

Communications Team

401 Fifth Avenue South, Suite 1300
Seattle, WA 98104-1818

206-296-4600 Fax 206-296-0166
TTY Relay: 711

www.kingcounty.gov/health

Do Trust and Credibility Influence Opt In?

Overview: To explore the significance of source credibility on an individual's desire to opt in to a text messaging program, we partnered with Entre Hermanos, a nonprofit organization that works to improve the health of the Latino community, on a text messaging program to send health and emergency preparedness messages.

Method/Participants: We developed two near identical postcards to recruit participants to opt in to the program. One postcard presented the information from Public Health – Seattle & King County and the other from Entre Hermanos. We promoted the postcards simultaneously and through the same delivery channels, recruiting 51 participants into the program.

Results: The source of the postcard did not have a significant effect on opt in rate.

Recommendations: The results of this small scale study suggest that the content of messages may influence opt in decision more than the source of messages. Research suggests that individuals are more likely to opt in to programs with targeted, customized content. Marketing efforts should emphasize that text messages are relevant and timely to the individual.

