Engaging Communities and the Media by Telling Compelling Public Health Stories

Webinar

April 14, 2011

1:30 PM – 3:30 PM

Sponsored by:

Laurie Call

Director

Center for Community Capacity Development

Illinois Public Health Institute

Laurie.call@iphionline.org

312.850.4744 Chicago Office

www.iphionline.org

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.

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 <u>already know</u>:

- ✓ 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

Example

- **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

Example

- **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

The Social Media Campaign by Gary Hayes & Laurel Papworth 2008
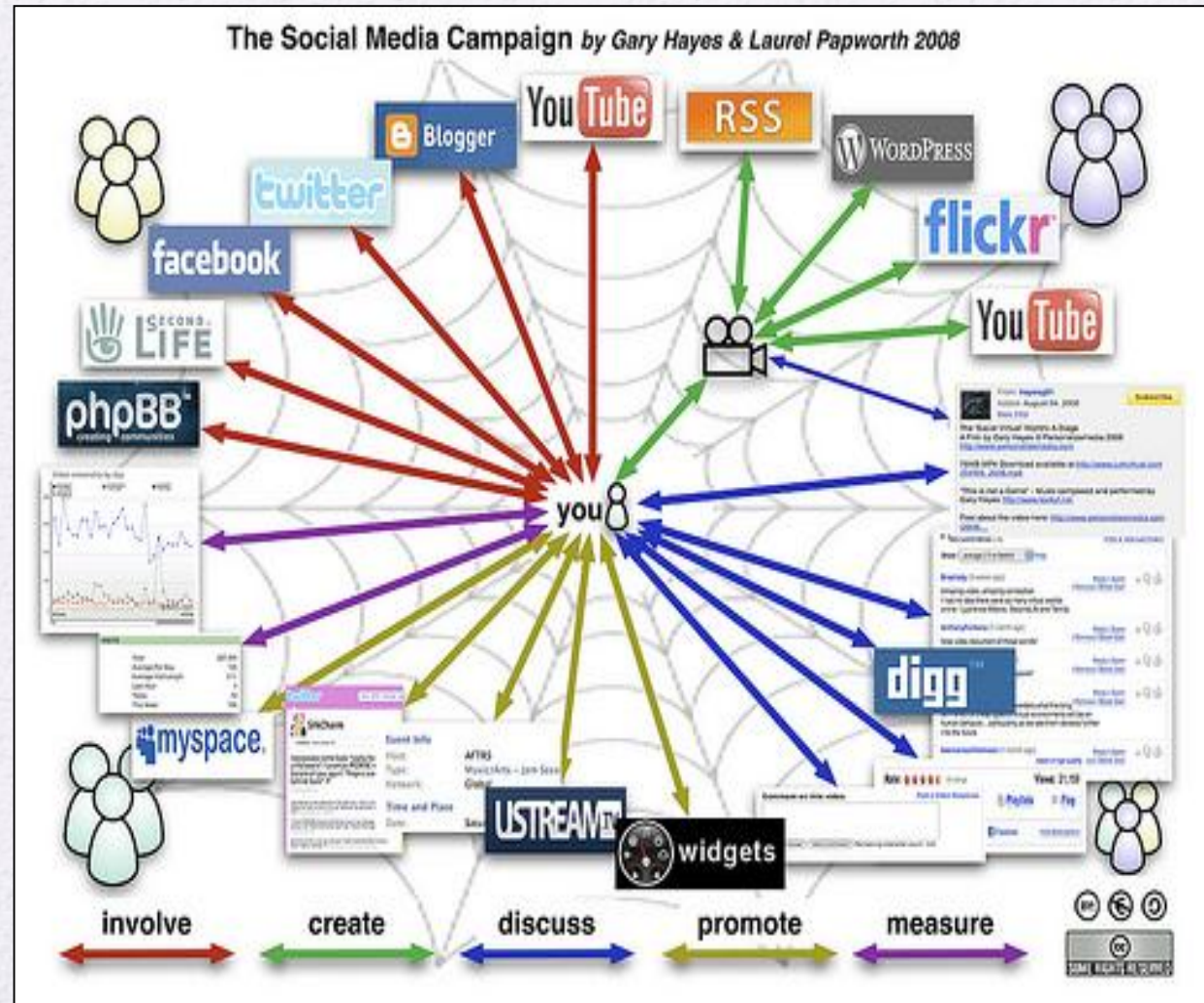
Social Media

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=uqTG1gkRcDs

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

Traditional Media

- 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

Social Media

- Email, Tweet, Facebook, etc. to share short messages that resonate with your relationship data base and others

  Example: Wow – amazing community plan see it at www.iphi.org

- Film and post a YouTube then send as a link to relationship data base

Ring – A Reporter's Calling

Do

- **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

Don't

- **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
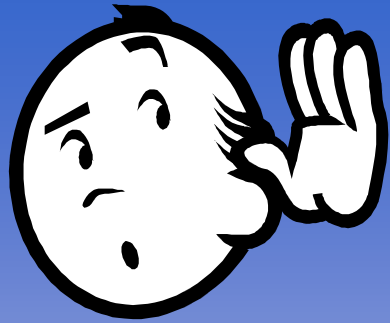
Feedback

- ″ 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.

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#

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

Laurie Call, Director
Center for Community Capacity Development, IPHI

Laurie.Call@iphionline.org