

Preparing to Return to Campus for Fall 2020: Formative Research for an Awareness Campaign

Dr. Sara LaBelle

Associate Professor

Assistant Dean of Academic Programming and Faculty Development

Associate Director of SoC Graduate Teaching Association Program

School of Communication



Campaign Development: Formative Research

Motivating Factors for Behavior

- Benefits
- Drawbacks
- Self Efficacy
- Response Efficacy
- Cues to Action
- Identity
- Social Norms

Variables Influenced by Theories and Principles of Health Communication and Psychology, Including:

- The Health Belief Model
- The Theory of Planned Behavior
- Theory of Normative Social Behavior

Potential Posters



Potential Message Concepts

Panthers United

Together, we can stay healthy. Together we can remain at Chapman.

Paws Up for Health

Be Healthy. Be Together. Be at Chapman.

CU Together

Together, we can stay healthy.
Together we can remain at Chapman.

CU Safely Back

Together, we can stay healthy.
Together we can remain at Chapman.

Stand Together, Panther

Together We Can Stay Healthy and Stay at Chapman

CU Healthy and Safe

Stay Health. Stay Together at Chapman.

Panther Pride

Be Healthy. Be Together. Be at Chapman

Focus Group Structure & Method

- Trained Faculty & Staff Moderators & Notetakers
- June 15-20th
- 1 hour; 8-10 participants on average
- Aimed for **representative** sample (Greek, Athlete, All Years, All Academic Units, Orange & Rinker Campuses)

Focus Group Audiences

Undergraduate Students

Undergraduate Students

Undergraduate Students

Graduate Students

Faculty

Staff

Parents

City of Orange Community

Questioning Route

Visual Appeal	“What do you like about this poster?” “What would you change?”
Understanding	“What do you think the purpose of this poster is?”
Attention	“Would this poster grab your attention on campus?”
Persuasion	“Would this poster convince you to follow these instructions? Why/why not?”
Overall Efficacy	“Which poster do you think would be most effective?”
Further Information	“Other than staying on campus, what other reasons would you give for engaging in these behaviors?”

Focus Group Results

- **Safety + Health** > Panther Pride
- Use of “*Together*”
- Tone
- Colors
- Clarity
- Reinforcement

CU Staying Healthy : Together we can stay at Chapman


Key Takeaways/Conclusions

CU Staying Healthy
Together, we can stay at Chapman. 


While in buildings and on campus, the following guidelines are required:

-  **Face coverings.**
Face coverings are required on campus to help keep your fellow Panthers healthy.
-  **Physical distancing.**
Maintain a distance of six feet whenever possible.
-  **Wash your hands.**
Wash your hands often with soap and water for at least 20 seconds.

For more information visit cusafelyback.chapman.edu/



Face coverings are required to keep fellow Panthers healthy.

CU Staying Healthy
Together, we can stay at Chapman. 

cusafelyback.chapman.edu/



Thank you!

Additional comments/questions:

labelle@chapman.edu



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