

COMSTRAT 561

Washington State University

Hazardous Home Products
Anthony M Jennings
Washington State University
July 26, 2019

The screenshot shows a Facebook group page for "Hazardous Home Products". The page header includes the group name, a search bar, and navigation options like "Home" and "Create". The main content area features a post titled "The Pro Dad Newsletter" with a large image of a man and a "Hazardous Home Products" logo. The left sidebar contains group navigation options such as "About", "Discussion", and "Members".

Hazardous Home Products
Public group

Interacting as The Pro Dad

About
Discussion
Members
Photos
Moderate Group
Group Quality

Search this group

The Pro Dad Newsletter

"More than 300 treated in the U.S. and two die as poisoning, according to the Centers for Disease Control and Prevention from ingesting household products like household supplies." Council on...

Hazardous Home Products

Joined ▾ ✓ Notifications ↗ Share ... More

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COMSTRAT 561 - WRITING ONE (MESSAGE FACTORS)

FACEBOOK POST: [HTTPS://WWW.FACEBOOK.COM/GROUPS/HAZARDOUSHOMEPRODUCTS/PERMALINK/573351946524611/](https://www.facebook.com/groups/HAZARDOUSHOMEPRODUCTS/PERMALINK/573351946524611/)

WORDPRESS: [HTTPS://THE-PRO-DAD.COM/COMSTRAT-561-WRITING-ONE-MESSAGE-FACTORS/](https://the-pro-dad.com/comstrat-561-writing-one-message-factors/)

AUTHOR: ANTHONY M JENNINGS (THE-PRO-DAD.COM)

COMSTRAT 561 – Writing One (Message Factors)

Posted on July 24, 2019 by The_Pro_Dad

[COMSTRAT 561 – Writing One \(Message Factors\) – The Pro Dad Newsletter](#)

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“More than 300 children are treated in the U.S. every day, and two die as a result of poisoning, according to the Centers for Disease Control and Prevention. This is largely from ingesting personal care products, like cosmetics or household cleaning supplies.” (National Safety Council, n.d.)



Storing toxic household products in a closet, basement, or garage isn't enough. Precautions must be taken to remove unnecessary chemicals and hazardous home products. Everyday items such as detergent pods for dishwashers are colorful and attractive to young children. Dangerous home products often resemble toys, candy, or other children's products. Poison Control reports over 9,000 incidents of children under the age of 5 ingesting, inhaling or being exposed through the skin or eye contact to a single-load pod (laundry) in 2019. (National Safety Council, n.d.)

Button batteries or lithium batteries (coin shape) are silver and often power children's electronics or toys. Coin batteries can cause death if placed in the nose, ears, or swallowed. The U.S. reports 3,500 cases of people (all ages) swallowing lithium batteries. If taken or stuck in the body, an electrical current can form, causing fatal outcomes. For example, if the battery is caught in the esophagus, a chemical reaction can cause tissue burns leading to death. (National Safety Council, n.d.)

<https://the-pro-dad.com/two-children-die-daily/>

COMSTRAT 561 - WRITING ONE (MESSAGE FACTORS, TEXT CONVERSION)

“More than 300 children are treated in the U.S. every day, and two die as a result of poisoning, according to the Centers for Disease Control and Prevention. This is largely from ingesting personal care products, like cosmetics or household cleaning supplies.” (National Safety Council, n.d.)

Storing toxic household products in a closet, basement, or garage isn't enough. Precautions must be taken to remove unnecessary chemicals and hazardous home products. Everyday items such as detergent pods for dishwashers are colorful and attractive to young children. Dangerous home products often resemble toys, candy, or other children's products. Poison Control reports over 9,000 incidents of children under the age of 5 ingesting, inhaling or being exposed through the skin or eye contact to a single-load pod (laundry) in 2019. (National Safety Council, n.d.)

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The Health Resources & Services Administration confirm that according to Bronstein et al. (2009), more than 90% of the time, poisonings happen in people's homes. A majority of incidents are reported to occur in bedrooms, bathrooms, and kitchens. It is critical that children never put anything in their mouths, or touch for that matter, any product without a review from a parent or guardian. If an incident occurs, please contact the Poison Help Line at 1-800-222-1222 immediately. The HRSA provides the following:

Hazard	HRSA Recommendation (Health Resources & Services Administration, n.d.)
Carbon monoxide (CO)	Have a working carbon monoxide detector in your home. The best places for a CO detector are near bedrooms and close to furnaces.
Household products	<ul style="list-style-type: none"> Keep all household cleaners and potentially poisonous substances in locked cabinets or out of the reach of children. Keep products in their original containers. Do not use food containers (such as cups or bottles) to store household cleaners and other chemicals or products. Keep all laundry products locked up, high, and out of the reach of children.
Chemicals	<ul style="list-style-type: none"> Keep all chemicals and potentially poisonous substances in locked cabinets or out of the reach of children. Keep antifreeze and all chemicals and household products in their original containers. Never mix household or chemical products together. Doing so can create a dangerous gas.
Back to school and art supplies	<ul style="list-style-type: none"> Some art products are mixtures of chemicals. They can be dangerous if not used correctly. Make sure children use art products safely by reading and following directions. Do not eat or drink while using art products. Wash skin after contact with art products. Clean equipment. Wipe tables, desks, and counters. Keep art products in their original containers.
Food	<ul style="list-style-type: none"> Wash hands and counters before preparing all food. Store food at the proper temperatures. Refrigerated foods should not be left out at temperatures above 40 degrees F (5 degrees C). Use clean utensils for cooking and serving.

The Health Resources & Services Administration recommends:

“Keep all chemicals, household cleaners, medicines, and potentially poisonous substances in locked cabinets or out of the reach of children”

"Keep children where you can see them at all times, even when you go to answer the door or telephone. Never leave young children alone"

"Safety latches on drawers or cabinets, and child-resistant caps on bottles help keep poisons out of the hands of children"

"Never carry something that can be poisonous, such as a medicine, in a purse where children may find it"

(Health Resources & Services Administration, n.d)

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Health Resources & Services Administration (n.d). Prevention Tips. Retrieved from <https://poisonhelp.hrsa.gov/what-you-can-do/prevention-tips>

WRITING 1 EXPLANATION

COMSTRAT 561 - Writing One (Message Factors) Overview

Advocating for education and removal of hazardous home products, The Pro Dad released "The Pro Dad Newsletter" in July of 2019 via Facebook and Wordpress at the-pro-dad.com. The following document discusses the written post as it relates to persuasion tactics and concepts studied in COMSTRAT561 at Washington State University. Persuasion concepts include Fear Appeal, Self Agency, and Social Influences. The post titled "Writing One" was released on Facebook and Wordpress so that consumers can engage and view on multiple platforms. The increase in accessibility should resonate in overall persuasiveness. Course Reading from Fogg, Lee, and Marshall (2002) note, "Technology can change attitudes and behaviors-either by increasing a person's capability, by providing users with experience, or by leveraging the power of social relationships" (p.772)

Message Factors

O'keefe (2002) summarizes that what one individual may find worrisome or scary may only be mildly fearful to another. Extreme fear tactics are introduced throughout the semester Facebook campaign linking hazardous home products to terminal illnesses such as cancer. The factors of each message include a consistent message that neglect to remove hazardous home products will lead to adverse outcomes. Regardless of situational fear level between message receivers, the cost of ignoring hazardous home goods far exceeds the benefit.

Fear Appeal

"More than 300 children are treated in the U.S. every day, and two die as a result of poisoning..." (National Safety Council, n.d.)

"Fear appeals are persuasive message designed to frighten people into doing what the message recommends by depicting the terrible consequences." (Morales, et al., p.283) One example of a fear tactic displayed in this post is the use of the skull vector image (downloaded from Pixabay.com) over the school children depicts an idea of a negative outcome from Hazardous home products. The rationale behind this design with regards to persuasive influence is that if the images are graphic enough, they may create long-lasting memories. (O'keefe, 2002)

Self Agency

Sundar et al. (2012) mention, "individuals are more likely to be persuaded by or comply with a request if the communicator (influence agent) of the request is perceived as being similar. The heuristic or rule of thumb, suggesting that those who are similar to an influence target are probably right and know best. Thus, when heuristically processing, the influence target will change their attitudes to match a similar other if that is the most salient heuristic cue." (p. 303) Current author alias, The Pro Dad, will act as the influence agent to create a sense of similarity for all parents and adults. The salient heuristic is the education provided to influence and persuade the removal of hazardous home products.

Written Piece One, released under an advocacy page for The Pro Dad, is written in a newsletter format. The document covers common parental topics such as back to school and art supplies commonly used in early education that can be hazardous home goods. The Newsletter format is meant to visually display credibility through a professional layout mirroring a document a child may receive from the school. Adults and parents of children who attend educational institutions or daycare centers are often extremely aware of their children's happenings at school. The Newsletter is meant to persuade based on the idea that others are practicing cleaner and safer lifestyles for children. Thus, additional parties who begin take similar action are succumbing to social influences and persuasion.

Social Influences

According to Guadagno et al. with regards to, "social validation: If we see others doing it, we want to as well. The rapidity of communication by Internet and the ease of sending a message to many people from one person's Twitter, e-mail, or Facebook account has dramatically changed the landscape of the Internet." (p. 304) The Health Resources & Services Administration confirm that according to Bronstein et al. (2009), more than 90% of the time, poisonings happen in people's homes. A majority of incidents are reported to occur in bedrooms, bathrooms, and kitchens. By

sharing this information and other educational posts about the harmful effects of hazardous products, "Pro-Social Requests (that is, requests from institutions that might provide some benefit to the community at large." (p.227) Thus, further persuading the viewer that pro-social requests are something that benefits everyone. (O'keefe, 2002)

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- Fogg, B. J., Lee, E., & Marshall, J. (2002) Interactive technology and persuasion. In J. P. Dillard & M. Pfau (eds.), *The Persuasion Handbook: Developments in Theory and Practice* (pp. 99-116). Thousand Oaks, CA: Sage Publications. [eReserve]
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COMSTRAT 561 - WRITING TWO (ELM)

FACEBOOK POST: <HTTPS://WWW.FACEBOOK.COM/GROUPS/HAZARDOUSHOMEPRODUCTS/PERMALINK/573351946524611/>

WORDPRESS: <HTTPS://THE-PRO-DAD.COM/COMSTRAT-561-WRITING-TWO-ELM/>

AUTHOR: ANTHONY M JENNINGS (THE-PRO-DAD.COM)

COMSTRAT 561 – Writing Two (ELM)

Posted on July 24, 2019 by The_Pro_Dad

[Written-Piece-Two – Today's News](#)

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Anthony Jennings COMSTRAT 561 07/2019

TODAY'S NEWS

[The Pro Dad](#) | [the-pro-dad.com](#) | [instagram.com/the_pro_dad](#)

Advocating for the removal of Hazardous Home Products:

<https://www.facebook.com/groups/hazardoushomeproducts/>

The Pro Dad Advice:

- Look for products low in VOCs
- Always follow manufacturer instructions
- Tobacco smoke contains VOCs among other carcinogens.

“Keep out of the reach of children and pets.” - Environmental Protection Agency

Everyday household products can be hazardous and fatal if not used and disposed of based on manufactures directions. We clean our homes, thinking that we are keeping our kids safe by killing bacteria when these products often cause harm to ourselves. Ordinary cleaning products are found not only in the home but, in schools and workplaces as well. These everyday products carrying harmful chemicals include popular items such as soaps or grooming supplies.

What Are VOCs & Why Are They Bad?

“Volatile organic compounds – VOCs – are a group of chemicals that evaporate relatively easy to the air in room temperature. Over 900 chemicals belonging to this category have already been recognized, and they are the biggest pollutants of our indoor air.” (Heiskanen, 2017) Exposure to

Posted to [Facebook.com](#) on July 16, 2019



The Pro Dad

Published by Anthony Jennings [?] · July 16 at 8:57 PM

“Keep out of the reach of children and pets.” - Environmental Protection Agency

COMSTRAT 561 - WRITING TWO (ELM, TEXT CONVERSION)

“Keep out of the reach of children and pets.” - Environmental Protection Agency

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often cause harm to ourselves. Ordinary cleaning products are found not only in the home but, in schools and workplaces as well. These everyday products carrying harmful chemicals include popular items such as soaps or grooming supplies.

What Are VOCs & Why Are They Bad?

“Volatile organic compounds – VOCs – are a group of chemicals that evaporate relatively easy to the air in room temperature. Over 900 chemicals belonging to this category have already been recognized, and they are the biggest pollutants of our indoor air.” (Heiskanen, 2017) Exposure to VOCs in your home can be shared easily, often undetectable to humans, and potentially fatal. Harmful VOCs have a connection to multiple diseases, and high exposure has a link to cancer. (Heiskanen, 2017)

According to the American Lung Association, “Many cleaning supplies or household products can irritate the eyes or throat, or cause headaches and other health problems, including cancer.” Many products release what are known as VOCs, or volatile organic compounds. Volatile organic compounds are gases that emit into the air. The American Lung Association has provided a list below of familiar sources:

- Aerosol spray products, including health, beauty and cleaning products;
- Air fresheners
- Chlorine bleach
- Detergent and dishwashing liquid;
- Dry cleaning chemicals;
- Rug and upholstery
- Furniture and floor polish; and
- Oven cleaners

Indoor Sources:

Building Materials	Home & Personal Care	Activities
Paint, paint strippers	Cleaners and disinfectants	Tobacco smoke
Varnishes and finishes	Furniture	Dry-cleaned clothing
Caulks and sealants	Pesticides	Arts and crafts products: glues, permanent markers, etc.
Adhesives	Air Fresheners	Wood burning stoves
Flooring, carpet, pressed wood products	Cosmetics & deodorants	Office Printers and copiers
	Fuel oil, gasoline	

Outdoor Sources:

Gasoline

Disel emissions
Wood Burning
Oil and gas extraction and processing
Industrial emissions

Symptoms of breathing VOCs can cause irritation of the nose or throat, difficulty breathing, and can damage the central nervous system or cause cancer. As stated by the EPA on their website, "at present, not much is known about what health effects occur from the levels of organics usually found in homes." An alarming statement as the EPA (Environmental Protection Agency) cites the following health effects:

- eye, nose and throat irritation
- Headaches, loss of coordination and nausea
- Damage to liver, kidney and central nervous system
- Some organics can cause cancer in animals, some are suspected or known to cause cancer in humans.

The EPA provides recommendations to reduce exposure. Recommendations include increasing ventilation when using VOC emitting products and make sure you have plenty of fresh air. Throw away unused or little-used containers safely and never mix household care products unless directed to on the manufacturer's label. Another suggestion is to use integrated pest management techniques to avoid the need for pesticides.

Many publications promoting safe use and disposal of VOC emitting products discuss the importance of following label instructions carefully. Products often have labels or warnings intended to teach a user how to limit exposure risk. As mentioned, opening windows to provide increased air from outside is always a good idea.

-END-

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WRITING 2 PERSUASION EXPLANATION

Writing 2 Persuasion Explanation Overview

Written Piece Two titled "Today's News" was released on Facebook on July 2019. This written post utilizes multiple visual queues, in conjunction with text, attempting to persuade younger audiences and mature developed adults. The following essay discusses the post as it relates to course material from COMSTRAT 561 at Washington State University. This essay discusses the elaboration likelihood model (ELM) and persuasion as a process. "Under high elaboration likelihood, the attractive source might actually serve as a persuasive argument for the merit of the message." (Dillard & Pfau, 2002, p.161)

ELM Theory and Critical Thinking

According to Booth-Butterfield and Welbourne, ELM consists of two main segments; central processes, and peripheral processes. Thus, "a person who processes a persuasive message via the central route is likely to evaluate and think critically about the arguments contained in the message." (p. 156) In an attempt to appeal to both fully cognitive adults, as well, as children, this posts utilizes a playful layout and vivid colors to attract those using peripheral processes. (Dillard & Pfau, 2002)

Central route processing produces attitude change based on careful evaluation of the arguments contained within a message, whereas persuasion via the peripheral route is associated with less thoughtful processing, such as a reliance on cues or heuristics that are unrelated to the actual merits of the message." For example the image of school pencils and the early grade school template layout should invite those utilizing peripheral queues to ignore the fear appeal (e.g, "Over 900 chemicals belonging to this category have already been recognized, and they are the biggest pollutants of our indoor air.") and share the document based on visual attractiveness. (Dillard & Pfau, 2002)

Persuasion as a Process

This advocacy group uses messaging order to persuade consumers over-time. For example, this post is one of many at [Facebook.com/hazardoushomeproducts/](https://www.facebook.com/hazardoushomeproducts/) that share the potentially fatal outcomes of ignoring the advocacy message. One-time persuasion would assume that this post has enough influence to force behavioral change. An adult with the cognitive ability to question persuasion tactics may not change behavior directly from one written post. Over-time by re-introducing credible sources such as the Environmental Protection Agency and American Lung Association, consumers will begin to understand the effects of purchasing and maintaining hazardous home products.

As stated in the written piece, according to the American Lung Association, "Many cleaning supplies or household products can irritate the eyes or throat, or cause headaches and other health problems, including cancer." This message, for a cognitively developed adult, should influence their decisions to remove hazardous products from their home, or at the very least begin to start contemplating safer & less toxic consumer goods.

References:

Booth-Butterfield, S. & Welbourne, J. (2002). The elaboration likelihood model: Its Impact on persuasion theory and research (pp. 155-173). In J. P. Dillard & M. Pfau (eds.), *The Persuasion Handbook: Developments in Theory and Practice*. Thousand Oaks, CA: SAGE Publications. [eReserve]

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COMSTRAT 561 - WRITING THREE (SOURCE FACTORS)

FACEBOOK POST: [HTTPS://WWW.FACEBOOK.COM/GROUPS/HAZARDOUSHOMEPRODUCTS/PERMALINK/573351946524611/](https://www.facebook.com/groups/HAZARDOUSHOMEPRODUCTS/PERMALINK/573351946524611/)

COMSTRAT 561 – Writing Three (Source Factors)

Posted on July 24, 2019 by The_Pro_Dad



The Pro Dad shared a link.
Published by Anthony Jennings [?] · July 19 at 11:57 PM

New Blog Post - Are Plants Hazardous?
<https://the-pro-dad.com/are-plants-hazardous/>



THE-PRO-DAD.COM
Are Plants Hazardous?
facebook.com/hazardoushomeproducts Overview The facebook...

WORDPRESS: [HTTPS://THE-PRO-DAD.COM/COMSTRAT-561-WRITING-TWO-ELM/](https://the-pro-dad.com/comstrat-561-writing-two-elm/)

AUTHOR: ANTHONY M JENNINGS (THE-PRO-DAD.COM)

COMSTRAT 561 - WRITING THREE (SOURCE FACTORS, TEXT CONVERSION)

COMSTRAT 561 - Writing Three (Source Factors) Overview

The facebook campaign located at www.facebook.com/groups/hazardoushomeproducts, advocates for the education and removal of hazardous home products. Deadly chemicals and toxins can hide in consumer products within every room of your home. What many parents and homeowners do not realize is that fatalities can result from mishandling or misunderstanding several home product categories from house plants to over-the-counter medications. Follow The Pro Dad as we continue to research and investigate the potentially fatal effects of items in your home.

House Plants?

Yes, House Plants...

As humans, we breathe thousands of liters of air per day, and plants can help clean the air. Plants are beautiful, adding lovely color to your home, but we need to ensure our children thrive in a home free of toxic, hazardous chemicals. When a child eats specific plants, the effects can be fatal. Take the proper precaution and move plants and other dangerous home items out from the available reach of children.

Putting plants in your home is very common, and several plant options are available for sale (home products). But plants can be fatal to kids and pets. Certain types of Iris, Daffodil, Ivey, and Lilys can be poisonous if eaten. Plants often contain toxins or dangerous chemicals as protection from humans, insects, or animals. Keep plants out of reach of your children! Not only are houseplants potentially deadly, but in this article, we will discuss several other home items that can lead to fatal outcomes. (Mattern et al., 2017)

Extension cords

As reported by the CDC (Centers for Disease Control and Prevention), Extension cords are responsible for 3,300 residential fires each year. The cause of fires in the home is often due to overloading your electrical systems. The Pro Dad Recommends: Only use extension cords for a limited time, and make sure to keep your children away from operating extension cords. (Centers for Disease Control and Prevention, n.d.)

Electric Blankets

The US National Library of Medicine (National Institutes of Health), provide insight regarding heatstroke caused by misuse of electric blankets. Heatstroke, the most severe threat caused by electric blankets. One fatal example is, "a 13-year-old girl who was found dead in bed on an electric blanket, with rectal temperature at 41 degrees C (105.8 degrees F)." (Zhou et al., 2006)

Lint/Dryers

Remember to clean lint out of your dryer after each use, failure to clean the dryer is the leading cause of home clothes dryer fires. According to the U.S. Fire Administration, failing to clean lint is responsible for 2,900 annual dryer fires each year, \$35 million in property loss, 100 injuries, and five deaths per year.

The U.S. Fire Administration provide the following safety tips:

- If a clothes dryer has a loose or damaged filter, DO NOT USE
- Be cautious to no overload a dryer
- Be careful not to dry any materials containing rubber, plastic, or foam
- DO NOT attempt to dry fiber glass materials.
- DO NOT attempt to place any flammable items (e.g. alcohol, gasoline, cooking oils)
- If you leave the home, DO NOT leave the clothes dryer running.
- (U.S. Fire Administration, n.d.)

Midol:

Not simply Midol, but according to the CLD (Clinical Liver Disease, any medication with APAP (acetaminophen) including Vicks, Mucinex, Tylenol, Pamprin, Excedrin, or Robitussin. The CLD notes, "APAP is also a dose-dependent hepatotoxin that is present in over 600 marketed products and can cause acute pericentral liver injury when taken in doses exceeding 6 to 10 grams/day. APAP overdose is the most common cause of drug-induced liver injury in the United States..." (Khurram, 2014)

The Pro Dad recommends: Keep medicines stored securely away from children and pets.

Toothpaste:

Most toothpaste manufacturers will place a warning on the label. Ingesting too much toothpaste, according to MedlinePlus, can lead to intestinal blockage. The following symptoms may occur if an individual swallows a large amount of toothpaste containing fluoride: convulsions, Drooling, Heart attack, Slow heart rate, Tremors, Vomiting, and overall weakness. If you or a child ingest too much, contact 911 or the Poison Help hotline (1-800-222-1222) from anywhere in the domestic U.S. (MedlinePlus, n.d.)

What NEXT?

Stay tuned for more insight from The Pro Dad. In our next post, we will investigate everyday household items such as Air Conditioners, Your Flat-Screen TV, Magnets, Your Snow Blower, Storage Chests, and even your Christmas Tree. This Facebook page advocates for the education and removal of hazardous home products, please feel free to share, comment, or request research on a specific household product.

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Centers for Disease Control and Prevention. (n.d.) Healthy Housing Reference Manual. Retrieved from <https://www.cdc.gov/nceh/publications/books/housing/cha11.htm>

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COMSTRAT 561 - WRITING THREE EXPLANATION

COMSTRAT 561 - Writing Three explanation Overview

Throughout Summer 2019 at Washington State University, several persuasive pieces were written and posted advocating for the education and removal of hazardous home products. Course requirements for COMSTRAT 561 include three written assignments (minimum 500 words). The following essay discusses the contents of the Written Post Three and describes concepts and tactics of persuasion. The complete article is available on The_Pro_Dad blog at <https://the-pro-dad.com/are-plants-hazardous/>.

Source Factors

The similarity to the receiver, power, credibility, and the persuader's physical attractiveness are some factors that can affect the persuasiveness of a message. The intention of utilizing The_Pro_Dad (the-pro-dad.com, instagram.com/theprodad) social media persona as the blog author, is to display long-term credibility as a professional and parent to enhance message credibility with the receiver.

The Dimensions of Credibility

"Are Plants Hazardous" is the third written post for the 2019 summer semester. Enticing viewers to remain interested in the advocacy group, communicator credibility is essential.

According to O'Keefe (2002), "Credibility (or, more carefully expressed, perceived credibility) consists of the judgments made by a perceiver (e.g., a message recipient) concerning the believability of a communicator." (p. 181) By posting this article on Facebook and Wordpress as The_Pro_Dad, consumers get a chance to engage and interact with multiple websites and social media platforms, thus increasing communicator credibility. As O'Keefe notes, The_Pro_Dad and associated posts are attempting to portray the "The expertise dimension." (O'keefe, 2002, p.182)

Knowledge and Reporting Bias

Fear appeals and scare tactics are frequent through the advocacy campaign. Attempting to avoid what is known as "communicator bias," several new hazardous product categories are introduced to the blog and Facebook campaign page. O'keefe (2002) summarizes knowledge bias as concept that, "refers to a recipient's belief that a communicator's knowledge about external reality is non veridical." (p.183) In other words, the communicator is not truthful in their claims. Quoting credible sources such as the Centers for Disease Control and Prevention should ease credibility concerns.

O'keefe (2002) notes reporting bias as a concept, that "refers to the belief that a communicator's willingness to convey an accurate version of external reality is compromised." (p.183) Consistent campaign messaging, under the alias The_Pro_Dad, in conjunction with extensive secondary research, is meant to persuade viewers that the campaign willingness to provide accurate externally valid information is truthful and honest.

Conclusion

One goal of this ongoing facebook campaign page is to offer safe alternatives to everyday household products. Subjective belief is that parents would ideally prefer a clean toxic-free home. With a toddler at home and another child on the way, campaign insight segregated in a specific industry. Thus, this campaign investigates Harmful Household products from several categories from cleaning and beauty supply to plants. The blog title "Are Plants Dangerous" is meant to draw attention as the post also covers potentially hazardous items such as Extension cords, Electric Blankets, Lint/Dryers, Toothpaste, and even Midol.

References:

Booth-Butterfield, S. & Welbourne, J. (2002). The elaboration likelihood model: Its impact on persuasion theory and research (pp. 155-173). In J. P. Dillard & M. Pfau (eds.), *The Persuasion Handbook: Developments in Theory and Practice*. Thousand Oaks, CA: SAGE Publications. [eReserve]

O'Keefe, D. J. (2002). Source Factors. *Persuasion: Theory & Research* (2nd ed., pp. 181-213). Thousand Oaks, CA: Sage Publications. [eReserve] -To access this eReserve reading, please see the directions and password in the Course Information page in the course map

Te'eni-Harari, T., Lampert, S. I., & Lehman-Wilzig, S. (2007). Information processing of advertising among young people: The elaboration likelihood model as applied to youth. *Journal of Advertising Research*, 47(3), 326-340.

WEEK 5

THE-PRO-DAD.COM/WEEK-5-COMSTRAT-561/

Waste Management

Posted on June 24, 2019 by The_Pro_Dad

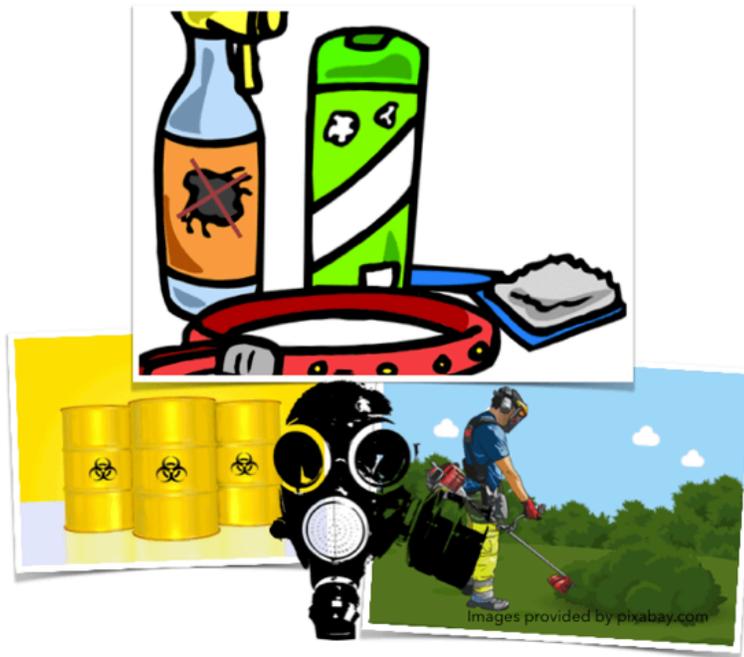
[Author: Anthony Jennings](#)
[Washington State University](#)
[Comstrat 561, Article 1](#)
[EPA Facebook Article](#)

Download

1

Waste Management

Classification & Regulations



WEEK 5 TEXT CONVERSION

WASTE MANAGEMENT

[facebook.com/groups/hazardoushomeproducts](https://www.facebook.com/groups/hazardoushomeproducts)

Overview

The Facebook campaign, <https://www.facebook.com/groups/hazardoushomeproducts> aims to inform consumers of potentially hazardous home products and how to properly dispose of harmful materials. Our Facebook community is open to all who wish to make this world a safer and healthier place for future generations. Follow along as we analyze publications discussing the deadly effects of common household products and debate safer alternatives.

To understand how to make your home a safer place for your children, we need to understand our options and how regulations affect the health and safety of our families. The following release attempts to provide oversight of current waste management regulations and areas for improvement. Stay tuned as we introduce articles and summaries covering specific home products proven deadly. Educate yourself on the negligent effects of mishandling hazardous waste and rid of fatal chemicals from your home immediately.

Introduction to Waste Management

Understanding how your state handles waste management is key to determining areas for improvement with regards to health and safety. Due to current processes, certain harmful chemicals may be improperly disposed of contaminating vital commodities such as land and water. Before we dive into individual hazardous household products, we need to establish an understanding products the environmental protection agency titles universal waste.

As stated by the Environmental Protection Agency, "universal waste regulations can vary between states and states can add different types of wastes" For example, you will notice New Mexico, South Dakota, and South Carolina do not currently have check marks indicating regulations regarding battery, pesticide, mercury-containing equipment, or lamp disposal. Without proper oversight and regulations who is guiding consumers on appropriate waste disposal and safety precautions? The federal universal waste regulations, as found in Title 40 of the Code of Federal Regulations (CFR) in part 273 and apply to four categories: Batteries, Pesticides, Mercury-Containing Equipment, and Lamps. (EPA, n.d.)

Batteries

As a home-owner, batteries are a necessary evil. Understanding how to properly store and dispose of batteries is essential for the health and safety of future generations. According to the EPA, the classification of a battery is as follows:

“40 CFR section 273.9 defines a battery as a device consisting of one or more electrically connected electrochemical cells which are designed to receive, store, and deliver electric energy. An electrochemical cell is a system consisting of an anode, cathode, and an electrolyte, plus such connections (electrical and mechanical) as may be needed to allow the cell to deliver or receive electrical energy. The term battery also includes an intact, unbroken battery from which the electrolyte has been removed.” (EPA, n.d.)

Pesticide

Maintaining the exterior of your home and keeping pests away is difficult. Utilizing pesticides is often an efficient way to keep pests away from specific areas. With the convenient benefits of pesticides comes the potentially fatal effects if not appropriately stored, used as designed, and disposed of correctly. The EPA defines a pesticide as, “any substance or mixture of substances intended for preventing, destroying, repelling, or mitigating any pest, or intended for use as a plant regulator, defoliant, or desiccant, with the exception of any that is (a) a new animal drug under FFDCA section 201(w), or (b) an animal drug that has been determined by regulation of the Secretary of Health and Human Services not to be a new animal drug, or (c) an animal feed under FFDCA section 201(x) that bears or contains any substances described by either (a) or (b).” According to 40 CFR part 273.9 (EPA, n.d.)

Mercury-containing equipment

The EPA categorizes Mercury-containing equipment as potentially hazardous. According to the EPA, “40 CFR part 273.9 defines mercury-containing equipment as a device or part of a device (including thermostats, but excluding batteries and lamps) that contains elemental mercury integral to its function. (EPA, n.d.)

Products That May Contain Mercury:

Thermometers	Old latex paint (pre-1990)
Thermostats	Some oil-based paints
Blood-pressure cuffs	Old alkaline batteries (pre-1996)
Barometers	Old light-up tennis shoes (pre-1997 LA gear)
Fluorescent and high-intensity discharge lamps	Chemistry Sets
Mercurochrome	Old fungicides for seeds and turf
Auto switches	Dental amalgam
Float switches	Some imported jewelry (glass ampules with silver liquid)
Button-cell batteries	Weight/counterweight in grandfather clocks

(Public Health And Solutions, n.d)

Lamps

The EPA website describes the category lamps as, "40 CFR part 273.9 defines a lamp as the bulb or tube portion of an electric lighting device. A lamp is specifically designed to produce radiant energy most often in the ultraviolet, visible, and infra-red regions of the electromagnetic spectrum. Examples of common universal waste electric lamps include, but are not limited to, fluorescent, high intensity discharge, neon, mercury vapor, high pressure sodium, and metal halide lamps. (EPA, n.d.)

Recommendations

One site that is assisting with recycling and disposal efforts is <https://www.call2recycle.org/>. Call2Recycle helps battery and product manufacturers fulfill recycling requirements in the U.S. as regulations become more common. The top 10 recycling states based on the weight of batteries collected as a function of state population are VT, DE, GA, MN, CA, IL, TN, NH, PA, WA. (Call 2 Recycle, n.d.)

Look around your home and determine if any of these harmful products (tables available on blog) require immediate attention or disposal. The Environmental Protection Agency provides a list of materials that states regulate as universal waste. To establish products that could potentially be harmful to our health and safety, we need to determine what materials have already been proven to be considered waste. (EPA, n.d.)

Materials Classified as Universal Waste in Some States	Corresponding State
Aerosol Cans	California, Colorado
Antifreeze	Louisiana, New Hampshire
Ballasts	Maine, Maryland, Vermont
Barometers	New Hampshire, Rhode Island
Cathode Ray Tubes (CRTs)	Maine, New Hampshire, Rhode Island
Electronics	Arkansas, California, Colorado, Connecticut, Louisiana, Michigan, Nebraska, New Jersey
Oil-Based Finishes	New Jersey
Paint and Paint-Related Wastes	Texas
Hazardous Waste Pharmaceuticals	Florida, Michigan

The Pro Dad update:

Stay tuned for more content as we continue to research common household products requiring attention and removal.

-END-

Week 5 Requirement Explained

Posted on [July 22, 2019](#) by [The_Pro_Dad](#)



The Pro Dad shared a link.

Published by Anthony Jennings [?] · June 24 at 8:57 PM

This Facebook campaign aims to inform consumers of potentially hazardous home products and how to properly dispose of harmful materials. Our Facebook community is open to all who wish to make this world a safer and healthier place for future generations. Follow along as we analyze publications discussing the deadly effects of everyday household products and debate safer alternatives.

To understand how to make your home a safer place for your children, we need to understand our...

[See More](#)

Paint and Paint-Related Wastes	Texas
Hazardous Waste Pharmaceuticals	Florida, Michigan

The Pro Dad update:

Stay tuned for more content as we continue to research common household products requiring attention and removal.



THE-PRO-DAD.COM

Waste Management

Posted to [Facebook.com](#) on June 24, 2019

Week 5 Requirement Overview

The week five requirement in COMSTRAT561 requests that we display a persuasion post that exemplifies how message structure, message content, or the order in which a request is made influences message persuasiveness (See O'Keefe, 2002, pp. 215-240). To meet requirements secondary research was performed and the following essay will discuss the persuasion tactics involved.

Message Factors

"What one person finds extremely fearful may be only mildly worrisome to another person. Still, in general, stronger fear appeal contents do arouse greater fear." (O'keefe, p.225) According to O'keefe "It may be that receivers' initial skepticism about consumer advertising leads receivers to expect that advertisers will provide a one-sided depiction of the advertised product-and thus when an advertisement freely acknowledges (and does not refute) opposing considerations, the advertiser's credibility is enhanced" (p. 221)

As a new parent of a two-year-old with the expectation of another daughter arriving this fall, future childhood growth and development relies on subject matter education. To learn about the topic and persuade others to follow suit and remove harmful products from their homes, the facebook group, www.facebook.com/groups/hazardoushomeproducts, will be the home for article posts and product summaries. The homepage will also be accessible through a hyperlink at the-pro-dad.com. According to O'keefe (2002), "persuasive messages have some point-some opinion or belief that the communicator hopes the audience will accept" (p.215)

The internet, saturated with articles and content attempting to change consumer behaviors, presents challenges in attracting the attention of consumers. In an attempt to gain credibility, the decision was made to publish content under an alias, The Pro Dad ([Instagram.com/the_pro_dad](https://www.instagram.com/the_pro_dad)). A blatant attempt to establish relevancy to any adult, parent, or homeowner is present. This ongoing campaign will analyze research to persuade digital media users (Facebook) to remove hazardous products from their homes.

This persuasion piece posted by The Pro Dad covers broad categories of Waste Management including an Introduction to Waste Management featuring: Batteries, Pesticide, Mercury-containing equipment & Lamps. By establishing a starting point for our campaign, the opportunity is available to delve into sub-categories that will eventually lead to the analysis of individual consumer products. A goal for this campaign is to continue research and post updated material upon the conclusion of the semester at Washington State University. This project will remain active and a part of an ongoing resume. As O'keefe (2002) mentions, "...the message introduced a pro-social request, that is, requests from institutions that might provide some benefit to the community at large." (p.227)

A fear appeal is often present in posting in an attempt to persuade consumers to become educated, take action, and ultimately change behaviors. The pro-social approach and genuine interest in keeping fellow Homo sapiens and our children safe is the primary goal of this campaign. "Fear appeals are persuasive message designed to frighten people into doing what the message recommends by depicting the terrible consequences." (Morales, et al., p.283) By displaying the limited categories currently regulated by the EPA (Environmental Protection Agency), I hope to apply an appropriate level of fright so that consumers take an interest in the campaign and hopefully take action to remove harmful products from their homes immediately.

References:

- Morales, A.C., Wu, E.C., & Fitzsimons, G.J. (2012). How disgust enhances the effectiveness of fear appeals. *Journal of Marketing Research*, 49(3): 383-393.
- O'Keefe, D. J. (2002). Message Factors. *Persuasion: Theory & Research* (2nd ed., pp. 215-240). Thousand Oaks, CA: Sage Publications. [eReserve]

WEEK 6

THE-PRO-DAD.COM/WEEK-6-COMSTRAT-561/

Harmful Household Products

Posted on July 1, 2019 by The_Pro_Dad

[The Pro Dad: Harmful Household Products](#) [Download](#)

Follow along @ <https://www.facebook.com/groups/hazardoushomeproducts>

Harmful Household Products

2

Harmful Household Products

The Pro Dad's previous article release titled, Waste Management (image below), discusses current processes regarding the Environmental Protection Agency's (EPA) categorization of waste into four categories: batteries, pesticides, mercury-containing equipment, and lamps. In this article, we will analyze secondary research to determine more common everyday household items that may require your immediate attention.



Proper waste management and disposal of harmful items are critical to protecting the safety and health of your family at home. To provide accurate and credible information, The Pro Dad provides research from only established publications and owned media while attempting to verify credibility through content analysis of multiple publications. As this is a community page, we welcome any insight through posts and comments.

What potentially harmful products can be found around the house?

Cleveland Clinic has determined that potentially dangerous chemicals can be found, "in every room of your home." Terrible to think about, we've provided a summary of items below that require your attention. The following list is a broad categorical summary of products commonly located in the garage, laundry room, kitchen, bathroom, living room, and backyard.

Be aware that dozens of brands in 2019 now produce "all-natural" or "organic" solutions in an attempt to persuade consumers that their product is tested and safe. In later articles, we will investigate known brands and the disastrous effects that have known to occur from ownership and use of the product.

The Cleveland Clinic website notes, "Keep in mind that most household cleaning products and pesticides are reasonably safe when used as directed, and that the level of toxicity of a product is dependent on the dose of the product used (never use more than the amount listed on the label) and the length of exposure to the product." The following list provides categorical listings by common home location. (Cleveland Clinic, n.d.) (images from pixabay.com)



WEEK 6 TEXT CONVERSION

The Pro Dad's previous article release titled, Waste Management (image below), discusses current processes regarding the Environmental Protection Agency's (EPA) categorization of waste into four categories: batteries, pesticides, mercury-containing equipment, and lamps. In this article, we will analyze secondary research to determine more common everyday household items that may require your immediate attention.

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The Cleveland Clinic website notes, "Keep in mind that most household cleaning products and pesticides are reasonably safe when used as directed, and that the level of toxicity of a product is dependent on the dose of the product used (never use more than the amount listed on the label) and the length of exposure to the product." The following list provides categorical listings by common home location. (Cleveland Clinic, n.d.)

The Garage:

Antifreeze
Motor oil
Latex paint
Oil-based paint
Batteries
Windshield washer fluid

The Laundry Room:

Laundry detergents
All-purpose cleaners
Bleach
Pet flea and tick treatments
Insecticides

The Kitchen:

Dishwashing detergents
Oven cleaners
Antibacterial cleaner
Window and glass cleaner
Bait traps for ants, cockroaches, crickets and other insects

In the bathroom:

Toilet bowl cleaners
Mold and mildew removers
Drain cleaners

In the living room:

Rug, carpet, upholstery cleaners
Furniture polish
Air fresheners
Household foggers

In the bedroom:

Mothballs

In the backyard:

Swimming pool chloride tablets
Algicides for the pool
Insect repellents
Weed killers
Baits for rodent control

The Pro Dad Recommends:

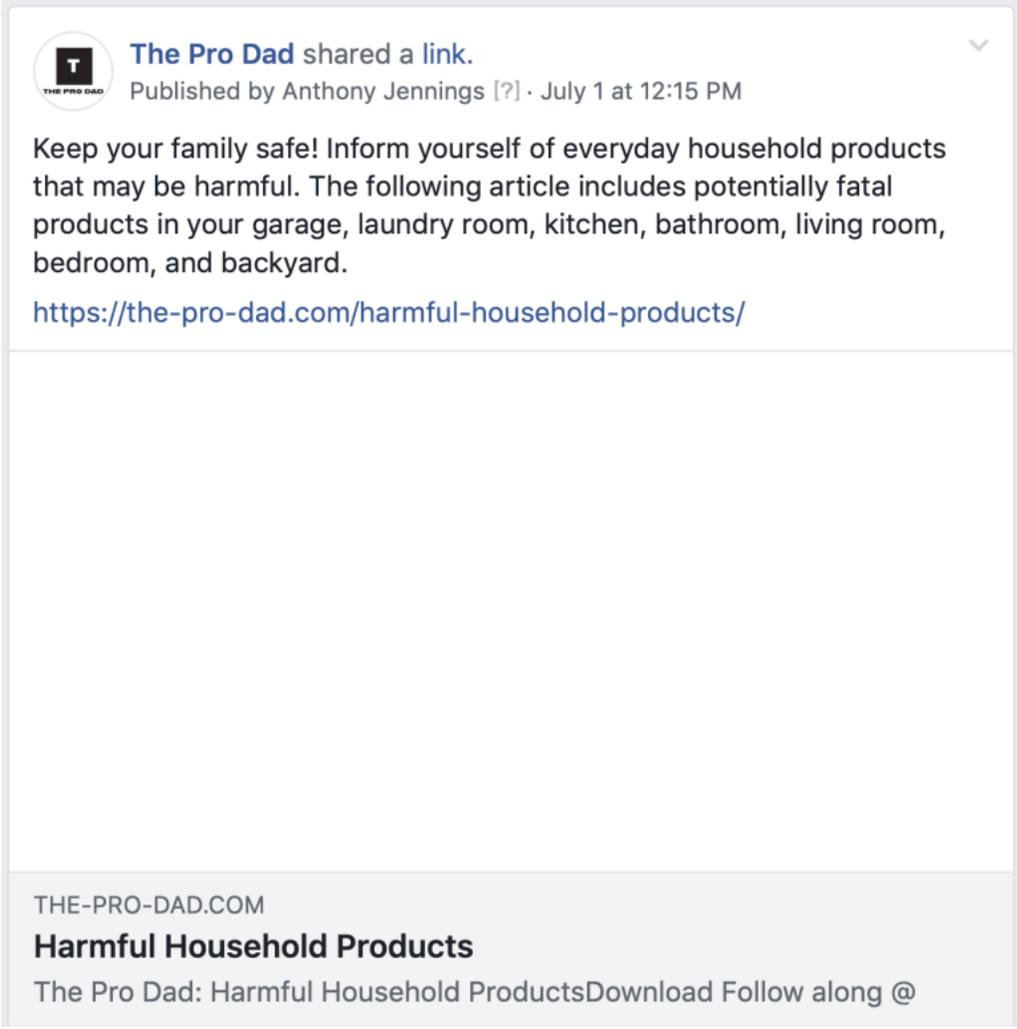
Follow along as we dig further into which individual consumer products fit into the provided dangerous product categories listed above and why. Be aware: not all products are the same, and a substantial market exists for “organic” or “all natural” household products. The Pro Dad and our established Facebook group, <https://www.facebook.com/groups/hazardoushomeproducts/>, will decipher which products are harmful, potentially fatal, or just a bad option, while providing possible solutions and alternative options. As a parent, it is critical to inform yourself which consumer products should be allowed in the home. As this is a community board, we welcome insight and comments from friends looking to create a healthier and safer environment for future generations.

References:

Household Chemical Products and Their Health Risk. (n.d.) retrieved from <https://my.clevelandclinic.org/health/articles/11397-household-chemical-products-and-their-health-risk>

Week 6 Requirement Explained

Posted on [July 22, 2019](#) by [The_Pro_Dad](#)



The screenshot shows a Facebook post from 'The Pro Dad'. The post header includes the profile picture (a black square with a white 'T' and 'THE PRO DAD' text below it), the name 'The Pro Dad', and the text 'shared a link.' followed by a dropdown arrow. Below this, it says 'Published by Anthony Jennings [?] · July 1 at 12:15 PM'. The main text of the post reads: 'Keep your family safe! Inform yourself of everyday household products that may be harmful. The following article includes potentially fatal products in your garage, laundry room, kitchen, bathroom, living room, bedroom, and backyard.' Below the text is a blue hyperlink: <https://the-pro-dad.com/harmful-household-products/>. At the bottom of the post, there is a grey bar containing the text 'THE-PRO-DAD.COM', the title 'Harmful Household Products', and the text 'The Pro Dad: Harmful Household ProductsDownload Follow along @'.

Posted to [Facebook.com](#) on July 1, 2019

Week 6 Overview

This week's campaign requirement involves the concept of Inoculation as described by O'keefe (2002) in his publication titled, *Persuasion: theory & research*. O'keefe (2002) mentions, "It's all very well to persuade someone to one's point of view-but once persuaded, the person may be exposed to counter persuasion, that is, persuasive messages advocating some opposing viewpoint." The following essay will discuss persuasion tactics involved in the Facebook post titled "Harmful Household Products." This post is available for view and download at <https://the-pro-dad.com/harmful-household-products/>. Credible references in the post include reputable organizations such as the EPA (Environmental

Protection Agency). The blog post was shared to the Hazardous Home Product facebook campaign at [facebook.com/hazardoushomeproducts](https://www.facebook.com/hazardoushomeproducts) and meets the COMSTRAT Week six requirements as discussed below.

Inoculation

O'keefe (2002) mentions, "The question that naturally arises is how receivers might be made resistant to such persuasive efforts. The previous Week 5 – COMSTRAT 561 titled "Waste Management" (<https://the-pro-dad.com/waste-management/>) post discusses the broad categories of waste management according to the EPA (Environmental Protection Agency) as Batteries, Pesticide, Mercury-containing equipment & Lamps. Starting with the most general possible description of hazardous removal or management sets up this article to begin exploring Harmful home products. O'keefe (2002) mentions that inoculation treatment is meant to expose persons to a small dose. The objectives of The Pro Dad posts for week 5 & 6 are expected to introduce the concepts of hazardous materials and waste management slowly. The ultimate goal is to advocate for the education and removal of dangerous home products.

Primacy Recency

O'Keefe Notes, "Some persuasion contexts involve a debate like setting, in which two communicators defend different sides of a given issue. A simplified debate setting-in which each communicator gives only one message (with no rebuttals or follow-up messages)-has been the focus of substantial research aimed at addressing the question of whether there is any advantage associated with either speaking position." The campaign platform, Facebook, provides two way conversation availability but, my message is only one-way. Below each post a user has the option to comment, like, share an ultimately debate my position. O'keefe later mentions, "There is some indication, however, that primacy effects are more likely to be found within interesting, controversial, and familiar topics." The topic of hazardous home products may be too far in its infancy to be considered a familiar topic to the average consumer thus, allowing for greater potential influence over attitude and behaviors.

Refusal of Skills Training

"Inoculation and warning attempt to create resistance to persuasion by hardening the initial attitude..." (O'keefe, 2012, p.252) The consistent posts should increase perceived credibility and harden initial attitudes as welcoming the advocacy for education and removal of hazardous home products.

References:

Booth-Butterfield, S. & Welbourne, J. (2002). The elaboration likelihood model: Its impact on persuasion theory and research (pp. 155-173). In J. P. Dillard & M. Pfau (eds.), *The Persuasion Handbook: Developments in Theory and Practice*. Thousand Oaks, CA: SAGE Publications. [eReserve]

O'Keefe, D.J. (2002). *Persuasion: Theory & Research*, 2nd ed. Thousand Oaks, CA: Sage Publications.

Harmon-Jones, E. (2002). A Cognitive Dissonance Theory Perspective on Persuasion. In J. P. Dillard & M. Pfau (eds.), *The Persuasion Handbook: Developments in Theory and Practice* (pp. 99-116). Thousand Oaks, CA: Sage Publications. [eReserve]

Te'eni-Harari, T., Lampert, S. I., & Lehman-Wilzig, S. (2007). Information processing of advertising among young people: The elaboration likelihood model as applied to youth. *Journal of Advertising Research*, 47(3), 326-340.

WEEK 7

THE-PRO-DAD.COM/WEEK-7-COMSTRAT561/

Posted on [July 22, 2019](#) by [The Pro Dad](#)

 **The Pro Dad** shared a link.
Published by Anthony Jennings [?] · July 1 at 12:20 PM

https://twitter.com/Brilliant_Ads/status/884547986981871622



TWITTER.COM
Brilliant Ads on Twitter
"Hazardous household products - How kids see things differently"

Week 7 Overview

The week seven campaign requirement states that the post must take either a "central" or a "peripheral" route when processing the message (See Booth-Butterfield & Welbourne, 2002, pp. 156-158). The following post and discussion explain the confusion a child may feel due to a lack of cognitive ability or life experience. Complexity may prove fatal if a youth misunderstands a cleaning or home product and ingests or mixes substances outside of the manufacturer's recommendation. The Facebook Campaign, remove hazardous home products can be found at facebook.com/hazardoushomeproducts.com.

Cognitive Dissonance

The term cognitive dissonance describes a feeling of mental unease that results when beliefs run opposite to performed action. Another interpretation is the mental confusion one experiences when new information becomes present that conflicts with prior attitudes. Kids see and think about things differently. Adults with the cognitive ability to analyze multiple messages forget that, "If a person has very little knowledge about a topic, thoughtful scrutiny of the arguments in a message might not be possible, leading to a reliance on peripheral cues." (Booth-Butterfield & Welbourne, 2002, p 160)

The following Twitter represents a good depiction of how a young child will interpret viewing popular cleaning products. The ad is titled "Hazardous household products – How kids see things differently." It was released on a twitter account @Brilliant_Ads who currently engage with 1.93M followers. In an age where consumers have adapted to ignoring cheesy advertising slogans and direct push marketing, this post is taking an experimental approach to persuasion. In peripheral route processing, receivers use what is also known as the "rules of thumb." This term, "rules of thumb," refers shortcuts used to evaluate persuasive messages quickly. According to Booth-Butterfield, S. & Welbourne, J. (2002), "Thus, a person who processes a persuasive message via the central route is likely to evaluate and think critically about the arguments contained in the message." (p.156)

The image of the twitter following is convincing in that the art does not allow for counter-argumentation. Relevancy is a non-factor for adults who are too experienced and educated to second guess their understanding that harmful chemicals can be fatal if consumed or handled improperly. The picture displays All-Purpose cleaners, Detergents, and Bleach all depicted as harmless kids toys.

As The Pro Dad continues the campaign to advocate for the education and removal of hazardous home products, it is recommended that items such as All-Purpose Cleaner, Detergents, and Bleach be removed from the reach of children and pets.

References:

Booth-Butterfield, S. & Welbourne, J. (2002). The elaboration likelihood model: Its impact on persuasion theory and research (pp. 155-173). In J. P. Dillard & M. Pfau (eds.), *The Persuasion Handbook: Developments in Theory and Practice*. Thousand Oaks, CA: SAGE Publications. [eReserve]

The image can be found at https://twitter.com/Brilliant_Ads/status/884547986981871622.

WEEK 8

THE-PRO-DAD.COM/WEEK-8-COMSTRAT-561/

Posted on [July 23, 2019](#) by [The_Pro_Dad](#)



Posted to [facebook.com](#) on July 2, 2019

Week 8 Overview

COMSTRAT 561 semester Facebook campaigns require a post that is reflective of concepts discussed in the *Age of Propaganda: The Everyday Use and Abuse of Persuasion*. Topics include items such as door-in-the-face and jeer pressure. The campaign location, [www.facebook.com/hazardoushomeproducts](#), posts from The Pro Dad have thus far utilized fear appeals, and, this post will use other concepts to engage, influence, and ultimately persuade audiences. (Pratkanis, 1991)

Reciprocity

A publication from Burger et al. (2006) states, "the norm of reciprocity is a social rule that maintains, among other things, that people are obligated to return favors and other acts of kindness ... The resulting obligation to return the favor increases the likelihood that the individual will agree to a subsequent request." (p.169-170) By performing market research and promoting safer brands, such as Cleerlife, the goal is that the audience will return the favor and at the very least think about their purchasing behaviors.

Jeer Pressure

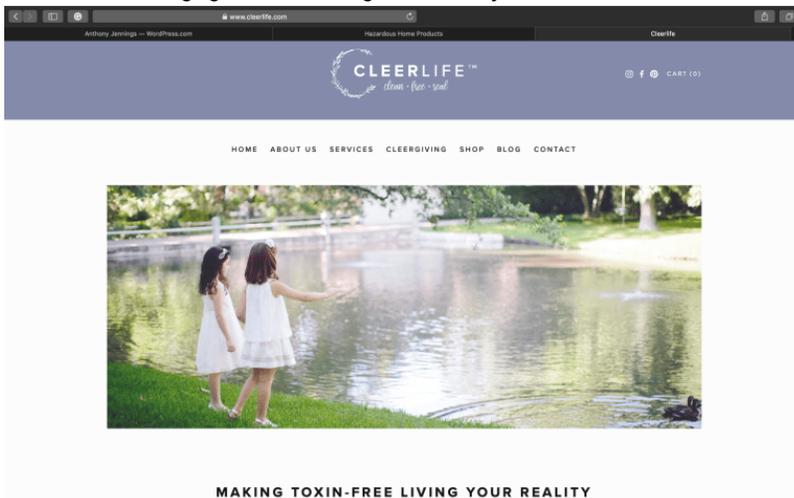
The concept of Jeer Pressure, as noted by Pratkanis (1991) explains influences in social conformity by persuading other that opinions should be in-line with the masses (e.g., social standard). If one does not conform, they may receive rude remarks or public embarrassment. In 2019 we have the knowledge and experience to make cleaner and healthier decisions that benefit future generations. Choosing to ignore low-cost, safe home product alternatives can be seen as neglect in 2019 with the increase in safe cleaning products, such as Cleerlife. Social norms are becoming anti-hazardous home products. Families across the globe are sharing and hosting parties to distribute more reliable toxic-free consumer goods. Advocating for the education and removal of hazardous home products is one way to help spread the word, but action will remove jeer pressure. (Pratkanis, 1991)

Door-in-the-face

One idea that is discussed by Pratkanis (1991) is that if the audiences reject the first message, they may be more like to agree to a second lesser request. Many of the statements in this facebook campaign request the removal of hazardous home products. Advocating for safer home beauty products (through cleerlife.com) provides a lesser request to the audience by not asking the viewer not forcefully remove all current cleaning, beauty, and home products immediately. Consumer items already purchased may be costly and unnecessary, but let us start buying safer alternatives and slowly replace current inventory." Thus, removing fear appeal and requesting the audience engage in a lesser request. (Pratankis 1991)

Conclusion

The persuasion tactic of the facebook post is to explain that this forum should be a place for two-conversation and audience engagement. Most campaign posts discuss the immediate and long-term effects of hazardous home products through fear appeal. The post from cleerlife.com provides a popular safer alternative to chemical cleaning products. The goal of this Facebook campaign is providing persuasive items related to the advocacy group. As the campaign progresses after the conclusion of the semester, investment is always an option to target a Facebook-specific audience and increase engagement through monetary means.



cleerlife.com (HOMPAGE)

screenshot of www.cleerlife.com Home Page (07/23/2019)

References

Cialdini, R. B., & Ascani, K. (1976). Test of a concession procedure for inducing verbal, behavioral, and further compliance with a request to give blood. *Journal of Applied Psychology*, 61, 295-300.

Jerry M. Burger, Alison M. Ehrlichman, Neda C. Raymond, Janet M. Ishikawa and Joanna Sandoval. (2006) Reciprocal favor exchange and compliance. Psychology Press. Taylor & Francis Group. 169-184

Pratkanis, Anthony, & Elliot Aronson. Age of Propaganda: The Everyday Use and abuse of Persuasion. W.H. Freeman and Company, 1991.

WEEK 9

THE-PRO-DAD.COM/WEEK-9-COMSTRAT-561/

Posted on [July 23, 2019](#) by [The_Pro_Dad](#)



The Pro Dad shared a link.

Published by Anthony Jennings [?] · July 9 at 3:46 PM

▼

A Safe, Kid-Friendly Home

"To check your childproofing efforts, get down on your hands and knees in every room of your home for a kid's-eye view. Be aware of your child's surroundings and what could be dangerous." - [Rupal Christine Gupta, MD](#)

<https://kidshealth.org/en/parents/safety-poisoning.html>



KIDSHEALTH.ORG

Household Safety: Preventing Poisoning (for Parents) - KidsHealth

From fertilizer to antifreeze and medicines to makeup, poisonous items are throughout our homes. Here's how to protect your kids from...

Posted to [facebook.com](https://www.facebook.com) on July 9, 2019

 **The Pro Dad** shared a link.
Published by Anthony Jennings [?] · July 9 at 3:53 PM

Common Products That Can Harm Your Baby:
Pesticides / Cleaners / Soap, shampoo, detergent, and creams / Flame retardants

“Researchers don’t know the full health effects of these chemicals, but they’ve been linked in early studies to cancer” - web md

<https://www.webmd.com/parenting/baby/features/common-products-harm-baby#1>



WEBMD.COM
Common Products That Can Harm Your Baby
Many common household items contain hazardous substances, some of which can interfere with the body’s hormones.

Posted to [facebook.com](https://www.facebook.com) on July 9, 2019

Overview

COMSTRAT 561 week 9 requires a post on the advocacy page, [facebook.com/hazardoushomeproducts](https://www.facebook.com/hazardoushomeproducts) that exemplifies the Theory of Reasoned Action as summarized in course reading Using Theory to Design Effective Health Behavior Interventions penned by Fishbein and Yzer (2002). Meeting the Washington State University program course requirement, two Facebook posts (see above) were released advocating for the prevention of poisoning by home product (“A Safe, Kid-Friendly Home) while insisting audiences further educate on everyday household products that may cause harm (see post “Common Products That Can Harm Your Baby”). The following text discusses persuasion tactics and rationale for choosing these posts as part of the advocacy group for the education and removal of hazardous home products.

COMSTRAT 561 week 9 requires a post on the advocacy page, [facebook.com/hazardoushomeproducts](https://www.facebook.com/hazardoushomeproducts) that exemplifies the Theory of Reasoned Action as summarized in course reading Using Theory to Design Effective Health Behavior Interventions penned by Fishbein and Yzer (2002). Meeting the Washington State University program course requirement, two Facebook posts (see above) were released advocating for the prevention of poisoning by home product (“A Safe, Kid-Friendly Home) while insisting audiences further educate on everyday household products that may cause harm (see post “Common Products That Can Harm Your Baby”). The following text discusses persuasion tactics and rationale for choosing these posts as part of the advocacy group for the education and removal of hazardous home products.

Health Belief Model

According to Fishbein and Yzer (2002), in “order for someone to perform a recommended health behavior, the person must first believe that he or she is at risk for acquiring a serious and severe negative health outcome. Thus, posts on this advocacy group continue to harp on the severity of neglecting recommendations from The Pro Dad group page and credible publications such as the article reviewed by Rupal Christine Gupta, MD, (October 2016) and shared on the Advocacy page on July 9, 2019. This publication explains, “From fertilizer to antifreeze and medicines to makeup, poisonous items show up throughout our homes. Here are some important ways to help prevent kids from eating or drinking a poisonous substance.” (Rupal Christine Gupta, MD, 2016)

Theory of Reasoned Action

According to the theory of reasoned action, “performance of a given behavior is primarily determined by the strength of a person’s intention to perform that behavior.” (p.165) WebMD is a popular destination for medical advice. This article articulates essential education on the advocacy subject including excerpts from credible sources including Kimberly Yolton, Ph.D., professor of pediatrics at Cincinnati Children’s who provides, “Babies’ bodies are still immature, and they lack the ability to clear chemicals and other substances quickly.” Persuasion to perform actions such as removing hazardous home items should be influenced by education from reputable sources if the audience is receptive.

Social Cognitive Theory

According to Fishbein and Yzer (2003), “there are also two primary factors that determine the likelihood that someone will adopt a health-protective behavior. First, the person must believe that the positive outcomes (benefits) of performing the behavior outweigh the negative outcomes (costs).” (p.165) Each Facebook post this semester introduces and re-affirms, consistent advocacy for the removal of hazardous home products to protect not only the individual consumer but, future generations. (Watson, n.d.)

An Integrated Theoretical Model

According to the model, “any given behavior is most likely to occur if one has a strong intention to perform the behavior, if a person has the necessary skills and abilities required to perform the behavior, and if there are no environmental constraints preventing behavioral performance.” (p.166) Adults with the cognitive development and physical ability to remove hazardous products should be persuaded to do so as the posted article from WebMD reconfirms, “Some home-cleaning products contain harsh chemicals such as chlorine, formaldehyde, and solvents that can burn skin, irritate eyes, damage lungs, and increase cancer” (Watson, n.d.)

Conclusion

The Facebook campaign page advocates for the removal of everyday items categories as outlined in the WebMD article, including Pesticides, Cleaners, Soap, shampoo, detergent, creams, and Flame retardants. The posted article by kidshealth.org provides consumer action recommendations reinforcing Facebook campaign objectives such as, “Don’t keep any cleaning supplies – including dishwasher powder, liquid, or pods – under the sink or in an unlocked

cabinet.” (Rupal, 2016) “individuals are persuaded when they have been induced to abandon one set of behaviors and adopt another” (Dillard and Pfau, p.6).

References:

Dillard, J. P., & Pfau, M. (2002). On Being Persuaded: Some Basic Distinctions. *The Persuasion Handbook: Developments in Theory and Practice* (pp. 3-16). Thousand Oaks, CA: Sage Publications. [eReserve]

Fishbein, M., & Yzer, M. C. (2003) Using Theory to Design Effective Health Behavior Interventions. *Communication Theory*, 13(2), 164-183.

Rupal Christine Gupta, MD, (October 2016). Household Safety: Preventing Poisoning. Retrieved from <https://kidshealth.org/en/parents/safety-poisoning.html>

Watson, Stephanie. (n.d.) WebMD. Common Products That Can Harm Your Baby. Retrieved from <https://www.webmd.com/parenting/baby/features/common-products-harm-baby?>

ADDITIONAL CAMPAIGN POSTS

The Pro Dad shared a link.
Published by Anthony Jennings [?] · June 15

<https://my.clevelandclinic.org/.../11397-household-chemical-p...>



Cleveland Clinic

MY.CLEVELANDCLINIC.ORG
Household Chemical Products & Health Risks | Cleveland Clinic
Get information about potentially dangerous household chemicals in...

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The Pro Dad shared a link.
Published by Anthony Jennings [?] · June 30 at 3:06 PM

Be aware!
<https://www.hazwastehelp.org/HHW/list.aspx>



HAZWASTEHELP.ORG
Household Hazardous Products List
Find out what you can and cannot bring to a household hazardous waste disposal location in King County, WA

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The Pro Dad shared a link.
Published by Anthony Jennings [?] · June 30 at 3:07 PM

Protect yourself!
<https://corporate.findlaw.com/.../top-10-hazardous-household-...>



FindLaw
A Thomson Reuters Business

CORPORATE.FINDLAW.COM
Top 10 Hazardous Household Chemicals - FindLaw
Top 10 Hazardous Household Chemicals. Find out more a... FindLaw.com.

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Published by Anthony Jennings [?] · June 30 at 3:11 PM

.gov
<https://medlineplus.gov/householdproducts.html>



MEDLINEPLUS.GOV
Household Products: MedlinePlus
Household products for cleaning and other uses can contain ingredients that can harm your family and the environment. Learn more.

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The Pro Dad shared a link.
Published by Anthony Jennings [?] · July 1 at 12:42 PM

Remove harmful products from your home! If you live near the Chicagoland area, below are a few options to dispose of residential hazardous waste properly...

Permanent Household Hazardous Waste Collection Facilities
Naperville
... See More



SCARCE.ORG
Household Hazardous Waste - SCARCE
Cleaning supplies, batteries, lead paint, and yard chemicals pose a threat to our soil, water, and air if not disposed of properly. Despite being common household materials, they should never

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The Pro Dad shared a link.
Published by Anthony Jennings [?] · July 2 at 11:17 PM

"Toxins can hide out in your cleaning supplies, cookware, beauty products and more. While you may be leading an otherwise healthy lifestyle, these toxic household products can derail your health journey. Watch to learn more."
Dr. Josh Axe
<https://www.youtube.com/watch?v=qrBm62PBuWQ&t=26s>



Dr. Axe

YOUTUBE.COM
10 Toxic Household Products (You Should Banish from Your Home)

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The Pro Dad shared a link.
Published by Anthony Jennings [?] · July 2 at 11:12 PM

<https://www.cheatsheet.com/.../household-products-that-are-t-.../>



CHEATSHEET.COM
The Toxic Household Products You Should Stop Buying
We bet you love cleaning! But some of your everyday household produc...

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The Pro Dad shared a link.
Published by Anthony Jennings [?] · July 4 at 10:03 PM

"Plastics, formaldehyde, tar and even gasoline are all ingredients in some everyday skincare products. Naturopathic doctor Dr. Trevor Cates joins The Doctors to talk about some of the harmful chemicals that could be lurking in your products."
-The Doctors
https://youtu.be/4qZvL_EFXBQ



YOUTUBE.COM
Deadly Ingredients in Your Skincare!
Plastics, formaldehyde, tar and even gasoline are all ingredients in some...

Seen by 4

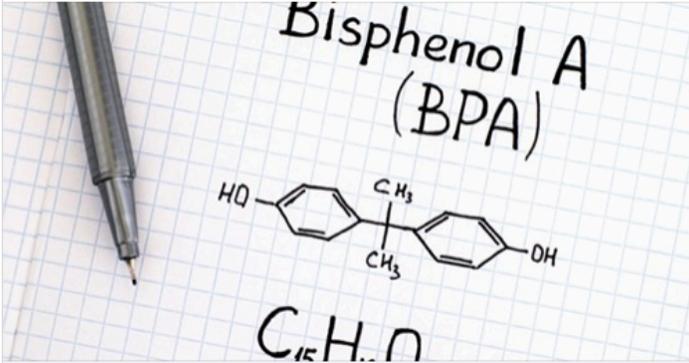
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The Pro Dad shared a link.
Published by Anthony Jennings [?] · July 9 at 8:37 PM

Hazardous household chemicals can be found all around your home, including your kitchen. Check out the following recommendations from Harvard.edu and keep our kids safe - The Pro Dad

"So what is a parent to do about food additives and chemicals? These chemicals are truly everywhere, and impossible to avoid completely. Here is what the AAP suggests:
... See More



HEALTH.HARVARD.EDU
Common food additives and chemicals harmful to children - Harvard Health Blog

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The Pro Dad shared a link.
Published by Anthony Jennings [?] · July 15 at 3:57 PM

Stay up-to-date on the latest household product recalls.
<https://www.cpsc.gov>



CPSC.GOV
CPSC.gov
Small businesses can determine which consumer product safety rules may apply to their product by using CPSC's new Regulatory Robot, an innovative and free resource for small

Seen by 2

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The Pro Dad shared a link.
Published by Anthony Jennings [?] · July 15 at 3:55 PM

<https://www.cheatsheet.com/.../deadly-household-products-rec.../>



CHEATSHEET.COM
These Deadly Household Products Have Been Recalled. Are Any in Your Home?

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The Pro Dad
Published by Anthony Jennings [?] · July 18 at 10:41 PM

Hazardous Home Products don't just include apparent batteries, cleaning supplies, and beauty products. The FDA has confirmed that PFAS chemicals have made their way into the US food supply.

"These chemicals can easily migrate into the air, dust, food, soil and water and can accumulate in the body. They've been linked to adverse health impacts including liver damage, thyroid disease, decreased fertility, high cholesterol, obesity, hormone suppression and cancer."

Read more @
<https://twitter.com/CNN/status/1135637341484265472>

Seen by 3

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