

ferent research techniques. We must know what consumers' attitudes are toward immunization in general and toward the swine vaccine in particular. Does the very name "Swine Influenza" create confusion? In other words, someone asking, since I have not been near a pig in the last year, am I safe? What do doctors think of this immunization effort? Do they agree with the position taken by authorities? And certainly not all agree. And the press in recent weeks has given a great deal of attention to doctors of opposing views who maintain that immunization itself poses a greater risk than the imagined epidemic it wants to alleviate. Will newspapers and journalists considerably hamper this effort or are they doing so now? And those are but a few of the points that must be clarified.

The second question we must ask is one that sets the goal we are attempting to achieve, "Where do we want to be?" And, again, we should attempt to answer this in the most detailed manner possible. Not only do we wish to have immunization of all Americans by later this year, but we would like to have immunization of high-risk individuals first. In short, a complete timetable must be developed for different audience segments, identifying high-risk groups and areas as well as a host of other factors.

The third question takes us from the area of planning and into the harsh reality of execution. Question No. 3 is "How do we get there?" And I will not go through a detailed listing of all the strategies that are involved in the process, but I would like to mention a few.

First: In the area of audiences and audience segmentation, we would begin by specifically identifying our target audience, their geographic and demographic characteristics; in short their profiles and what groups they would logically fall into. And having identified our audience, we would define through market research those specific appeals most effective at eliciting the desired response from each segment. For instance, it may be found that the suburban housewife should be the primary target for our communications in Midwest areas where the median income is \$20,000 and above; and it might be determined that the appeal most effective with her would be love of family or the desire to be a "good mother." It may, however, be found that in other income areas of the city that the father should be the target, and perhaps the most effective appeal with him would be pride in being a good protector.

In short, we must develop the most appropriate fact base and make the most effective appeals to the proper audiences, and we must rigorously resist operating under false assumptions.

We would also identify the actual materials and messages, and the actual public relations strategies and approaches that would be needed.

Mr. GORDON. Dr. Simmons, may I interrupt you for a second?

Dr. SIMMONS. Yes.

Mr. GORDON. Are these the principles that drug companies use to construct the programs to sell drugs?

Dr. SIMMONS. I do not know if they use all of them, Mr. Gordon. I would imagine that they use some of them. And I think that the technique you would use would depend on what particular thing you are trying to accomplish. And I am trying to describe for you