

**North Dakota Brain Injury Advisory Council  
October 6, 2016 1:30-3:30 p.m.  
Prairie Hills Plaza, Prairie Rose Conference Room  
1237 W. Divide Ave., Bismarck and through Polycom Locations**

**Advisory Council Members Present:** Shannon Binstock (chair), Senator Tim Mathern, John Wanecke, Brittany Hunt, Trina Gress, Tracy Barrett, and Karen Law

**Absent:** Representative Gail Mooney, Pat Eide, Joyce Wolter, and Kristine Medeiros

**Others Present:** Stacie Dailey, Heidi Gustufson, Debra Anderson, LaRoy Kingsley, and Mark Winkelman

**Welcome**

Stacie Dailey welcomed the group and introductions were given.

**KK Bold**

Mark Winkelman provided the Brain Injury Advisory Council information on the tagline and advertisements that were tested in focus groups (Attachment A).

KK Bold will begin working on the logo, images, and integrating Brains Don't Bounce Back into the campaign. KK Bold will also start the media buys and will send the media plan in the near future with the goal of a launch the beginning of December, 2016.

**Next Meeting Date** – December 21<sup>st</sup>, 2016 (1:30 – 4:30) PolyCom will be available

**Agenda Items for the next meeting –**

- Reading of amended bylaws
- Review of brain injury talking points
- Review of proposed brain injury definition
- Media services update

If members have any agenda items they would like to add please send them to Stacie Dailey at [sdailey@nd.gov](mailto:sdailey@nd.gov)

Adjourned at 3:30 PM

**KK BOLD**

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**ND Department of Human  
Services (NDDoHS) Brain Injury  
Ad Campaign Focus Groups  
Executive Summary**

Prepared by

**WINKELMAN CONSULTING**

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September 30, 2016



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## EXECUTIVE SUMMARY

Since the condensed nature of this executive summary does not allow us to address all findings, we recommend that the brain injury advertising campaign project team review the full report, and use it to facilitate any major decisions they make about the statewide brain injury advertising campaign.

### Methodology

- All data was collected through the use of focus group interviews. Mark Winkelman, the owner of Winkelman Consulting, moderated all groups.
- On average, about 70% of the participants recruited for focus groups actually show up for their group. The participants for this study consisted of the following three populations in the Bismarck-Mandan area.
  - Traumatic Brain Injury (TBI) Individuals, Family Members & Guardians:
    - Wednesday, September 14 @ 5:30pm at HIT, Inc. Main Office (Mandan)
    - Of the 11 participants recruited, all 11 (100.0%) showed for the discussion
  - Parents of Youth (ages 14 to 24) in contact sports<sup>1</sup> & the General Public:
    - Thursday, September 15 @ 5:30pm at Radisson Hotel (Bismarck)
    - Of the 14 participants recruited, 8 (57.1%) showed for the discussion
  - Coaches of contact sports, Teachers & Youth (ages 14 to 24) in contact sports<sup>1</sup>:
    - Thursday, September 15 @ 7:30pm at Radisson Hotel (Bismarck)<sup>2</sup>
    - Of the 15 participants recruited, all 15 (100.0%) showed for the discussion

### Warm-up: Measure awareness of brain injury issues

- One goal of the statewide brain injury ad campaign is to educate the target audiences about facts and inaccurate myths related to concussions and traumatic brain injuries. The relatively large number of participants who incorrectly indicated whether some fact and/or myth statements were true or false (based on participants' responses on Handout "A") emphasizes the importance of this goal. In the chart below, the incorrect answers are shown in **bold** text.

	True	False
Children are more likely than adults to make a full recovery from brain injury. <i>(False)</i>	<b>23</b>	10
Most recoveries for brain injury show steady improvement up until 2 years when recovery is complete. <i>(False)</i>	<b>12</b>	22
Males who are 14 to 24 years old are at the greatest risk of suffering a brain injury. <i>(True)</i>	21	<b>12</b>
Brain Injury is a leading cause of disability in the United States. <i>(True)</i>	24	<b>10</b>
Most brain injuries occur among children, adolescents, young adults, and people over the age of 75. <i>(True)</i>	27	<b>6</b>
More than 13,000 North Dakotans are currently living with a long term disability from a brain injury. <i>(True)</i>	29	<b>4</b>
Brain injury only occurs when someone is knocked out. <i>(False)</i>	<b>1</b>	32
Everyone recovers quickly from a concussion. <i>(False)</i>	<b>0</b>	33

<sup>1</sup> Contact sports include football, soccer, hockey and wrestling.

<sup>2</sup> Participants of the Parent and General Public group were contacted at random by telephone, while a referral process was used to recruit participants for the Coach, Teacher and Student-Athlete group. Therefore, we assume that participants in the Coach, Teacher and Student-Athlete group may be somewhat more likely to have an interest in and/or experience with concussions/brain injuries.

- It was surprising to see the number of participants in all three groups who reported having had or knowing people who have experienced concussions or brain injuries.

**Assess reaction to and acceptance of three proposed logo designs, and determine awareness of the national "Heads Up" effort**



- When looking at initial reaction to each logo (based on participants' individual responses on Handout "B"), we see that Logo "Y" had the largest number of participants "strongly agree" with every statement.

	Logo "X" (thought bubble, brain)	Logo "Y" (head as "O" in Noggin)	Logo "Z" (artistic brain as "O" in Noggin)
<b>Strongly Agree</b>			
This logo design grabs my attention.	7	16	13
The words in this logo design were easy to read.	24	16	13
This logo design is unique.	10	20	13
This logo design clearly communicates it has something to do with heads or brains.	9	18	7
This logo design seems like it's about something important.	4	10	6
I would recognize this logo design if I saw it again in a few days.	15	20	7
This logo design is a good introduction to the subject of brain injury and makes me want to know more.	6	13	9

- The initial impressions of Logo "X" (thought bubble/brain) and Logo "Y" (head as "O" in Noggin) were generally positive or neutral, while the initial impression on Logo "Z" (artistic brain as "O" in Noggin) was generally neutral or negative.

Logo	Positive	Neutral	Negative
"X" (thought bubble/brain)	19	12	2
"Y" (head as "O" in Noggin)	20	13	1
"Z" (artistic brain as "O" in Noggin)	8	16	11

**Note:** When using the "show of hands" voting method, it was not uncommon for some participants of the TBI Individuals, Family Members & Guardians group to either abstain from voting or vote twice. Therefore, not all votes totaled to exactly thirty-four (34).



- When asked which one logo they feel would be the best/worst logo to use in the statewide brain injury advertising campaign (*before seeing the ads*), the overall preference is strongest for Logo "Y" (*head as "O" in Noggin*) and weakest for Logo "Z" (*artistic brain as "O" in Noggin*).

	<b>Logo "X"</b> ( <i>thought bubble, brain</i> )	<b>Logo "Y"</b> ( <i>head as "O" in Noggin</i> )	<b>Logo "Z"</b> ( <i>artistic brain as "O" in Noggin</i> )
Best	8	20	5
Worst	7	3	23
Net Difference	+1	+17	-18

**Note:** When using the "show of hands" voting method, it was not uncommon for some participants of the TBI Individuals, Family Members & Guardians group to either abstain from voting or vote twice. Therefore, not all votes totaled to exactly thirty-four (34).

- When asked which one logo they feel fits the best/worst with the three ads (*after seeing and discussing the ads*), the overall preference is again strongest for Logo "Y" (*head as "O" in Noggin*) and weakest for Logo "X" (*thought bubble, brain*).

	<b>Logo "X"</b> ( <i>thought bubble, brain</i> )	<b>Logo "Y"</b> ( <i>head as "O" in Noggin</i> )	<b>Logo "Z"</b> ( <i>artistic brain as "O" in Noggin</i> )
Fits Best	0	20	12
Fits Worst	17	5	9
Net Difference	-17	+15	+3

**Note:** When using the "show of hands" voting method, it was not uncommon for some participants of the TBI Individuals, Family Members & Guardians group to either abstain from voting or vote twice. Therefore, not all votes totaled to exactly thirty-four (34).

- After indicating their impressions of each logo design, participants were then asked (1) what words, thoughts, feelings, or images come to mind when they look at each logo design and (2) what they like the most or the least about each logo design. The following charts summarize the most frequent and/or noteworthy comments made by participants.

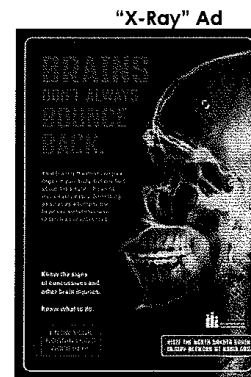
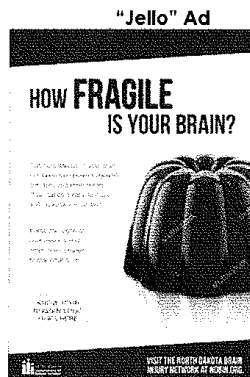
<b>Positive/Like Most</b>		
<b>Logo "X"</b> ( <i>thought bubble/brain</i> )	<b>Logo "Y"</b> ( <i>head as "O" in noggin</i> )	<b>Logo "Z"</b> ( <i>artistic brain as "O" in noggin</i> )
<ul style="list-style-type: none"> <li>• Font</li> <li>• Easy to read</li> <li>• Assume it is a brain because of the text</li> <li>• Grabs my attention more, catchy</li> <li>• Cartoonish look appeals to younger target market</li> </ul>	<ul style="list-style-type: none"> <li>• Focus on the brain right away, know it's a brain, know it's about head/brain without reading</li> <li>• Very appealing, makes you want to learn more</li> <li>• Font used for "noggin", like the two different fonts, not a plain font</li> <li>• Looks like a head with a brain; shows the brain and the head, ties everything together, picture and text work together; makes sense</li> <li>• Uses the head as the "O" and still readable</li> </ul>	<ul style="list-style-type: none"> <li>• Dual colors in brain; the two-color hemispheres is appealing</li> <li>• Brain as "O" makes sense, is artistic</li> <li>• Bold type shows it is serious</li> <li>• Font clear, easy to read</li> <li>• Would make a cool t-shirt to wear as support, modern, younger</li> </ul>

Negative/Like Least		
Logo "X" <i>(thought bubble/brain)</i>	Logo "Y" <i>(head as "O" in noggin)</i>	Logo "Z" <i>(artistic brain as "O" in noggin)</i>
<ul style="list-style-type: none"> <li>• Looks like a conversation, thought bubble</li> <li>• Looks like car exhaust, gas bubble, cloud</li> <li>• I wouldn't know it was a brain without the text</li> <li>• Looks like a comic strip, cartoonish</li> <li>• Noggin is derogatory no matter which logo it's in – a brain is a brain</li> <li>• Don't like the brain on its own, disconnected</li> <li>• Noggin is old man slang, kids won't understand it</li> <li>• Looks less important, confusing...but it's a serious topic, not serious, not important</li> </ul>	<ul style="list-style-type: none"> <li>• More texture so it looks like a real brain pattern, the "+" or stars make the head look empty, elementary, childish, confusing; needs a more realistic brain</li> <li>• The person looks confused</li> <li>• The word "Noggin" is hard to read</li> <li>• The head has no hair, implies it's a male</li> </ul>	<ul style="list-style-type: none"> <li>• Psych or dot test, ink blot</li> <li>• Doesn't look like a brain, brain hard to make out, confusing at first, hard to read</li> <li>• Boring, Font is uneventful, too straight</li> <li>• GGIN stands out – like the booze</li> </ul>

- When looking at initial reaction to the "Heads Up" logo (based on participants' individual responses on Handout "C"), we see that a minor number of participants have seen the logo before, are familiar with the program, know what the program means, and feel the "Heads Up" logos use in "Know Your Noggin" ads or materials would make them more credible or recognizable.

	Strongly Agree
I have seen this logo before.	4
I am familiar with the "Heads Up" program.	1
When I see this logo, I am aware of what the "Heads Up" program means.	7
"Know Your Noggin" ads and materials would be more credible and recognizable if the "Heads Up" logo was also included.	9

Assess reaction to and acceptance of three proposed advertisement designs



When looking at initial reaction to each ad (based on participants' individual responses on Handout "D"), we see that the "X-Ray" Ad had the largest number of participants "strongly agree" with every statement.

Strongly Agree	"Smart Phone" Ad	"Jello" Ad	"X-Ray" Ad
This ad design grabs my attention.	16	11	23
The words in this ad design were easy to read.	15	16	20
This ad design is unique.	12	12	19
This ad design clearly communicates it has something to do with heads or brains.	13	10	28
This ad design seems like it's about something important.	15	4	25
I would recognize this ad design if I saw it again in a few days.	14	11	21
This ad design is a good introduction to the subject of brain injury and makes me want to know more.	11	6	21

The initial impressions of the "X-Ray" Ad were highly positive, the "Smart Phone" Ad were generally positive or neutral, and the "Jello" Ad were generally neutral or negative.

Ad	Positive	Neutral	Negative
"Smart Phone"	15	12	4
"Jello"	3	18	11
"X-Ray"	27	4	1

Note: When using the "show of hands" voting method, it was not uncommon for some participants of the TBI Individuals, Family Members & Guardians group to either abstain from voting or vote twice. Therefore, not all votes totaled to exactly thirty-four (34).

After indicating their impressions of each ad design, participants were then asked (1) what words, thoughts, feelings, or images come to mind when they look at each ad design and (2) what they like the most or the least about each ad design. The following charts summarize the most frequent and/or noteworthy comments made by participants.

Positive/Like Most		
"Smart Phone" Ad	"Jello" Ad	"X-Ray" Ad
<ul style="list-style-type: none"> <li>• Good analogy, relatable for younger audience, can relate</li> <li>• Text makes you think it is easy to drop your phone and easy to bump your head so it could happen to you</li> <li>• Don't text and drive</li> <li>• Links to brain</li> <li>• Font/colors easy to read</li> <li>• Web address stands out</li> </ul>	<ul style="list-style-type: none"> <li>• Heading stands out, the red word "Fragile" and red Jello</li> <li>• Food analogies are OK with me, I've heard the brain/Jello comparison before</li> <li>• Brain is delicate</li> <li>• Makes you ask/think about the heading question</li> </ul>	<ul style="list-style-type: none"> <li>• Red shows pain, injury, damage, alert, problem</li> <li>• Picture grabs your attention, text makes you want to know more</li> <li>• Font, color, contrast, colors catch attention; The bold/red word "Brains" stands out first</li> <li>• Shows the brain, real skull/brain gets message across better</li> <li>• Certain TBIs never heal</li> <li>• Like the x-ray; You can't see the damage, need to be tested to prove it; May not leave a mark on the outside, but does inside</li> <li>• "Brain" is first/early in the text</li> <li>• Powerful, serious</li> <li>• Gender neutral</li> </ul>

Negative/Like Least		
"Smart Phone" Ad	"Jello" Ad	"X-Ray" Ad
<ul style="list-style-type: none"> <li>• Good message if you read all of it, I stop reading after the first line/need to make point in first line</li> <li>• Don't connect phone with the brain, looks like phone ad</li> <li>• Focuses too much on the phone (not on the head), implies the phone is more important</li> <li>• Phones are over advertised, would ignore, seen too many ads like this</li> <li>• Font (at top) is hard to read, font must stand out more</li> </ul>	<ul style="list-style-type: none"> <li>• Made mouth water, made me hungry, think of food, food ad</li> <li>• Body font is too small</li> <li>• Jello isn't important/valuable so not alarming, not serious</li> <li>• "Fragile" needs to be bigger, different color</li> <li>• Jello isn't fragile, bounces back into shape after you push it</li> <li>• I don't like Jello</li> <li>• Don't equate food to the brain (what state of butter – frozen or melted?), wrong consistency for a brain</li> <li>• Too much text to read</li> <li>• Old fashioned, do people still make Jello?</li> </ul>	<ul style="list-style-type: none"> <li>• Ad for a horror flick</li> <li>• Body text too small</li> <li>• Web address doesn't stand out</li> </ul>

**Closing: Determine what else people need to know about head injuries**

- Participants were asked to review the ad campaign goals and objectives in Handout "E", and then indicate what images and information they think should be included in the statewide brain injury advertising campaign if we want to accomplish the goals and objectives of the three "message parts". The following chart summarizes the most frequent and/or noteworthy comments made by participants.

<p><b>Message Part #1</b> Help people recognize, respond to, and minimize the risk of concussion or other serious brain injury</p>	<p><b>Message Part #2</b> Increase the ability of North Dakotans' to recognize symptoms of brain injury and increase awareness of who to contact for resources and services</p>	<p><b>Message Part #3</b> Improve societal acceptance of brain injury ("an invisible disability")</p>
<ul style="list-style-type: none"> <li>Prevention isn't just about sports, also skateboarding, biking, four-wheelers, horses, steps, etc. . happens in life – not just sports</li> <li>Remove stigma of soccer helmet use, show research (if it exists) on how it helps</li> <li>Good/better helmets/head protection at all levels, especially for intro/youth sports</li> <li>DUIs result in more brain injuries</li> <li>It's real, happens often, it can happen to anyone, even gifted athletes</li> <li>You lose everything, I lost my license, my ability to play basketball, my girlfriend</li> <li>Don't hide it (athletes don't want to miss, feel have a duty to the team), Educate on how long out of your sport, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Know the signs/symptoms/concussion protocol, the ads say nothing about the symptoms – what are they?</li> <li>Where do you go if you have symptoms? What do you do if you have them?</li> <li>Focus on long-term effects</li> <li>Invisible injuries that are very serious</li> <li>Show people with brain injury, use testimonials                             <ul style="list-style-type: none"> <li>A trainer: know how to deal with it</li> <li>Protocol</li> <li>Symptoms, those often missed</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Educate employers, therapists, physicians, psychiatrists about TBI and those with brain injuries</li> <li>Better understanding of those with brain injuries, how they change: I'm still a person, and stronger in some ways; Be nicer to, more patient with, understanding of me</li> <li>Life-changing; Impacts the rest of your life, cognition is <u>not</u> going to get better; Long time in hospital/a coma, then not sure where to go when you get out; Educate on long-term impacts; Affects what you can do the rest of your life</li> <li>How many long-term effects are there, what are they?</li> <li>Need family support groups; roles of family members change</li> <li>I can't get the message out, I can't drive, transit is not good</li> <li>Need public policy messages, need to support invisible disabilities too; Money for brain injury is lumped into money for all disabilities</li> <li>Don't hide it (athletes don't want to miss, feel have a duty to the team)</li> </ul>

### Other thoughts and suggestions

- Even though testing the "Know Your Noggin" tag line was not a purpose of each discussion group, a number of participants commented on the tag line at various points during the discussion groups. One of the TBI individual, family member & guardian participants reported they **strongly disliked** the word "Noggin" (with agreement from another) – often raising their dislike throughout the discussion. In contrast, several others seemed to like the tag line and felt it (or a derivation of it) should actually be used as the web address.

Most conversation related to "Noggin" related to whether or not everyone would know what the word means. As stated earlier in this report, the popularity of **Logo "Y"** results, in part, from the feelings that the use of the **head/brain as the "O" in Noggin** "explains what it is", makes you "focus on the brain right away", makes you "know it's a brain" or "know it's about the head/brain without reading", "looks like a head with a brain" or "shows the brain and the head", and "ties everything together" or the "picture and text work together" so everything "makes sense."

One TBI individual, family member & guardian participant did like the heading in the "X-Ray" Ad so much, that she felt "Brains don't always Bounce Back" would be a good tag line (or work well as a secondary tag line).

- Throughout the discussion, many participants made suggestions and/or asked questions that seemed noteworthy. The major challenge will be to make sure both the logo, ads, and materials treat brain injury as a serious matter and the logo, ads, and materials clearly communicate that they are about concussions and/or brain injuries. In doing so, participants' comments and suggestions may be helpful in enhancing the effectiveness of logo, message, graphics, and tag line(s) you decide to use in the campaign.

Based on my professional interpretation of the focus group participants' opinions, comments, and reactions:

#### **Logos:**

- Logo "Y" (head/brain as "O" in Noggin) was the strongest logo overall, and I recommend that it be utilized in the campaign after reviewing the participants' comments and suggestions that could enhance the logo
- Logo "Z" (artistic brain as "O" in Noggin) showed modest strength overall, and I feel that it could be salvaged for the campaign only if stakeholders insist this logo be used and changes are made to enhance the logo based on the participants' comments and suggestions
- Logo "X" (thought bubble, brain) was the weakest logo overall, I recommend that it be eliminated from consideration

#### **Ads:**

- The "X-Ray" Ad was the strongest ad overall, and I recommend that it be utilized in the campaign after reviewing the participants' comments and suggestions that could enhance the ad
- The "Smart Phone" Ad showed good strength overall, and I feel that it could be utilized in the campaign if changes are made to enhance the ad based on the participants' comments and suggestions to more quickly enable the audience to understand the ad is about brains – not cell phones
- The "Jello" Ad was the weakest ad overall, but I feel that a similar ad could be created for the campaign if changes are made to enhance the ad based on the participants' comments and suggestions to emphasize the importance of the message (and the brain)