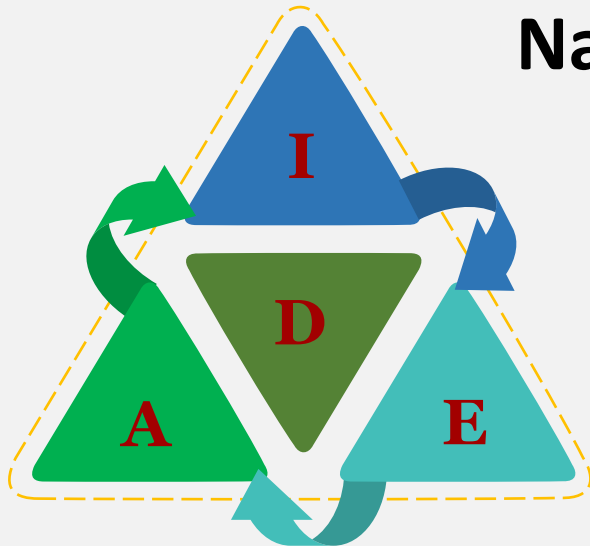


# The **IDEA Model** Framework for Effective Communication in Challenging Times

National Council of State Boards of Nursing  
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# Today's Journey

## **Part I:**

The IDEA Model

## **Part II:**

Learning Simulations & the 3 C's

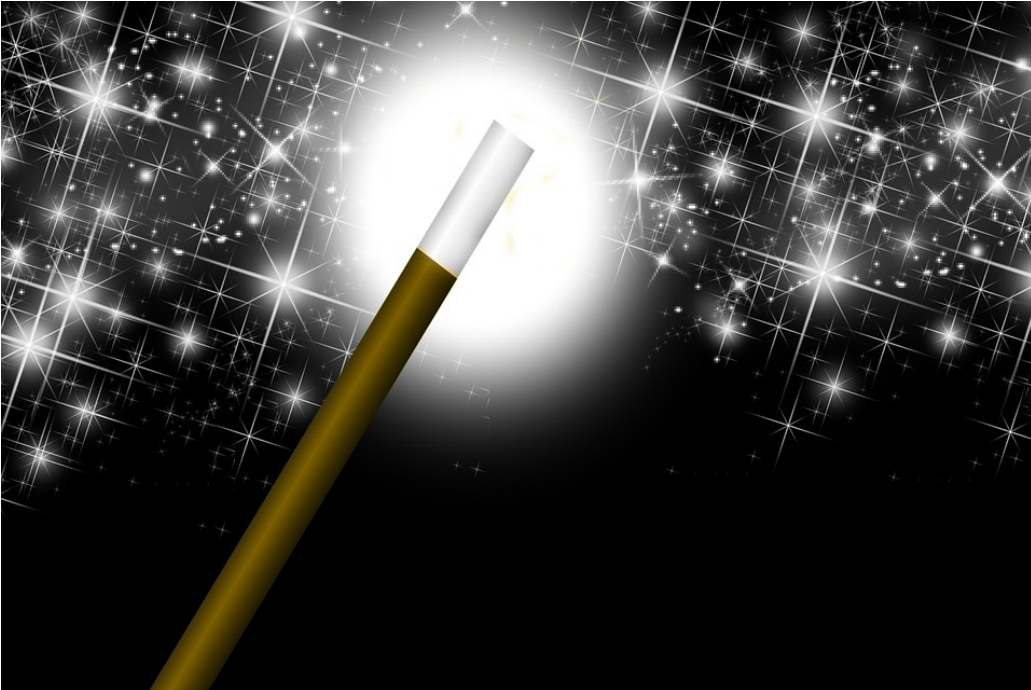
## **Part III:**

The Big Finish: Applying the Model



# Part I: The IDEA Model

What our Students Think



Our Reality



# Collaboration & Support

- Vietnam



- Egypt



- Senegal



- Indonesia



- Sweden



- Hong Kong



- Columbia



- China



- Germany



- Canada



- Denmark



# Collaboration & Support



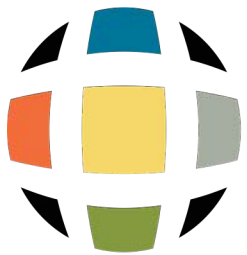
World Health  
Organization



*SC/EC*  
an NSF + USGS center



# Consistent Goal: Protecting the Public(s)



# NCSBN

Leading Regulatory Excellence

National Council of State Boards of Nursing (NCSBN) is an independent, not-for-profit organization through which nursing regulatory bodies act and counsel together on matters of common interest and concern affecting public health, safety and welfare, including the development of nursing licensure examinations.

# Effective Risk Communication is Instructional



# Theoretically Grounded

Experiential Learning Theory (Dewey, 1938)

Exemplification Theory (Zillman, 1996)

Immediacy Theory (Mehrabian, 1966)

Convergence Theory (Perelman & Olbrechts-Tyteca, 1969)

Dialogue (Freire, 1970)

Communities of Practice (Lave & Wenger, 1991)



# Outcome Measures

## Affective Learning

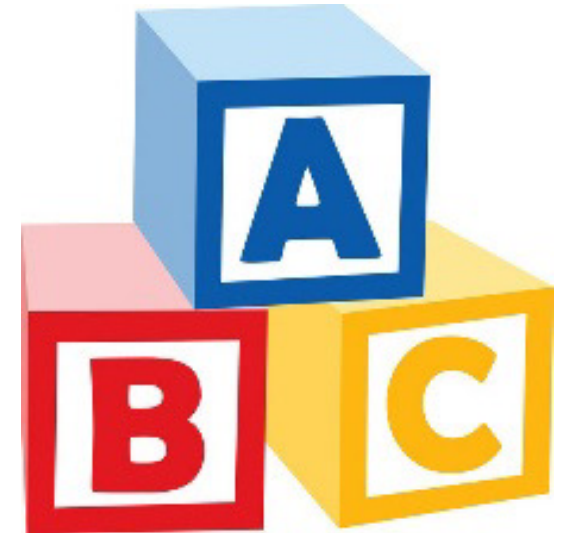
- Perceived Relevance/Value/Utility

## Behavioral Learning

- Performance

## Cognitive Learning

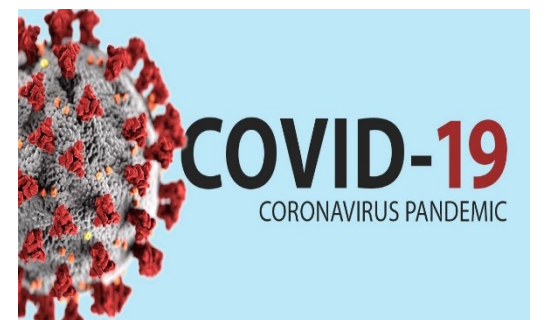
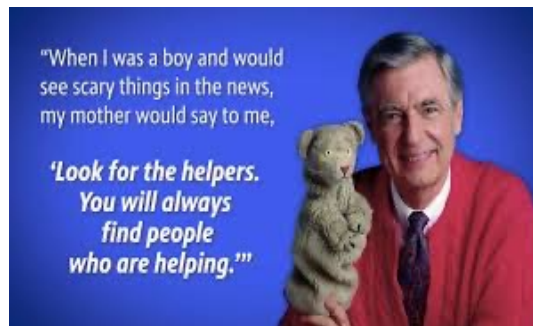
- Comprehension



# Rigorous Data-Driven Empirical Research

(diverse types & populations)

1. Robust Case Study Analyses
2. Content Analyses (Traditional & Social Media)
3. Surveys
4. Interviews & Focus Groups
5. Experiments



# IDEA Model

- ✓ **I**nternalization
- ✓ **D**istribution
- ✓ **E**xplanation
- ✓ **A**ction

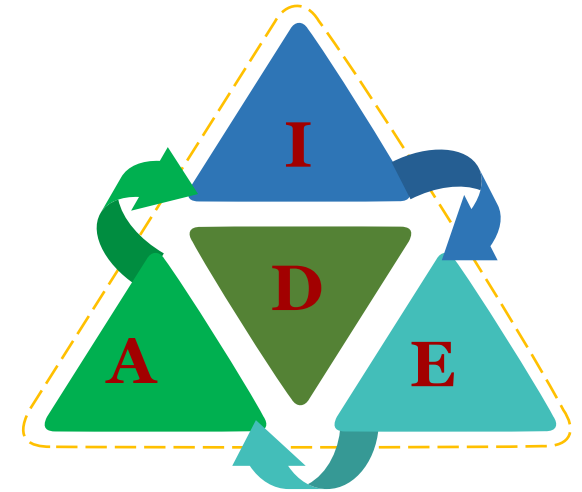


Sellnow, D. D., & Sellnow, T. L. The IDEA model of effective instructional risk and crisis communication by emergency managers and other key spokespersons. *Journal of Emergency Management*.

Sellnow, D., & Sellnow, T. (2014). Risk communication: Instructional principles. In T. Thompson (Ed.), *Encyclopedia of Health Communication*. (Vol. 17, pp. 1181-1184).

Sellnow, T., & Sellnow, D. (2013, July). The role of instructional risk messages in communicating about food safety. *Food Insight: Current Topics in Food Safety and Nutrition*, International Food Information Council, p. 3. ([www.foodinsight.org](http://www.foodinsight.org))

# IDEA Model Components



#1.

**Internalization:**

*Am I (receivers) or those I care about affected and **HOW?***

#2.

**Distribution:**

**WHICH** communication channel(s) & source(s) will best reach target populations?

#3.

**Explanation:**

**WHAT** is happening and **WHY?**

**WHAT** is being done about it & by whom?

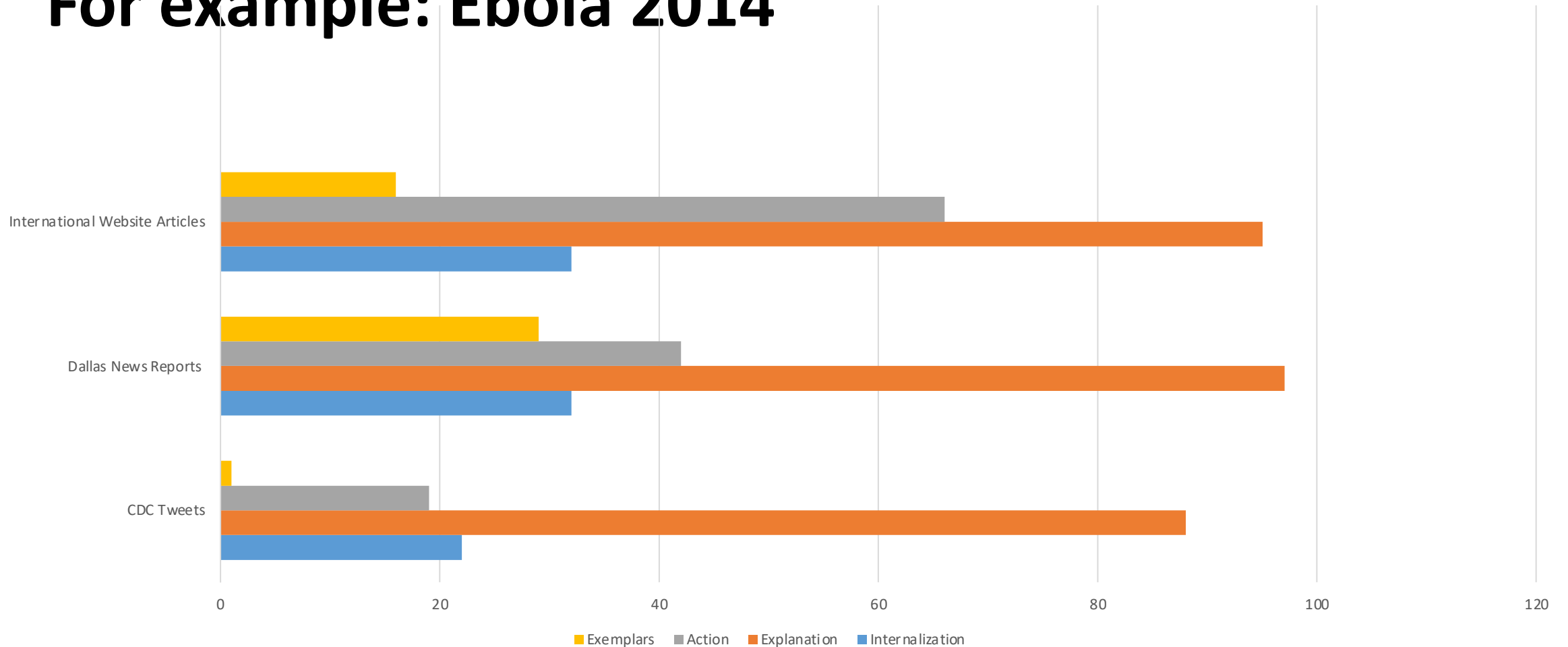
**WHEN and HOW OFTEN** will we (receivers) be updated?

#4.

**Action:**

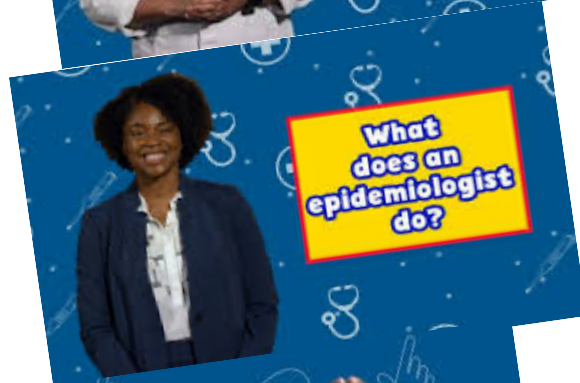
**WHAT to DO (OR NOT DO)** for safety & well-being (me/receivers & those I care about)?

# For example: Ebola 2014



Sellnow-Richmond, D. D., George, A., & Sellnow, D. D. (2018). An IDEA model analysis of instructional risk communication messages in the time of Ebola. *Journal of International Crisis and Risk Communication Research*.

# COVID-19: “Meet the Helpers” Public TV



# Part II: Conflict, Capacity, Compression

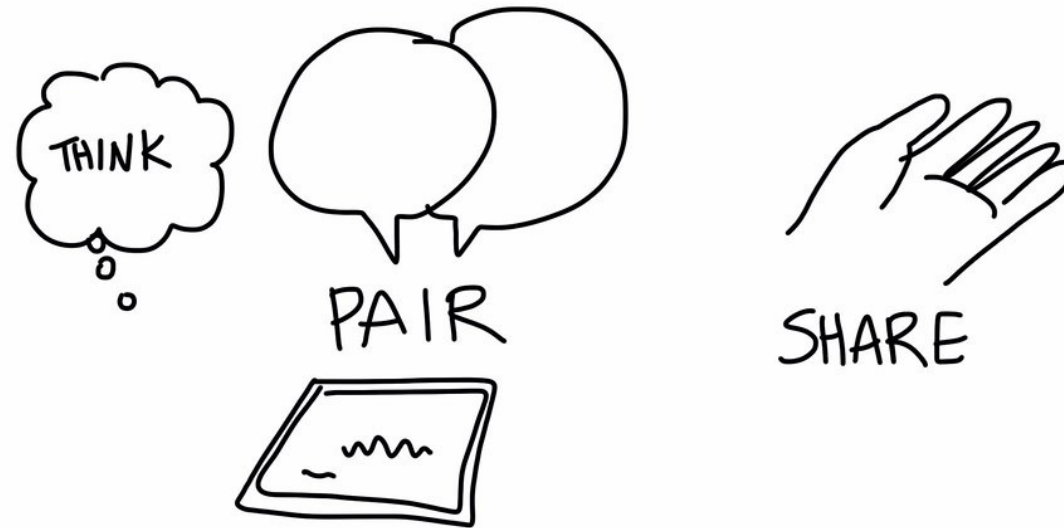


# Reflections through IDEA Colored Glasses



"We do not learn  
from experience . . .  
we learn from reflecting  
on experience."  
- John Dewey

# Your Examples



# Conflict



# Capacity



# Compression



# Part III: The Big Finish



# Create an IDEA Model Response to the Following Scenario



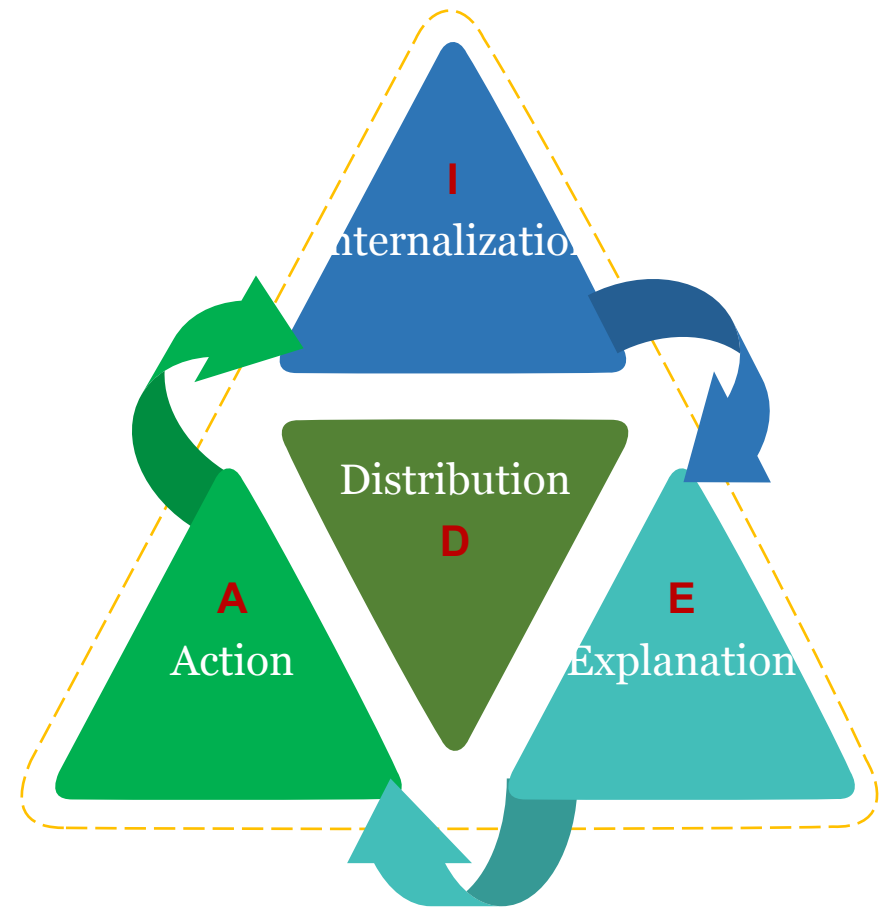
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# The Scenario

You are in a non-compact state. Your governor has been convinced by some large hospitals the state's nursing shortage is due to the "overly-stringent" requirements your board has in place for nursing licensure. The governor is asking you to "ease up a bit." Several nursing education programs in the state are troubled by trends they are seeing in other states where the quality of nursing is deteriorating. They're telling you to keep the requirements in place. Major media outlets in the state are reporting stories on both cases of nursing errors and on patients who believe their care has suffered because of a shortage of nurses caused by a slow and overly-meticulous licensing process in the state. These media outlets have also broadcast the remarks of a highly visible state legislator who claims nursing licensure is a socialist conspiracy.

# Let's do it!

1. Prepare a message that includes **internalization, explanation, and action.**
2. Identify what communication channel(s) you will use to **distribute** the message.
3. Your message should account for multiple audiences:
  - The Governor
  - The Hospitals
  - The Nursing Education Programs
  - The Media
4. Select one member to share your message with the group.



# Wrapping Up

- **Internalization (relevance & impact)**  
Build trust, Listen empathically, Value community norms, values, constraints
- **Distribution (multiple channels & sources)**  
Manage competing narratives (mis-, dis-, mal-information)
- **Explanation (accurate & intelligible)**  
Be transparent, Co-construct meaning
- **Action (specific & receiver-oriented)**  
Efficacy (preparation & response)

