

Getting Your Message Heard: Simple and Successful Dissemination

A Webinar for Teen Pregnancy Professionals

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Why Are We Here?



Talk about reaching **key groups** to build understanding, support, and sustainability



Try out some **cool tips and tools**

Answer your **questions**



Key Dissemination Questions

Who do you want to reach?

What do you want them to do?

What do you want them to know?

How can you best reach them?

What's working and what needs attention?



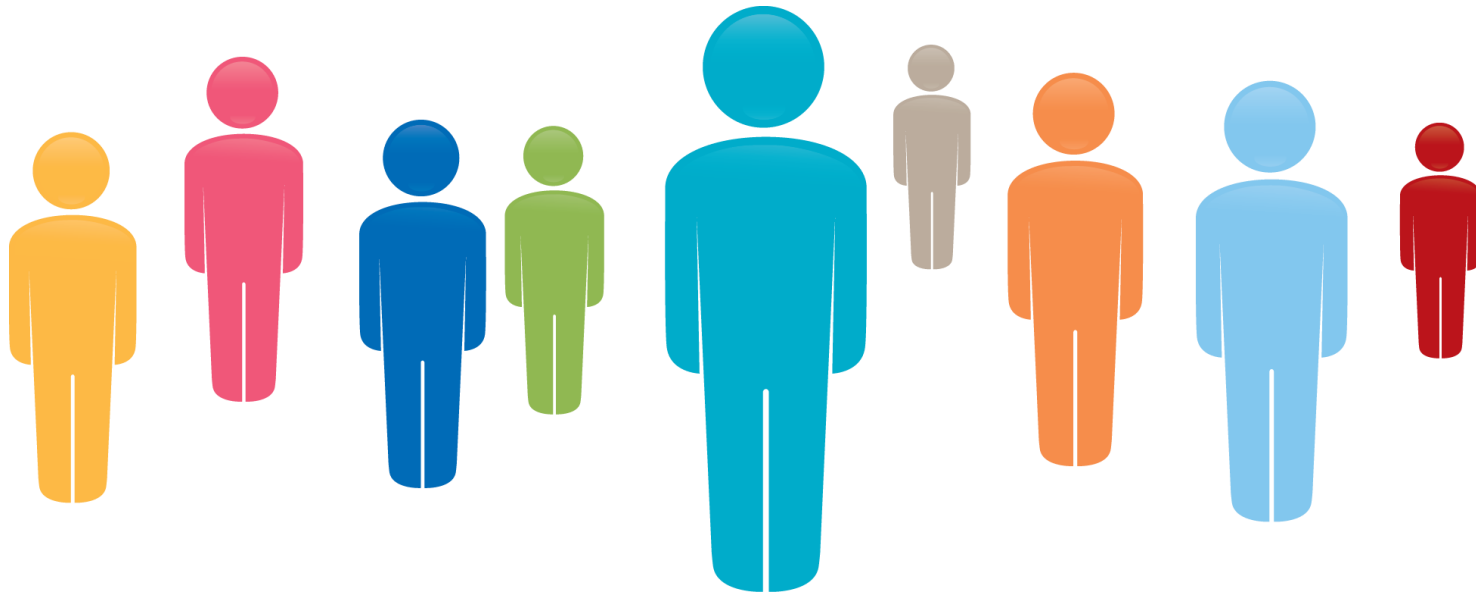
Who Do You Want to Reach?

Primary Audiences?

- Funders
- Practitioners and Partners
- Parents and Guardians

Secondary Audiences?

- Policymakers
- Researchers
- General Public



What Are Your Goals?



Possible goals

- Inform stakeholders
- Facilitate fundraising and sustainability
- Promote/incorporate new practices or programs
- Reform policies



Not sure? Solicit feedback from key audiences to define your goals:

- Use social media to gather information
- Conduct focus groups

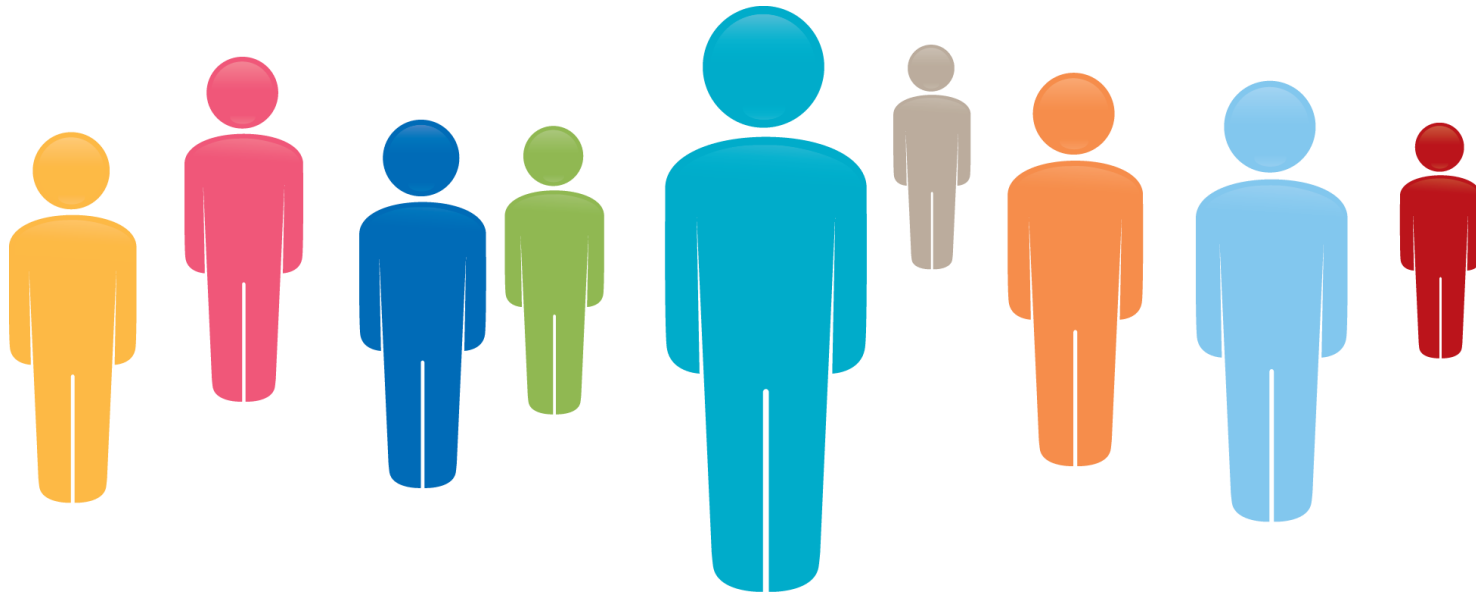
What's Your Message?

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Change Messaging When Audience Shifts

- ▶ **Practitioners** like practical information they can use every day.
- ▶ **Policymakers** want bulleted, top-line findings.
- ▶ **Funders** want to know their investment is sound.
- ▶ **Parents** care about their children's well-being.
- ▶ **Researchers** like technical details.
- ▶ The **general public** likes human interest stories they can relate to.



Let's Try This Out

Good nutrition is important for children's health.



Poor nutrition can cause health problems, overweight, and obesity. Some health problems associated with poor nutrition can be serious and even life threatening, especially as a child grows into an adolescent and moves into adulthood.

Our research has shown that helping children learn good eating habits can help prevent these problems.

Choosing healthy foods and being physically active are especially important.

Parents, caregivers, and teachers can serve as role models and have a big impact on a child's health.



Framing: What It Is and Why It Matters

Portrait Versus Landscape



◀ Portrait

- Close up on individual or event
 - Hard to see context, background
-



◀ Landscape

- Overview
- Wide-angle lens

Framing: What It Is and Why It Matters

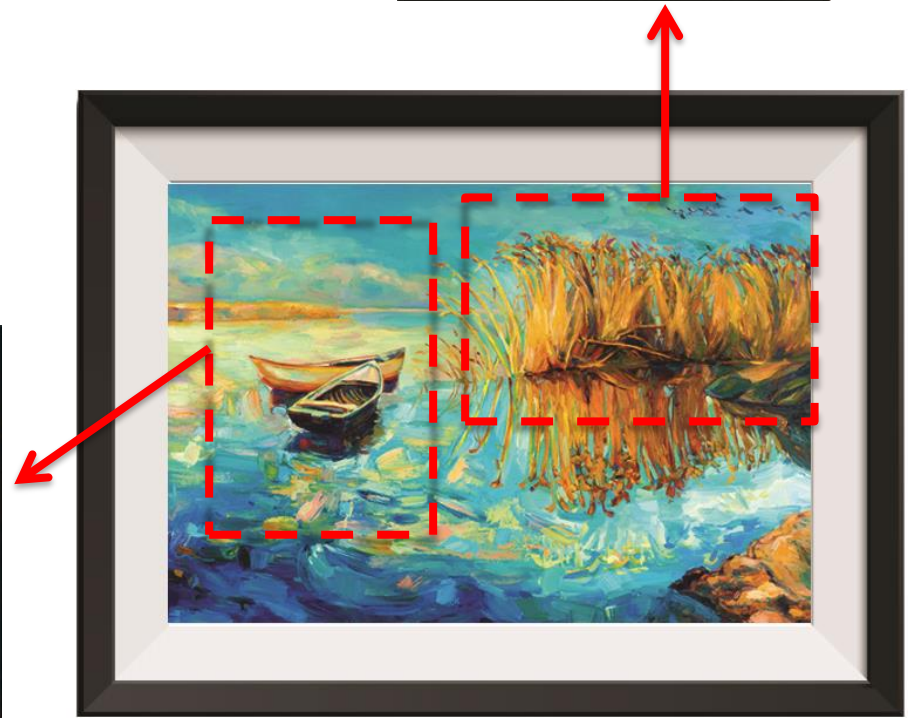
Individual Versus Environmental

▶ Individual perspective

- Personal choice, responsibility

▶ Environmental perspective

- Broader view
- Includes systems around individual



Messaging: Captions to the Frame

A message communicates your frame and solutions to identified targets. Messaging answers three questions strategically:



What is the problem?

- ▶ Possible answer: Your perspective on what has happened

Why does it matter?

- ▶ Possible answer: Your core values and the values you share with your target

What is the solution?

- ▶ Possible answer: Who should take what action, by when

One More Time

Good nutrition is important for children's health.

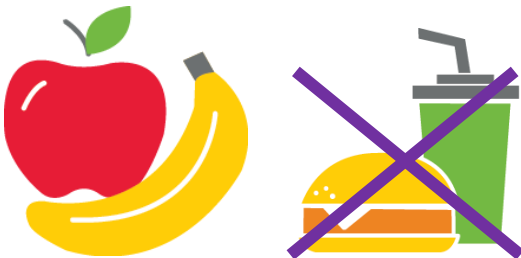
What is the problem?

Poor nutrition can cause health problems, overweight, and obesity. **Some health problems associated with poor nutrition can be serious and even life threatening**, especially as a child grows into an adolescent and moves into adulthood.

Why does it matter?

Our research has shown that **helping children learn good eating habits can help prevent these problems. Choosing healthy foods and being physically active** are especially important.

What is the solution?



Parents, caregivers, and teachers can serve as role models and have a big impact on a child's health.



What's Your Format?

Newsflashes—writing and formatting

- Use plain English, active verbs, keep it simple!
 - Use, not utilize; find out, not ascertain
- Make headers and subject lines work for you.
 - “Update from the Institute” OR “Read About Programs That Are Making a Difference”

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Sample Newflash for Program Staff

Subject Line: Make teen pregnancy prevention part of larger life-skills program.

- **There is direct connection between teaching preteens about money and stemming teen births.**
- **For a 13-year-old who wants to buy a new item of clothing or save for college, showing how a baby can disrupt these plans makes a difference.**
- **The X program approaches the issue by viewing sex education as just a sliver of a larger life-skills program that includes planning for careers, understanding money, developing people skills, gaining self-esteem and setting attainable goals. These skills can also help participants become more self-reliant as adults and deal with bullies.**
- **The X program curricula outlines best practices for working with this age group in afterschool programs. For more information, [click here](#).**

Sample Newsflash for Funders

Subject Line: Program to help preteens prepare for the future and prevent teen pregnancy only reaches 30% of youth in Y county

- **The X life-skills program implemented last year in Y county is reaching about 30% of the at-risk youth who could benefit from its services, according to a recent analysis.**
- **The program prepares preteens to be self-reliant and plan for their futures, and to understand the consequences of teen pregnancy for their hopes and dreams. It includes preparing for careers, understanding money, developing people skills, gaining self-esteem and setting attainable goals. These skills can also help participants deal with bullying.**
- **Teaching preteens about money can help stem teen births, according to program coordinator Z.**
- **“For a 13-year-old who wants to buy a new item of clothing or save for college, showing how a baby can disrupt these plans makes a difference,” said Z.**
- **[Click here to read more about how X life-skills program is making a difference in Y county.](#)**

What's Your Format?

Fundraising letters, fact sheets, newsletters, journal articles

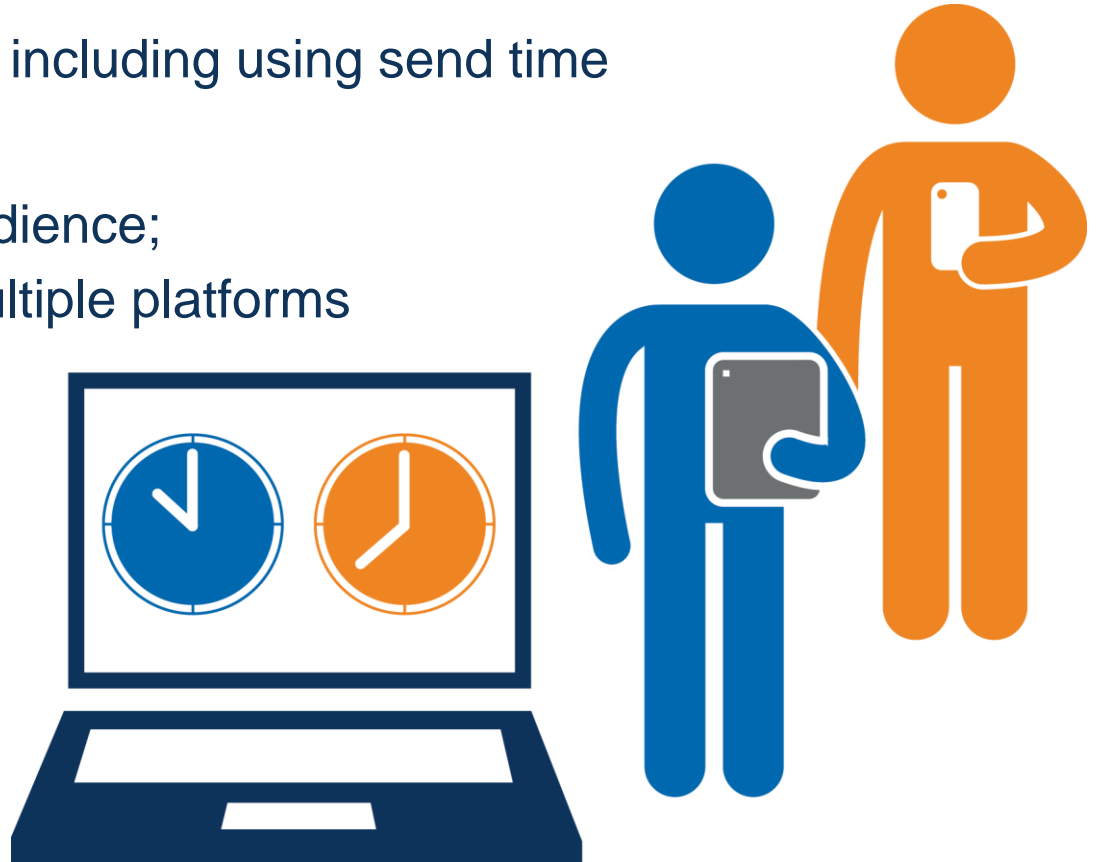
- Who reads these? Match audience to format.



What's Your Format?

Email, social media, and other web-based distribution platforms

- Timing your message, including using send time optimized tools
- Reaching a mobile audience; disseminating over multiple platforms



What's Your Format?

Recommendations and best practices for design

- Using color, format, graphics, design elements and text treatments including headlines and sub-headlines, numbers
- A word about using infographics to highlight information

What Works for Disadvantaged Adults



Reverse the decline in funding for the WIA Adult Program and other similar programs



Invest more per person



Invest in sectoral programs for in-demand occupations

What Works for Disadvantaged Youth



Intensive and comprehensive programs



Residential programs



Focusing on more mature youth

What to Try for Dislocated Workers



Programs with open entry

On-line programs that allow work while training

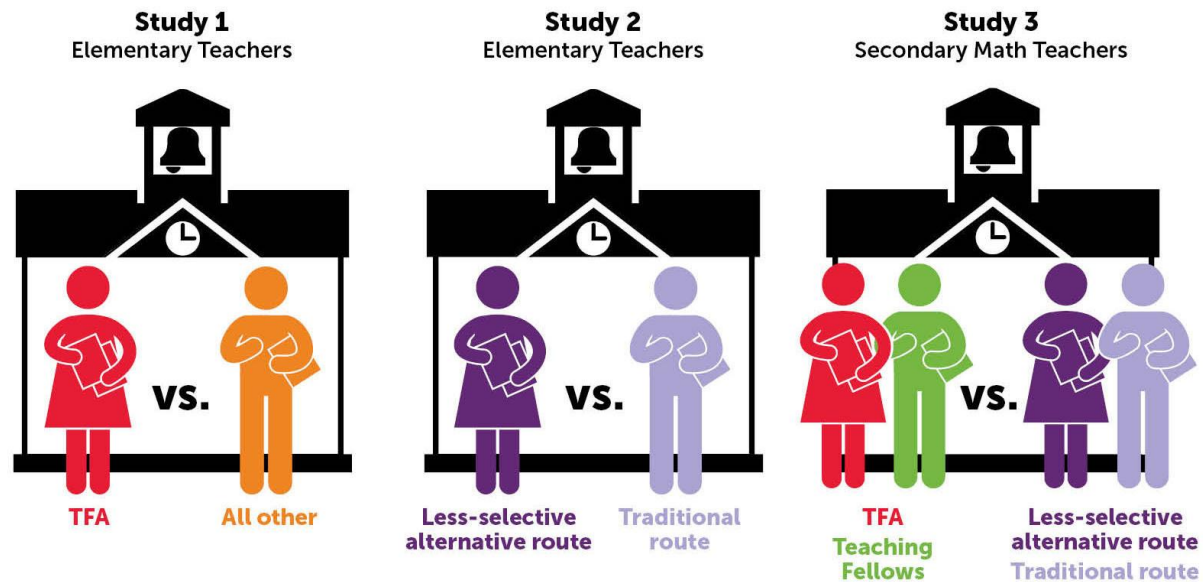
Sectoral programs

Targeting those with a positive return on the investment in training

Modular programs that allow workers to customize training

Infographics

- Describe relationships
- Make comparisons
- Illustrate concepts related to time
- Tell stories through images



Evaluating Your Efforts

Email/content management system (website) metrics and free tools

- Page views
- Link click-throughs
- Share-to-social statistics

Evaluating Your Efforts

Social media metrics

- **Twitter** retweets, link click-throughs, follows, favorites, hashtag and handle mentions
- **Facebook** reach and user engagement metrics including likes, comments, user page post views, post click-throughs, story creation, and viral quality of posts
- **LinkedIn** newsfeed shares



Evaluating Your Efforts

Testing and mini-evaluations

- A/B headline testing
 - Headline A: News from the Institute
 - Headline B: Prevention Programs That Are Making a Difference
- **Testing different formats on different platforms**

Get Your GAME On!

Get Your Dissemination **GAME** On! Use this handy grid to plan your campaign.

G oal?	A udience?	M essage?	E xpectation?
Example: Expand program	Example: Funders, policymakers	Example: Most local kids would use a school-based health clinic.	Example: Donate to the cause

For More Information

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