

## Five Common Barriers to Adoption and Writing Strategies to Overcome Them

1. Credibility
  - Manage reputation
  - Use external experts/endorsements
  - Employ multiple message senders
  - Establish credentials/identity
  - Access local opinion leaders
2. Perceived costs exceed benefits
  - Acknowledge costs
  - Highlight benefits
  - Provide examples/visualization of benefits
  - Argue that benefits exceed costs
3. Level of ego involvement
  - Acknowledge personal involvement
  - Acknowledge difficulty of change
  - Highlight the potential for a more satisfying self-concept
  - Use personal narratives and feature stories to show success
4. Perceived inability to comply
  - Build self confidence
    - Provide reassuring statements/feedback
    - Remind audience of benefits
    - Highlight satisfaction of personal achievement
  - Put perceived difficulty into perspective
5. Pre-existing understandings/lay theories
  - Lay Theories
    - Stable
    - Perhaps obdurate
    - Used to generate explanations, descriptions, and predictions
    - May or may not conform to orthodox scientific interpretations
  - Transformative explanations
    - State the counterproductive lay theory
    - Acknowledge apparent plausibility
    - Demonstrate its inadequacy
    - Convey orthodox understanding
    - Establish greater adequacy of orthodox understanding