	90	\$7,257,900	\$63,069,000
Retail	20	\$613,100	\$1,267,000
Transportation & Communication	260	\$19,811,100	\$60,993,100
Travel and Entertainment	220	\$6,968,600	\$18,535,000
Wholesale	130	\$10,711,500	\$22,910,800
Government	40	\$3,595,300	\$6,659,300
Other	10	\$1,552,100	\$3,398,200
Total	6,310	\$290,188,700	\$1,006,758,900

Induced Economic Impact			
	Jobs	Wages	Output
Agriculture	330	\$12,616,100	\$48,390,900
Business and Personal Services	1,120	\$66,365,300	\$121,051,700
Construction	20	\$1,631,000	\$3,903,700
Finance Insurance and Real Estate	320	\$17,859,300	\$88,038,200
Manufacturing	80	\$7,249,500	\$47,887,800
Retail	540	\$20,157,700	\$43,452,600
Transportation & Communication	140	\$12,287,500	\$42,867,100
Travel and Entertainment	700	\$19,595,300	\$54,237,300
Wholesale	100	\$7,796,800	\$16,685,600
Government	40	\$3,521,400	\$7,994,500
Other	130	\$2,560,600	\$6,131,700
Total	3,520	\$171,640,500	\$480,641,100

Total Economic Impact			
	Jobs	Wages	Output
Total Economic Impact	13,524	\$587,618,400	\$1,879,497,200

Be Interesting

- You can't persuade someone who isn't interested
- Be interesting
 - Stories, anecdotes
- Ask their thoughts and opinions
- Engage them

Pace

- People who speak rapidly are more persuasive than people who speak slowly
- Rapid speech conveys the impression that the speaker knows what he or she is talking about.

Other Factors In Communication

- Word choice
- Natural and clear speech
 - Avoid sounding scripted
 - Beware of ums, uhs, ya' knows
- Voice Tone
 - Use inflection in your voice to add variety and meaning to your comments
- Body Language
 - People are influenced by what they *see and hear*

One Side or Two

- May be counterintuitive, but....present both sides of a two side argument
 - This enables you to address preconceived notions
 - “You may have heard some say that...”
- Tell why the other side is wrong

Don't Assume

- Offer background
- Can ask level of familiarity to guide you
- Avoid jargon, acronyms
- HACCP and SSOPs in FSIS plants – huh?
- Punctuate message with clever soundbites Canadian beef is safe – but they aren't listening
 - Solution: creative soundbite

Developing Your Message

For Every Major Issue Have Three Key Points

- What do you want the audience/policymaker/lawmaker to know/hear?

For each major message, support with specifics to make your message compelling and believable.

- “Headline”
- Back-up Statement (data, facts, etc.)
- Examples, stories, anecdotes, tips

Putting Messages Into Practice

- What might the receiver/audience ask?
 - Left field questions: acknowledge complexity of issue
 - How can you answer the question and move to your message?
- Practice, Practice, Practice
 - *“It usually takes me three weeks to prepare a good spontaneous performance.”* - Mark Twain
 - Present to a friend...or the mirror

The Role of Fear

- Persuasion can be enhanced by messages that arouse fear in the audience
 - Anti-smoking campaigns use scary images
 - Texting while driving
- Well-grounded projections of impact can be effective

Create Urgency

- Explain potential need in detail
- Broaden beyond yourself
- Show impact to larger community, constituency

Attractiveness, Confidence

- Both are key in influencing people
- Hesitant language, ums and ahs can inhibit persuasiveness

International Journal of Advertising: The Review of Marketing Communications

Volume 30, Issue 5, 2011

Select Language 
Translator disclaimer

 Original Articles

How a presenter's perceived attractiveness affects persuasion for attractiveness-unrelated products

DOI: 10.2501/JIA-30-5-839-865
Sandra Praxmarer*
pages 839-865

Publishing models and article dates explained

Published online: 07 Jan 2015

 PDF
 Preview
Access options

[Alert me](#)

Abstract

Contrary to the beauty match-up hypothesis, several studies report positive effects of a presenter's attractiveness for attractiveness-unrelated products. This research demonstrates how, via which paths, the presenter's attractiveness affects persuasion for attractiveness-unrelated products. For a non-celebrity presenter the positive effect of attractiveness on persuasion is mediated by perceived presenter expertise, presenter trustworthiness, and liking of the advertisement. Previous studies could neither support the relevance of these paths unambiguously nor did they test whether or not perceived expertise, trustworthiness, and liking of the ad fully mediate the attractiveness effect. This study also considers receiver and presenter sex and receivers' product involvement. The results indicate that attractiveness affects persuasion positively regardless of whether the presenter and receiver are of the same or the opposite sex and regardless of whether receivers are characterised by low or high product involvement.

 PDF

Order of Speaking

- If people are speaking one after the other, it's best to go first (primacy effect)
- If two people are speaking with a delay between, it's best to go last (recency effect)

Keep Calm in Conflict

- Can be the most difficult tactic of all
- Win through reasonableness
 - Fox News example
 - Avoid attacking/engaging in negativity

Avoid Sounding Like a Salesman

- We are more easily persuaded if we think the message is not deliberately intended to persuade or manipulate
- Humility is critical

Understand the Power of Visuals

- Posture
- Smile
- Maintain eye contact
- Dress in dark, solid colors; no distracting jewelry, hairdos, sunglasses, etc

Images Influence

- Videos
 - AR videos
- Infographics
- Charts
- Photos

Meat is the Yin to Plants' Yang.

- 1 Many plant foods such as vegetables, beans and lentils are rich in iron, which the body needs to stay strong, healthy and energetic.
- 2 But meat, poultry and fish contain heme-iron, the easiest for your body to absorb and use.
- 3 The good news is that eating meat with plant foods actually helps the body absorb more of the non-heme iron in vegetables and other plant foods.
- 4 And that's important because iron deficiency anemia is the Number One nutrition deficiency in North America.
- 5 Make meat and vegetables or beans paired together part of your good nutrition team.

NAMI NORTH AMERICAN MEAT INSTITUTE
meatpoultrynutrition.org

Naturally Nutritious Meat: The Sensible Choice.

Why Add Protein When It's So Delicious Naturally?

Food companies are adding protein to foods in response to consumers' desire for protein's nutrition benefits. Protein helps to control appetite so overeating is less likely. And it helps keep your body strong and healthy. Meat does not have added protein because it is protein — naturally.

Three Ounce Serving of Cooked Pork*	Protein Powder (28 gram serving)	Three Ounce Serving of Cooked Beef Tenderloin
23 grams of protein and 147 calories – that's half your daily protein needs.	20 grams of protein and 100 calories PLUS calories in food to which it is added.	22 grams of protein and 150 calories – that's half your daily protein needs.
<ul style="list-style-type: none"> 3% OF IRON 12% OF ZINC 8% OF B12 	<ul style="list-style-type: none"> ZERO IRON ZERO ZINC ZERO VITAMIN B12 	<ul style="list-style-type: none"> 15% OF IRON 24% OF ZINC 58% OF B12
<p>Plus...</p> <ul style="list-style-type: none"> ★ Iron - 3% Daily Value ★ Zinc - 12% Daily Value ★ Vitamin B12 - 8% Daily Value ★ Countless taste. 	<p>And it has...</p> <ul style="list-style-type: none"> ★ Zero iron. ★ Zero zinc. ★ Zero B vitamins. 	<p>Plus...</p> <ul style="list-style-type: none"> ★ Iron - 15% Daily Value (iron needs vary by gender) ★ Zinc - 24% Daily Value ★ Vitamin B12 - 58% Daily Value ★ Countless taste.

NAMI NORTH AMERICAN MEAT INSTITUTE
meatpoultrynutrition.org

Naturally Nutritious Meat: The Sensible Choice.

as used to report obesity

Paint Pictures As You Speak

- Plant looks like an operating room
- As needed, describe...
 - Metal detectors
 - Carcass washes
 - Calm handling

Professional photos

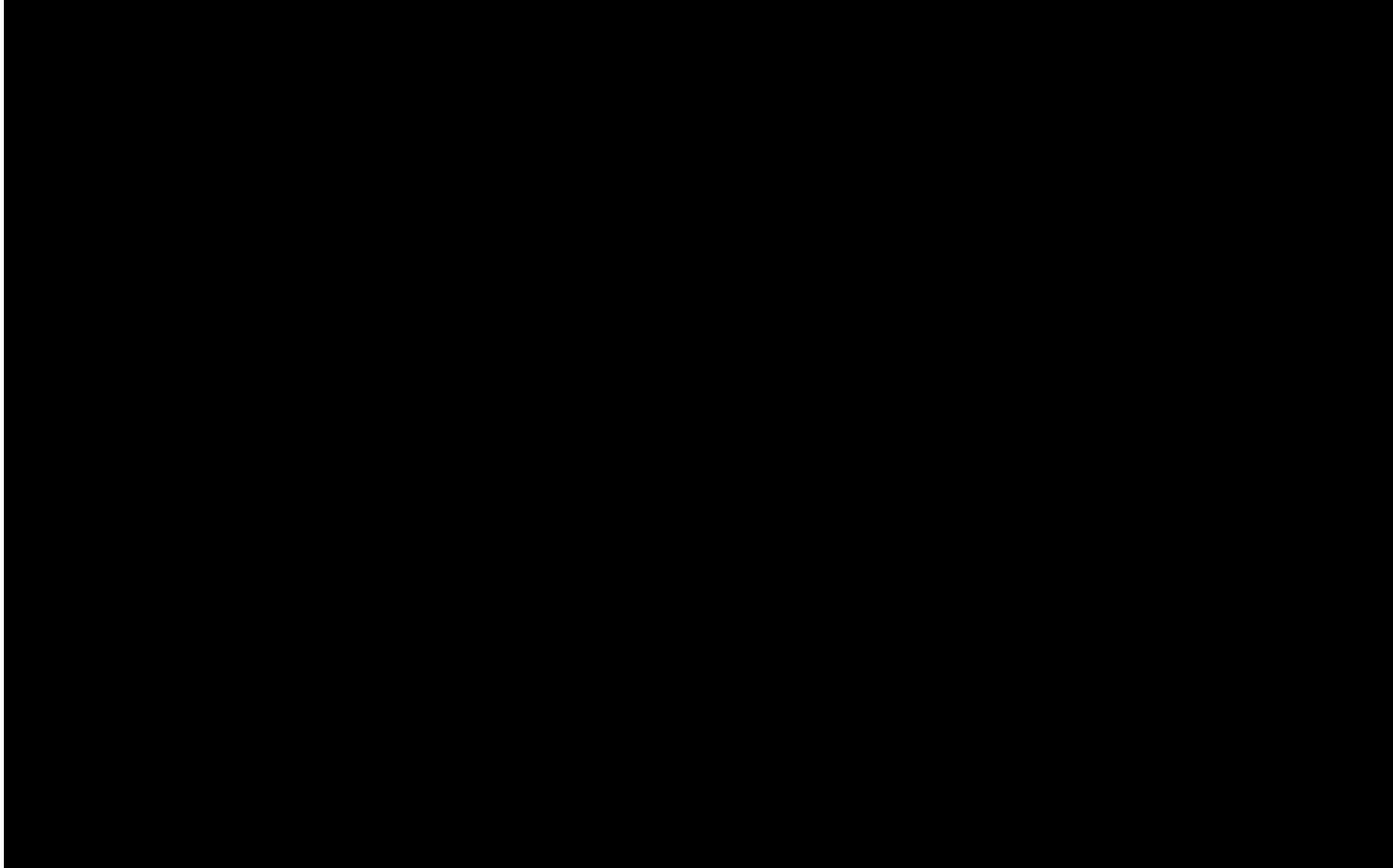
Put your facility



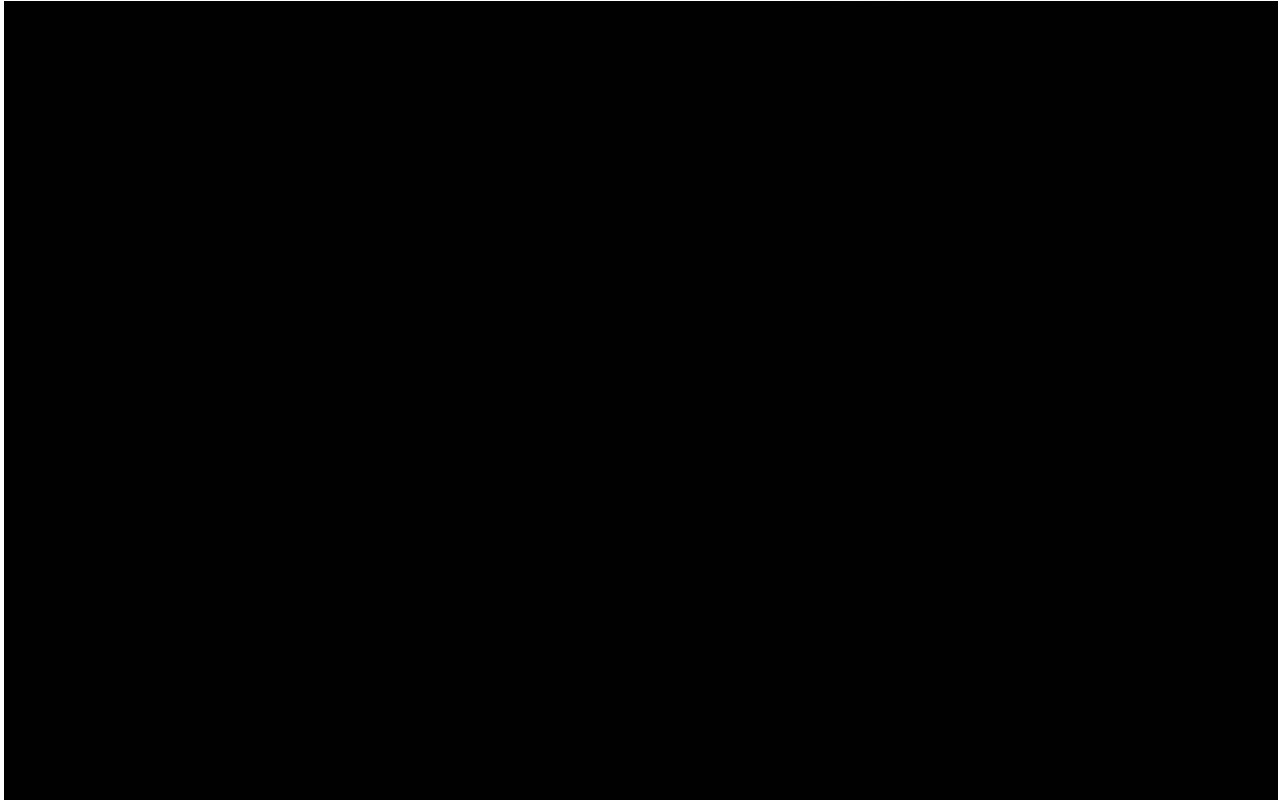
In its best light



Same Message/Different Perceptions



Three Point Trick



A faint, light-colored world map is visible in the background, centered on the Americas. The map shows the outlines of continents and some internal borders.

INSTITUTE RESOURCES

Glass Walls Videos

- Pork video: 288,000 views
- Turkey video: 310,000
- Beef video views: 200,000
- More than 300 requests from teachers



MeatPoultryNutrition.org

The screenshot shows a web browser window with the URL www.meatpoultrynutrition.org. The website header features the logo "MEAT & POULTRY Naturally Nutritious" and a navigation menu with links for HOME, LABELS, STUDIES, and MEDIA. A call-to-action box asks, "Have questions about a new report on cancer? Click here to view our statement and other resources". The main banner displays the text "12 GOOD REASONS MEAT & POULTRY SHOULD BE PART OF YOUR BALANCED DIET" over an image of cooked meat and vegetables. Below the banner are four article thumbnails: "Benefits of Meat and Poultry for Athletes", "Meat's Nutrition Assets", "Straight Talk on Contaminants", and "Check Your Meat IQ". The Windows taskbar at the bottom shows the date as 11/2/2015 and the time as 11:12 PM.

Extensive List of Fact Sheets

The screenshot shows the website https://www.meatinstitute.org/index.php?ht=d/sp/i/286/pid/286/cat_id/103201 with the page title "Fact Sheets & Publications".

Navigation and Sidebar:

- LOG IN
- Press/Media
- Fact Sheets
- Media Contacts
- News
- Press Releases
- Third Party Experts
- CAMP Program
- Donate Surplus Product
- Meatup [must be logged in to view]
- NAMI Members Dashboard [MO]
- UPCOMING EVENTS
- MEMBER DASHBOARD
- MEMBERSHIP HANDBOOK

Categories:

- Animal Handling and Welfare
- Animal Health
- Cured and Processed Meat
- Employment
- Environment
- Ethanol
- Food Safety
- Industry at a Glance
- Industry Structure
- International Trade
- Labeling
- Nutrition and Consumption
- Packaging and Shelf Life
- Production and Processing
- Workers Safety

Animal Handling and Welfare

Animal Welfare in Packing Plants: an Overview

Click on any category above to find information covering a wide range of meat and poultry issues from economic concerns to food safety.

Many religious laws from different faiths have formed the basis for modern livestock processing practices. One common theme among all faiths has been a respect for animals, avoidance of animal suffering and appreciation for the nourishment that they provide. These themes permeate the practices of the meat packing industry. [Read More \[PDF\]](#)

Antibiotics in Livestock and Poultry Production

Antibiotic use and antibiotic resistance in humans and animals are some of the most complex topics that reporters are asked to cover. Certain statistics and phrases are commonly used in reporting and in online sources, and they appear to become an accepted part of the American lexicon. But being mindful of key words and statistics can help reporters improve the accuracy of their coverage and the information that is passed on to readers and viewers. We've compiled ten tips to improve accuracy. [Read More \[PDF\]](#)

Products Derived From Animals

Few people comprehend the important role that animal by-products play in their daily lives. In addition to being a major source of good nutrition for more than 95 percent of Americans, cattle, pigs and sheep by-products contribute to many commonly used

Windows taskbar: Search Windows, 11:16 PM, 11/2/2015

Closing Thoughts

- Effective communication is key to effective advocacy
- Practice key strategies for small audiences and branch out to larger, more significant audiences
- Contact: Janet Riley, 202/587-4245, jriley@meatinsitute.org; Eric Mitterthal, 202/587-4238, emitterthal@meatinsitute.org