Engaging Communities and the Media by Telling Compelling Public Health Stories

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

Sponsored by:
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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
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
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
• 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
• 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

<table>
<thead>
<tr>
<th>Print Media</th>
<th>Web-based media</th>
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<tbody>
<tr>
<td>✓ Still relationship based and opportunity for rapport building</td>
<td>✓ Submit release or story</td>
</tr>
<tr>
<td>✓ Focus on specific information using key stakeholder (name dropping may work)</td>
<td>✓ Provide quick phone or sometimes an email request</td>
</tr>
<tr>
<td>✓ Expect to talk with the reporter and give additional information</td>
<td>✓ Follow-up quickly with any “specific” additional information</td>
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*Always Thank the reporter!*
Social Media

- Facebook
- Blogs
- Twitter
- YouTube
- RSS Feeds
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 (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**

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<tr>
<th>Do</th>
<th>Don’t</th>
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<tbody>
<tr>
<td>• <strong>DO</strong> listen to the request and determine if you’re the right person – if not, get the right person or pass</td>
<td>• <strong>DON’T</strong> use jargon or technical language that the audience is unlikely to understand</td>
</tr>
<tr>
<td>• <strong>DO</strong> listen to the question and construct a direct response</td>
<td>• <strong>DON’T</strong> repeat a negative message that the reporter might ask</td>
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<tr>
<td>• <strong>DO</strong> incorporate key messages “your story” into your response</td>
<td>• <strong>DON’T</strong> make any comments that you don’t want to be part of the story – nothing is “off the record”</td>
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<tr>
<td>• <strong>DO</strong> choose your words very carefully</td>
<td>• <strong>DON’T</strong> make jokes or sarcastic comments – they can easily be misconstrued</td>
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<tr>
<td>• <strong>DO</strong> Send a formal press release and/or requested f/u info</td>
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<td>• <strong>DO</strong> thank the reporter for the interview</td>
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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

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

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