

the most complex kind of a social change involving a drug use that we have on our doorstep right now, to point out to you that it is much more difficult than most laymen realize, and that is what I am trying to get across in this whole piece of testimony, that simple solutions are probably not going to work. And maybe at the end of this testimony some other questions might be helpful to clarify.

Mr. GORDON. Well, many of these principles are used, though, in constructing a campaign to sell drugs or a particular drug. Is that not correct?

Dr. SIMMONS. Some of them are, yes.

Mr. GORDON. Now, since the doctor's character, personality, social status, and so on, has been analyzed before he is even approached, how can he resist the sales campaign when it comes? It is rather difficult, is it not?

Dr. SIMMONS. Well, I am not sure how difficult it is. I think it would be the same way as you and I as human beings resist many of the thousands of messages we get every day. We all filter them. We all believe certain sources of information and automatically reject others. I am not sure that automatically because a message comes, somebody immediately collapses, and succumbs, and agrees. That is not an easy job to do. And, again, I think it would depend on who you are trying to reach. Some people are much easier to convince than others, and physicians being the same way. And one of the purposes of your research is to see what the background is, what the biases are, what the barriers are, in the whole variety of audiences that you must reach with what you consider a useful message. So there is no one answer to that. Some will be easy to reach, others will be difficult to reach. You have got to identify that before you can be successful in accomplishing your goal.

I will not go through then the number of things you might have to prepare for the campaign, but as you can see, it is a fairly impressive list of things that would have to be produced. And all of those materials that are outlined there in the upper part of page 13 have to be developed in various language versions for there are many in our society today who are illiterate or non-English speaking.

Having segmented the audience, identified the appeal, developed the creative materials, the next step is media placement; and in this step, as in all other steps, you must have planning which includes stated objectives, strategy to meet those objectives, an agreed upon timetable, and also a method of evaluation to find out if, in fact, you have met your objectives, and if not, how you can make adjustments in the overall plan.

In the area of media it is imperative that reach—defined as the percentage of each audience segment you wish to appear before—and frequency—or the number of appearances—targets be developed for all audiences, developed on a week-by-week plan, and that in the influenza campaign specifically, build toward a peak before October 1976, which might be your target date.

Another crucial factor is manpower. We might broadly subdivide this into three different areas, and those, of course, can be subdivided again and again. For purposes of this discussion, let us concentrate