# Limerent Change Model

The campaign itself is based on an evidence-informed theory of change. The plan outlines a specific process for accomplishing targeted change. This effort to achieve behavior change is embedded in the campaign via the Limerent Change Model. The model provided below describes the process Limerent leads individuals and communities through to achieve the desired change in knowledge, attitudes, perceptions, and behaviors.

Figure 2. The Limerent Change Model

Awareness → Concern → Knowledge → Motivation → Trial Change → Sustained Change → Change Agents
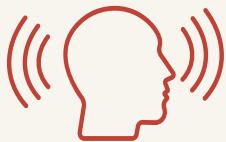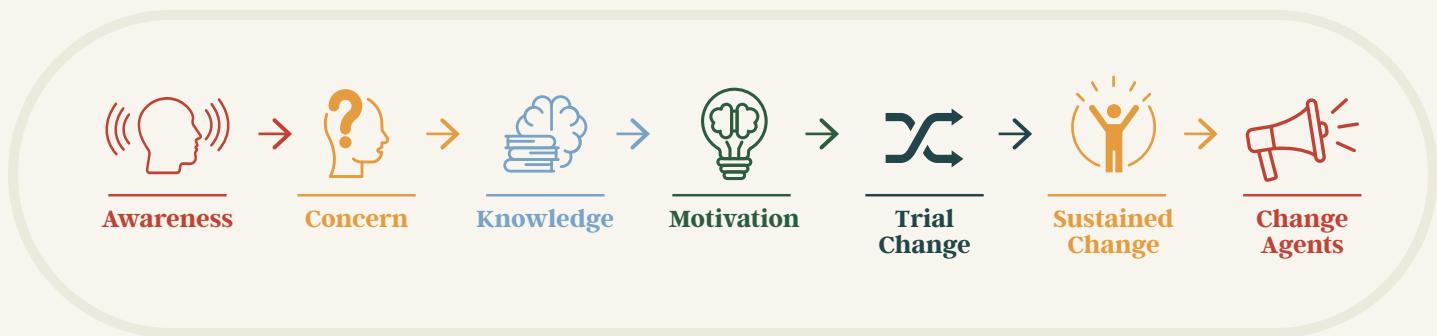
Awareness

The campaign starts by raising Awareness of a problem, to lift the community out of complacency and denial. For example, community members might say, "youth in our community don't drink much," or, "drinking alcohol is just a normal rite of passage for teenagers." The early campaign helps the community understand there is a problem. It targets the public as well as specific populations like parents of teenagers; and we accomplish this through a variety of broad advertisements, posters, and social media. In order to ensure that we build awareness in the community, we incorporate the 70/3 method of media planning: Reach at least 70 percent of the target audience with a frequency of at least three. The goal for this step is to reach as many people in the community, or within a specific target audience, as possible.

Concern (Uncertainty)

Once we've generated awareness in the community, we can begin the process of educating the community on the risks of certain behaviors and how it might affect them. It's important that these messages speak to a core emotional motivator to ensure success. In addition, we use the power of retargeting ads to ensure that the messages are delivered to those who need them most. The campaign again targets these populations with a variety of broad advertisements, posters, and social media to build *concern* about the problem and create *uncertainty* in what they know and believe. They may now say, "I thought marijuana use was harmless..., after all I smoked weed as a teenager, but now I am not so sure." This part of the campaign helps the community question their assumptions and begin thinking about the problem.

Knowledge

As awareness and concern go up in the community, we target specific populations with *knowledge* or *information* about the problem to build their interest in what they can do to help. Here the campaign appears with more intensity on landing pages, in emails, and at community events. Limerent uses the power of cutting-edge AI to optimize ad delivery by providing resources to individuals based on their previous interactions with the campaign. In addition, we employ functional design principles to ensure that additional resources are easy to find and utilize. We work to provide a depth of knowledge to individuals and selected organizations that are connected to the places where teens feel safe and valued – with peers at school or at home around the dinner table. These special populations may ask themselves, "I need to know more about this problem, where do I go to get information and products related to underage drinking or marijuana use?" This part of the campaign provides guidance to help answer that exact question.

Motivation

Caring about a problem and accessing information does not change behavior. People need Motivation to change, and we provide this motivation through targeted information sharing, peer-to-peer connections, linking people to resources, and supplying products. The target here is not the public or community as a whole; rather, we use this step to speak directly to those individuals and groups that need persuasion to change or can persuade someone to change. Individuals at this stage are ready to make a change, they just need a little support and inspiration. That's why we follow up with each individual regularly via enterprise level marketing automation. It allows your organization to provide individualized assistance without any additional staffing. These individuals might say, "I drank as a teenager years ago, but I am going to teach my children not to drink because it will interfere with their success in school and on the basketball court." Notice the "core emotional motivators" in that quote. Motivation can be encouraged in individuals by emphasizing the following characteristics of the desired changes in knowledge, attitudes, skills, and behaviors:

- **Relative Advantage** - The degree to which the desired change is seen as better than the idea or behavior it replaces.

- **Compatibility** - How consistent the desired change is with the values, experiences, and needs of the potential adopters.

- **Complexity** - How difficult the desired change is to understand and/or use.

- **Trialability** - The extent to which the desired change can be tested, or practiced with, before a commitment to adopt is made.

- **Observability** - The extent to which the desired change provides tangible results.

Trial Change

Behavior changes do not happen overnight. Teenagers, especially, need to try out new behavior and solutions to a larger problem. Our campaign provides ways for youth to experiment with this Trial Change to see for themselves that this action is worthwhile. Again, we target individuals and groups through information sharing, peer connections, links to resources, and access to products. Our goal for this step is youth trying out the solutions and products (behavior change) with positive results. A teenager might think to themselves, "I am more successful without drinking, and I am really happy to hang out with friends who also don't drink."

Sustained Change

Our goal is not just for youth to try a behavior change but to live with this change. We work on Sustained Change by providing ongoing targeted information sharing, links to resources, access to products, and innovation. Again, this is for specific individuals and groups that make up a safe and valued community. At the same time, we work to expand this community over time with ongoing media support. An individual in this community might say, "I really like being alcohol-free and spending time with others who are alcohol-free. I am going to spread the word and help my friends experience this kind of success."

Change Agents

Change agents encourage adoption of a new idea. Change agents usually work with opinion leaders to enhance the impact of their diffusion activities in a social system. They are typically more innovative than others and their communication may pose challenges to the diffusion process[1]. In a given community, it is important to identify those individuals (adults and youth) who have engaged in the trial change and are working to sustain healthy behaviors. These individuals can, in turn, encourage others within their social groups and communities to consider the trial change.

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[1]Rogers, E.M. (1995). Diffusion of Innovations (4th ed.). Free Press.