

Engaging Communities and the Media by Telling Compelling Public Health Stories

Webinar
April 14, 2011
1:30 PM – 3:30 PM
Sponsored by:



1



Laurie Call
Director
Center for Community Capacity Development
Illinois Public Health Institute
Laurie.call@iphonline.org
312.850.4744 Chicago Office
www.iphonline.org



2

Training Objectives

- Build a short relationship database and understand why it is necessary in the communications engagement process.
- Identify the key components of developing an effective message.
- Develop specific messages for various audiences and modalities.
- Develop an outline for telling your own public health story.
- Evaluate the success of your engagement efforts.



3

Presenter, Ruby Haughton-Pitts
R. Haughton-Pitts Communications



Agenda

- Welcome and speaker introduction
- Webinar Overview
- Relationship databases
- Identifying key components for message development
- Developing specific messages for various audiences/modalities
- How to outline your story
- Evaluating success
- Adjourn

Webinar Overview

Today's Foundational Terms:

- ✓ Engage = to hold the attention (*of a person or audience*)
- ✓ Marketing = the process/technique of promoting, selling and distributing a product or services

Overview

How to Engage and Market

- ✓ Your knowledge of the audience
- ✓ The power of community (who you know)
- ✓ High and low tech tools
- ✓ Understandable statistics
- ✓ Personal stories
- ✓ Have fun

Quick Agenda Review

- Relationship databases
- Identifying key components for message development
- Developing specific messages for various audiences/modalities
- How to outline your story
- Evaluating success
- Adjourn

Building a Relationship Database

Start with who you already know:

- ✓ Grass roots support organizations - i.e. women's groups, churches, non-profits, sororities, fraternities, schools, and your peers
- ✓ Political groups - i.e. Federal, State and local officials, etc.
- ✓ Medical organizations and individuals, i.e. medical societies, health departments, area hospitals, medical clinics and their clinicians/providers, etc.

Building a Relationship Database (cont)

- ✓ Select businesses/corporations, community-based clinics, and your county health department (and their partners) for potential partnership opportunities
- ✓ Known media contacts
- ✓ Peers and friends of your effort

Note: To grow your list use the expertise and relationships of your associations, co-workers and friends to help you gain access to additional contacts

Why do I need to build a list?

- Marketing and engaging friends is easier
- They are a ready-made audience
- They already know and in most cases have some idea of what you're doing
- They're more likely to engage with you vs. the message
- They trust you!

Identifying Key Components for Message Development

What's your Topic?

- ✓ Start with your overarching goal

For example:

"Engaging health system and community stakeholders in the ownership of the IPLAN that promotes healthier communities"

Reference: Illinois Administrative Code Section 600.400

- ✓ Look for **current** and **interesting** bits of information on which to hang your message development that can be found inside or outside of the Public Health system

Examples: Diabetes Expo, Illinois Farmer's Market Directory, Public Health Awareness Monthly Activities

Identifying Key Components for Message Development (cont)

Include key stakeholders and community members by vetting your goals

- ✓ Collaborate
- ✓ Make changes and adjustments
- ✓ Accommodate various points of view



Identifying Key Components for Message Development

- Be patient – inclusion and collaboration can be brother and sister to marketing and engagement



Identifying Key Components for Message Development (cont)

- Gain stakeholder and community buy-in *before* saying it's a rap...



Developing Specific Messages for Various Audiences and Modalities

Who's our audience?

- ✓ Public Health Associates
- ✓ Community Stakeholders
- ✓ Community at large
- ✓ Health System stakeholders
- ✓ Media

Audiences

Determine how they receive information

- ✓ Segment audiences to "fit" messages to how they already receive information
- ✓ Examine patterns (do they receive information via US mail, email, twitter, RSS feeds, word of mouth, newsletters, etc.)
- ✓ Talk with stakeholders to gain a better understanding of specific communication patterns
- ✓ Make adjustments to reach your targeted audiences

Audiences

- Develop messages that "fit" each audience
- In some cases your messages will be the same for all audiences
- In others you may need to change your approach to achieve your desired outcome

Audience Example

- **Medical providers**
 - ✓ Conferences
 - ✓ Journals
 - ✓ Publications
 - ✓ Word of mouth with other professionals
 - ✓ Need to be able to cross-reference with this audience

Media

<p style="text-align: center;">Example</p> <ul style="list-style-type: none"> • Print Media ✓ Still relationship based and opportunity for rapport building ✓ Focus on specific information using key stakeholder (name dropping may work) ✓ Expect to talk with the reporter and give additional information 	<p style="text-align: center;">Example</p> <ul style="list-style-type: none"> • Web-based media ✓ Submit release or story ✓ Provide quick phone or sometimes an email request ✓ Follow-up quickly with any "specific" additional information
--	---

Always Thank the reporter !

Social Media

- Facebook
- Blogs
- Twitter
- YouTube
- RSS Feeds

Social Media

Social Media – 101

✓ Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. *Blog* can also be used as a verb, meaning *to maintain or add content to a blog*.

Twitter

- **Twitter** is a website, owned and operated by Twitter Inc., which offers social networking [microblogging service, enabling its users to send and read messages called tweets](#). [Tweets are text-based post of up to 140](#) characters displayed on the user's profile page. Tweets are publicly visible by default; however, senders can restrict message delivery to just their followers. Users may subscribe to other users' tweets – this is known as *following* and subscribers are known as *followers* or *tweeps*.

RSS Feed

RSS (most commonly expanded as **Really Simple Syndication**) is a family of: [web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format.](#)^[2] An RSS document (which is called a "feed", "web feed",^[3] or "channel") [includes full or summarized text, plus metadata such as publishing dates and authorship.](#) Web feeds benefit publishers by letting them syndicate content automatically.

Watch Social Media 101 for Executives www.youtube.com/watch?v=uqIG1gkRcDs

Media Messaging
Outlining your "Story"

- Know the History of the IPLAN
 - ✓ Integrate your overarching message
- Review resource materials
- Integrate data & statistics
- Develop and refine talking points
- Tell your story (start with a problem and solve it)
- Practice, practice , practice

IPLAN Overview

- **The Illinois Project for Local Assessment of Needs (IPLAN) is:**
 - ✓ A **community** health assessment and planning process, conducted by local Illinois health departments every five years.
 - ✓ Based on the *Assessment Protocol for Excellence in Public Health (APEX-PH)* model, IPLAN is grounded in the core functions of public health and addresses public health practice standards.
 - ✓ The completion of IPLAN fulfills most of the requirements for Local Health Department certification under Illinois Administrative Code Section 600.400: Certified Local Health Department Code Public Health Practice Standards.
 - The essential elements of IPLAN are:
 - an organizational capacity assessment
 - a community health needs assessment
 - a community health plan, focusing on a minimum of three priority health problems

IPLAN Key message

- **Key messages are ideas that you want conveyed**
- **Concepts that help your audience FOCUS**
 - Key messages:*
 - ✓ *Our communities are not healthy*
 - ✓ *Engaging health system and community stakeholders in the ownership of the IPLAN that promotes healthier communities*

IPLAN Story Outline

- **Our Community wasn't healthy (Problem)**
- **We came together and built a plan of action by: (Solution)**
 - ✓ *Engaging people from our community and local health system who wanted to promote the health of our residents*
 - ✓ *We provided health promotion information that included data and statistics*
 - ✓ *Anyone wanting to get involved was welcome*
 - ✓ *Everyone was allowed to share their stories of success*

Refining your Talking Points Building on Your Success Story

Example:

- Our community wasn't healthy
- In our county we have large pockets of urban areas where healthy fresh foods are unavailable
 - ✓ Insert local data and statistics
- Liquor stores, gas stations and fast food restaurants were our primary food outlets
 - ✓ Insert data (# of fast food restaurants, gas stations, liquor stores)
- Cancer, diabetes and hypertension rates are more than double what they are in the suburbs
 - ✓ Insert related comparative statistics
- We also utilized the health promotion resources of the American Cancer and Diabetes associations, etc.

Refining your Talking Points Building on Your Success Story

Example:

- Working with our health system stakeholders and county health department who provided health data and statistics,
- our local community leaders who hosted informational meetings to hear our views on community issues, good health and fresh food
- We started an effort utilizing state/local public officials, our public, private and community stakeholders and individuals to:
 - ✓ Mobilize community residents to sign a petition to get local fresh foods
 - ✓ Formed a neighborhood watch to improve safety so that residents can walk and play in the community
 - ✓ get a large grocery store in our neighborhood

Refining your Talking Points Building on Your Success Story

Example:

- Decide who will tell your story
- A community member, official, etc.
- The story teller must:
 - ✓ have a compelling personal interest
 - ✓ fit your audience
 - ✓ understand your message
 - ✓ stay with your topic

Getting your Story Covered

<h3 style="text-align: center;">Traditional Media</h3> <ul style="list-style-type: none"> • Contact local reporters – usually phone and email • Send a formal press release • Piggyback on larger events that help to tell your story • Be a name dropper by using celebrities attached to your cause • Use the media expertise of your stakeholders 	<h3 style="text-align: center;">Social Media</h3> <ul style="list-style-type: none"> • Email, Tweet, Facebook, etc. to share short messages that resonate with your relationship data base and others <p>Example: Wow – amazing community plan see it at www.iphi.org</p> <ul style="list-style-type: none"> • Film and post a YouTube then send as a link to relationship data base
---	--

Ring – A Reporter’s Calling

<h3 style="text-align: center;">Do</h3> <ul style="list-style-type: none"> • DO listen to the request and determine if you’re the right person – if not, get the right person or pass • DO listen to the question and construct a direct response • DO incorporate key messages “your story” into your response • DO choose your words very carefully • DO Send a formal press release and/or requested f/u info • DO thank the reporter for the interview 	<h3 style="text-align: center;">Don’t</h3> <ul style="list-style-type: none"> • DON’T use jargon or technical language that the audience is unlikely to understand • DON’T repeat a negative message that the reporter might ask • DON’T make any comments that you don’t want to be part of the story – nothing is “off the record” • DON’T make jokes or sarcastic comments – they can easily be misconstrued
--	---

Evaluating Success

- **Determine your evaluation process at start**

Suggestions:

- ✓ Did your story get media coverage?
- ✓ Did you engage the community at large?
- ✓ Is the story being repeated – living on without you repeating it?

Review

- Relationship databases
- Identifying key components for message development
- Developing specific messages for various audiences/modalities
- How to outline your story
- Evaluating success

Remember Q&A Session April 14th 2:30 to 3:30 PM

Resources

- American Marketing Association
www.marketingpower.com
- Marketing that matters by Conley & Fishman
- Illinois Public Health Institute website
www.iphionline.org
- *Illinois Administrative Code Section 600.400*
- *Cook County Health Department WEPLAN 2005*
- *The Social Media Campaign by Hayes & Papworth*

Tell your Story
Thank you!

April 14, 2011

R. Haughton-Pitts Communications



Feedback

- Please complete the online feedback survey following this session
- Your input is used to plan future offerings.
- Check your email for a link to the survey or you will find it on the IPLAN website where you downloaded this Webinar.



ILLINOIS PUBLIC HEALTH INSTITUTE



Q and A



Join us for a live Q and A session with the presenters on April 14th from 2:30 – 3:30 PM.

Dial – 1 (877) 411-9748
Enter Passcode – 3467868#



ILLINOIS PUBLIC HEALTH INSTITUTE

THANK YOU

If you have training or technical assistance follow-up needs, contact:

*Laurie Call, Director
Center for Community Capacity Development, IPHI
Laurie.Call@iphionline.org*

ILLINOIS DEPARTMENT OF HEALTH
ILLINOIS PUBLIC HEALTH INSTITUTE
PUBLIC HEALTH 40
