

Summary of CPSC Recall Effectiveness Meeting #1
"Motivating Consumers to Respond to Recalls"
May 15, 2003¹

The U.S. Consumer Product Safety Commission is holding a series of forums addressing different aspects of Recall Effectiveness. The first meeting, held on May 15, 2003, focused on learning how to motivate consumers to respond to recalls. At this meeting, 18 social marketing and public relations experts (see attached biographies) discussed the following four questions: How can we motivate consumers to act? What campaigns/programs have motivated consumers to act? Which specific ideas from these programs could increase consumers' response to product safety recalls? How do we measure whether we have motivated consumers? The experts were divided into two groups to facilitate the discussion and then brought back together to present their ideas. Below is a summary of the results from both groups organized by the specific question that was addressed.

1. How can we motivate consumers to act?

- Appeal to individuals and their values - make it personal and targeted
 - Appeal to parents as parents; homeowners as homeowners -- reach them based on how they relate to the product. All consumers do not have to know about all recalls, so focus on individuals affected to get their attention.
- Educate consumers to understand the benefits of recalls and consider them important
 - Teach consumers to recognize recalls as important information that they need to pay attention to.
 - Motivate behavior change, as well as create a whole norm around what it is to maintain a safe home and family.
- Use trust and loyalty to build an on-going relationship:
 - Between consumers and manufacturers/retailers
 - Between consumers and CPSC (branding)
- Use a multi-faceted approach - many approaches must be used to reach all people; many issues need to be addressed. Need to consider:
 - Risk of injury
 - Cost
 - Benefit
 - Actions that consumers can take

2. What campaigns/programs have motivated consumers to act?

- Health campaigns for minority women
 - Community-based
 - Individual, one-on-one coaching

¹ For further information about this meeting please contact: CPSC Project Manager - Celestine Kiss at 301-504-7739 or ckiss@cpsc.gov

- Perception of risk
 - Heart disease is actually a bigger killer of women than breast cancer but because of the publicity that breast cancer gets it is perceived as being worse.
- Firestone tire recall
 - Close relationship between manufacturers and retailers would have allowed for a faster response.
 - A rapidly executed "plan-in-place" would have prevented the extra cost of trying to restore the company's image after the fact.
- Doctor's Book of Home Remedies - "ABC"
 - get Attention of consumer
 - show Benefit of acting
 - Use Credibility of manufacturer/retailer
- Seatbelts and 5 Fruits/Vegetables a Day
 - Some people will never respond
 - Some people will always respond
 - Target those people who are on the cusp
- Make the message simple and build on it

3. Which specific ideas could increase consumer response to product safety recalls?

- Top ten list or CPSC commendations for manufacturers and retailers
 - Recognize good, proactive practices
 - This will turn potential negative into positive
- Segment/Target the audience
 - Mass marketing doesn't work for a specific market
 - Use tools like website to reach specific targets
- Retailer has a role
 - Recall notification at point-of-purchase
- Collaborate with as many partners as possible
- Work at the community level
 - Local media
 - Cable TV
- Create a "buzz" around the issue
 - Draw on existing social networks - parents' groups; homeowner workshops
- Continuous publication of recalls
 - Phone books - include "Recall Pages" in the phone book to list previous recalls.
 - Web sites - in addition to the CPSC website, create a new website ("Recalls.gov") where people can go for recalls; set it up so it is easy to find recalled products based on categories (e.g., juvenile products, counter-top appliances, etc.)
 - Catalina coupons - which are printed out at the store when a consumer buys a related product to a product being recalled.
- Manufacturers need to be prepared
 - Internal personnel - from the bottom to the top, everyone needs to know the plan and has to be prepared to put it into action quickly.
 - Distribution chains - this means communicating with everyone involved in getting the product from the manufacturer to the retailers and back again.

- News media - establish relationship with consumer reporters for local papers, weekly papers, etc.

4. How do we measure whether we have motivated consumers?

- Track a recall
 - Research project to track from start to finish
- Look at measures that successful companies have used
- Tailor expectations to level of hazard
- Have different levels of measurement
 - How well the targeted audience was reached
 - How much behavior changed (bottom line)
- Understand and improve how people perceive CPSC and recalls
 - Establish trusted brand name for public safety

Attachment 1

CPSC RECALL EFFECTIVENESS MEETING MOTIVATING CONSUMERS TO RESPOND TO RECALLS Biographies of Panelists May 15, 2003

Jack Fyock, Ph.D., Senior Vice President, Sutton Group

Jack Fyock, Ph.D. is senior vice president of the Sutton Group. His responsibilities include providing strategic communications and direction for social marketing campaigns. Recently Dr. Fyock directed Sutton Group's involvement in the California Obesity Prevention Initiative to help prevent obesity in early adolescents. He also worked on an evaluation project for National Council of Aging's BenefitsCheckUp program for seniors. In addition, Dr. Fyock presents fundamental principles of social marketing to groups across the country.

Dr. Fyock is an adjunct professor at the University of Maryland (College Park), where he teaches a course on social behavior, and at American University, where he teaches a course on communications. Dr. Jack Fyock is a graduate of Randolph-Macon College (B.A.) and the University of Maryland at College Park (Ph.D.).

Edward Galgay, Director, KPMG LLP

Edward Galgay is director of Consumer Markets, Information Risk Management at KPMG LLP. He has over 25 years of experience in technology management and has worked in the consumer, financial services, and telecommunications industries. Before coming to KPMG, he was the CIO of Polo Ralph Lauren. In addition, he has a broad range of experience in the corporate world, including his work as a partner at Booz, Allen & Hamilton, and a vice president of Salomon Brothers.

Mr. Galgay has participated in numerous conferences and forums on communications and information technology. He has a B.S. in economics from Manhattan College.

Susan Hager, Founder, Chair and CEO, Hager Sharp Inc.

Susan Hager is founder, chair, and CEO of Hager Sharp, Inc. She has more than 30 years experience in designing communications programs, especially in the fields of health, safety, and education. Some of her clients have included: the American Red Cross, Corporation for Public Broadcasting, National Cancer Institute, U.S. Fire Administration, and the U.S. Department of State. The firm has received over 40 national and international awards for client campaigns.

Ms. Hager has served in many leadership positions, including delegate to all three White House Conferences on Small Business, Chairman of the U.S. Department of the Treasury's Small Business Advisory Council, past president of National Small Business United, and founder and first president of the National Association of Women Business Owners. She has served as Chairman of the Board of the Lab School of Washington, and on the boards of Peace Links, YMCA and Smithsonian Environmental Research Center.

Geraldine Henderson, Ph.D., Associate Professor of Marketing, Howard University

Geraldine R. Henderson, or Gerri as she is called, is an associate professor of marketing at the Howard University School of Business where she teaches marketing management, marketing strategy, and consumer behavior at the graduate level. She was formerly an assistant professor of marketing at Duke University's Fuqua School of Business and led the Global Academic Travel Experience (GATE) to Southern Africa. She has also taught at Northwestern University's Kellogg Graduate School of Management, at Stanford University's Graduate School of Business, and in Executive Education at both Duke University (Fuqua) and UCLA (Anderson). Her primary areas of research include branding, marketplace diversity (also known as multicultural marketing), urban marketing, and social networks. She earned her B.S. in electrical engineering from Purdue University and her M.B.A. and Ph.D. in marketing from the Kellogg Graduate School of Management at Northwestern University.

Dr. Henderson often serves as an independent consultant and focus group moderator. Recent clients include IBM Corporation, the United States Postal Service Office of Inspector General, and North Carolina Mutual Life Insurance.

Richard C. Hyde, Executive Vice President, Hill & Knowlton

Richard Hyde is executive vice president of Hill & Knowlton in charge of U.S. crisis communication management at the firm's New York headquarters. Mr. Hyde has more than 40 years of experience in corporate communications, issues development, and crisis communications management. His team has handled more than a dozen major crises, including the International Olympic Committee following the Salt Lake City scandal; the crash of Swissair flight 111; and Union Carbide's settlement with the Supreme Court of India on the Bhopal tragedy.

Mr. Hyde also has assisted scores of companies with emergency response plan development and training in the chemical, energy, financial, petroleum, transportation, food and heavy manufacturing industries. He introduced military-type war gaming techniques to the commercial world in 1979 by developing crisis simulations for clients and subsequently has conducted global workshops in more than 20 countries.

Kent Jenkins, Jr., Managing Director, Media Practice, Burson-Marsteller

Kent Jenkins, Jr. is a managing director in the Media Practice at Burson-Marsteller and specializes in crisis communications, issues management, and media relations. A former national political reporter who spent more than a decade at *The Washington Post* and *U.S. News and World Report*, Mr. Jenkins has extensive communications experience in the fields of public policy, technology, and healthcare.

Recently, Mr. Jenkins served as senior media strategist for the U.S. Postal Service on all anthrax-related matters and continues to advise the Postal Service on broad range of issues. *PR Week* magazine recently cited Burson-Marsteller's work on anthrax as its Crisis-Issues Management Campaign of the Year for 2003. He provides media counsel to numerous clients on regulatory and congressional matters.

Carol Krause, Senior Vice President, Matthews Media Group

Ms. Krause is Senior Vice President for Communications and Public Relations at Matthews Media Group, a strategic health communications firm based in Rockville, Maryland. Ms. Krause has 25 years of experience in health communications, with a specialty in strategic planning and consumer education. She possesses a broad range of abilities that support communications for specially targeted populations, including racial and ethnic minorities; the disabled and other underserved Americans. Her experience at MMG includes management of a multi-million dollar communications contract supporting the National Cancer Institute, as well as management of the media and editorial services divisions.

Prior to joining MMG, Ms. Krause spent five years as communications director for the Office on Women's Health in the HHS Office of the Secretary, where she launched and managed the National Women's Health Information Center web site and toll free telephone service. Previously, Ms. Krause spent several years as a writer, and speaker on health and medical issues. She is also an Emmy award winning broadcast journalist and authored a nationally published book, *How Healthy is Your Family Tree?* (Simon and Schuster, 1995), based on personal experience as a member of a family with a cancer syndrome. She holds an M.A. in Communications and Public Affairs from American University in Washington, D.C.

Mike Lawrence, Executive Vice President, Cone Inc.

Mike Lawrence is executive vice president of Cone Inc., a Boston-based public relations, cause branding, and crisis management agency that works with corporations and nonprofit organizations. At Cone, Mr. Lawrence provides media guidance to account teams, and media training, strategy, and crisis management counsel to clients. Current clients include national retail brands such as Dunkin' Donuts and Jiffy Lube, and nonprofit groups such as the Northeast Region of American Red Cross Blood Services.

Prior to joining Cone, Mr. Lawrence was a broadcast and print journalist for 26 years, most recently in Boston, where he served as a television reporter/anchorman and bureau chief at two daily newspapers. His work included investigative, business, and consumer reporting. He is the recipient of five Emmy awards, as well as journalistic awards from the Associated Press and Radio-Television News Directors Association. He was also honored with two national crisis management awards in 2001.

Monica Lally Marshall, Senior Vice President, Ketchum

Monica Lally Marshall is senior vice president of Ketchum. As the head of the Corporate and Brand practices in the Washington D.C. office, Ms. Marshall has spearheaded several brand positioning campaigns for corporate and government clients such as Bacardi, Bridgestone/ Firestone, Honeywell, Regeneration Technologies, Inc., National Public Radio, the Society for Human Resource Management, Federal Emergency Management Agency (FEMA), the Environmental Protection Agency (EPA), Government of Puerto Rico, and the Department of Health and Human Services (DHHS).

Prior to joining the D.C. office, Ms. Marshall spent two years in Ketchum's Cairo, Egypt office where she was responsible for the strategic development and execution of a broad-based international public and media relations program that focused on the privatization of several public-sector owned companies. Ms. Marshall holds a M.A. in Middle Eastern studies, a certificate in Arabic from the American University in Cairo, and a B.A. in business and economics from the American University in London.

Michael B. Mazis, Professor of Marketing, American University's Kogod School of Business.

Michael Mazis has been a faculty member at American University for over 20 years, serving 10 years as chair of the marketing department. He has taught courses in consumer behavior, marketing research, marketing principles, and Internet marketing. Dr. Mazis received his B.S. degree in economics from the University of Pennsylvania, his M.B.A. degree from New York University, and his Ph.D. degree in business administration from Pennsylvania State University. He was editor of the *Journal of Public Policy & Marketing* from 1992 to 1995, and he was associate editor of *The Journal of Consumer Affairs* from 1998 to 2001.

Dr. Mazis' research interests focus on consumer perception of advertising and other promotional materials and on the impact of information disclosures on consumer perceptions. He was principal investigator on a three-year grant from the National Institute on Alcohol Abuse and Alcoholism to study alcohol warning labels. He has published over 60 articles in academic journals. He has served as a consultant to the Federal Trade Commission, Food and Drug Administration, U.S. Consumer Product Safety Commission, Department of Justice, and the State of California.

Peter Mitchell, Senior Marketing and Communication Specialist, Academy for Educational Development

Peter Mitchell is a Senior Marketing and Communication Specialist for the Academy for Educational Development's (AED) Center for Social Marketing and Behavior Change. He provides marketing and communication counsel to various health, environmental and public safety programs. Mr. Mitchell is also the co-author of AED's practical guide to social marketing.

Currently Mr. Mitchell directs the development of the National Highway Safety Transportation Administration's *Buckle Up America* Campaign which provides media tools for communicating passenger safety risks to campaign partners, media and target audiences. Mr. Mitchell has also worked with the Centers for Disease Control and Prevention, the U.S. Department of Education, the Health Care Financing Administration, the Planned Parenthood Federation of America and the Environmental Protection Agency. Before joining AED, Mr. Mitchell directed Florida's \$26 million anti-tobacco marketing program. Mr. Mitchell also spent more than a decade as a journalist, including stints as the chief political writer for *The Orlando Sentinel* and a staff reporter for *The Wall Street Journal*. He holds a BA in political science from Colgate University.

Wanda Moebius, Senior Director, Dittus Communications

Wanda Moebius is a senior director at Dittus Communications. At Dittus, she develops and executes media and communications campaigns to help clients build their profile, especially among Washington policy makers. Prior to joining Dittus, she was a managing director at Hill & Knowlton, where she developed and implemented integrated communications plans for leading Fortune 500 companies including Ford, Navistar International, Boeing, Motorola, and Johnson & Johnson. While at Hill and Knowlton, she earned the "Celebrating Excellence" award for her work on the Credit Union Campaign for Consumer Choice. The campaign also garnered a Creativity in Public Relations Award (CIPRA) for federal affairs.

Ms. Moebius has also focused on a number of defense issues through the years including base realignment and closure issues, defense environmental concerns, the release of two national reports on terrorism, and the blueprint for what is now the Homeland Security Department. At The Heritage Foundation, a Washington, D.C. think tank, Ms. Moebius worked closely with national reporters regarding foreign and defense policy issues, the federal budget, taxation, and international trade.

Carol Pollack-Nelson, Ph.D., President, Independent Safety Consulting

Carol Pollack-Nelson is president of Independent Safety Consulting. She is a human factors psychologist specializing in consumer product safety. She provides independent technical consultation to manufacturers and product liability attorneys in the areas of consumer product design and hazard identification; consumer behavior and motivation;

age grading of children's toys; and warning label design. Her work covers a broad range of product classes including children's toys, household appliances, over-the-counter therapeutics, recreational equipment, and edibles.

In addition to her consulting work, Dr. Pollack-Nelson conducts research on various product safety issues. She received her doctorate in psychology from the George Washington University in 1989. At that time, she was working as a senior engineering psychologist in the Division of Human Factors of the U.S. Consumer Product Safety Commission.

Nan Russell, President, Hatton Group

Nan Russell is president of the Hatton Group, specializing in communications strategy and marketing research. Ms. Russell has over 20 years of strategic planning and research experience in support of social marketing efforts and has represented a wide variety of Federal and private sector clients, including the White House, the Department of Justice, Department of Transportation, the Food and Drug Administration, American Express, and PricewaterhouseCoopers. Ms. Russell led the research designed to improve the effectiveness of the "Buckle Up America" campaign to increase safety belt usage; conducted the foundational research for the award-winning Firstgov.gov site to improve Federal outreach to citizens; and conducted research to improve the communications effectiveness of multiple FDA health and safety campaigns.

Ms. Russell completed her doctoral studies in communications research and has taught advertising and advertising research at the university level. She earned her B.A. degree with honors in business administration from the University of Notre Dame.

Beverly Schwartz, Senior Vice President, Fleishman-Hillard

Beverly Schwartz is a senior vice president in charge of the Social Issues Portfolio for both the domestic and international network of Fleishman-Hillard International Communications. Until recently, she was the Fleishman-Hillard Account Director for the Office of National Drug Control Policy's National Youth Anti-Drug Media Campaign. Ms. Schwartz is a behavioral scientist whose areas of expertise are developing and designing behavior change programs; implementing and managing large-scale integrated marketing communication programs; and developing prevention campaigns and interventions for youth.

Prior to joining Fleishman-Hillard, Ms. Schwartz was vice president for Social Marketing for the Academy for Educational Development. While working at the U.S. Centers for Disease Control in Atlanta, she helped develop and manage the America Responds to AIDS media campaign from 1987-1992. She has worked on a variety of domestic and global health, environmental and education issues throughout her career.

Robert Teufel, Immediate Past Chairman and Director, Direct Marketing Educational Foundation

Robert Teufel presently serves as immediate past chairman and director of the Direct Marketing Educational Foundation. He was president of Rodale, Inc., a recognized leader in health, home and garden, and active sports publishing from 1979 to 2000.

Mr. Teufel served as Board Chairman of the Direct Marketing Association and is a member of its Hall of Fame, as well as that of the Circulation Council Hall of Fame. Mr. Teufel was named Marketer of the Year by Direct Marketing Day in New York and by the Philadelphia Direct Marketing Club.

Linda Weinberg, Managing Director, American Institutes for Research

Linda Weinberg is a managing director at the American Institutes for Research. She has more than 15 years of experience in social marketing, health communications, issues and crisis management, and risk communications in the public and private sectors. She has directed many national and state level campaigns in both the public and private sectors, including USDA's Team Nutrition, National Cancer Institute's 5 A Day, and product-related programs for Kellogg Company and Procter & Gamble.

Currently, Ms. Weinberg is working on a number of bioterrorism preparedness programs, combining the disciplines of crisis, risk and health communications and helped develop CDC's *Crisis and Emergency Risk Communication* course. She is also a registered dietitian, completing her internship in clinical nutrition at the Brigham and Women's Hospital, a Harvard medical school teaching affiliate. She earned her B.S. degree from Cornell University.