

Pregnancy Assistance Fund Training and Technical Assistance Webinar
Day 1: Strengthening Communications and
Sustaining Programs



Marci McCoy-Roth, Amanda Berger, Ph.D., Brigitte Gavin,
and Lydia Marek, Ph.D.

July 10-11, 2012, Portland, OR



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- Parking Lot
- Breaks
- Restrooms
- Lunch

Icebreaker

Child Trends seeks to improve the lives of children and youth by conducting high-quality research and sharing it with the people and institutions whose decisions and actions affect children

Our team at Child Trends focuses on the sharing part of that mission, **how can we effectively communicate research and findings with a broad group of stakeholders to improve outcomes for children?**

www.childtrends.org

Goals:

This one and a half day training will help front-line staff and project directors:

- Build skills that strengthen and expand their strategic communication capacities to further the mission of their projects, and
- Develop an integrated sustainability plan.

By the end of the communications part of this training, you should be able to:

- Describe the critical steps involved in developing a communications strategy.
- Create persuasive messages targeted for different audiences.
- Develop strategically targeted publications.
- Identify mobile technology communication strategies, and how to use this technology effectively with young people.

After the sustainability sessions, participants will be able to:

- Identify the factors/elements of sustainability,
- Assess their project's sustainability needs,
- Develop a viable sustainability plan for their project.

Communications Part 1: Developing a Communication Strategy



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- Connecting mission to communication
- What is a communication method?
- What is a communication strategy?
- Critical elements of a communication strategy
- Picking a Goal(s)
- Developing a Logic Model for Communication Activities

What's the difference between a strategy and a method?

- A communication method is a tool that you can use to reach an audience with a message. (Press Release, Newsletter, etc.)
- A communication strategy takes into consideration the audience, message, “channel” and goal of the communication effort. (A communications plan with multiple pieces)

Critical elements of a communication strategy should:

1. Develop a goal or set of goals
2. Identify a target audience
3. Develop a message/identify messengers
4. Employ at least one and possibly multiple communication methods or “channels”
5. Include a timeline
6. Include a plan for evaluating success

A Culture of Communication



Building a Culture of Communications

by **Communications Network** PLUS 1 month 1 week ago

<https://vimeo.com/42205106>

Example of a Communication Strategy

Inputs

- Goal(s)
- Audience
- Staff time
- Website
- Media list
- Fundraising platform/software to accept donations
- List of active civic organizations that might be or have been supportive
- Performance measurement data



Activities

- Develop and test message(s)
- Use program data to tell story of impact
- Host open house
- Present at civic organizations
- Ads in newspapers
- Press release
- Deskside with reporter
- Web presence (social media campaign, etc.)
- ... and so on!



Outcome

- Increased public awareness and support

Example of Communication Strategy #2

Inputs

- Goal(s)
- Audience
- Staff time
- Website
- Stakeholder Analysis
- Fundraising platform/software to accept donations
- Performance measurement data



Activities

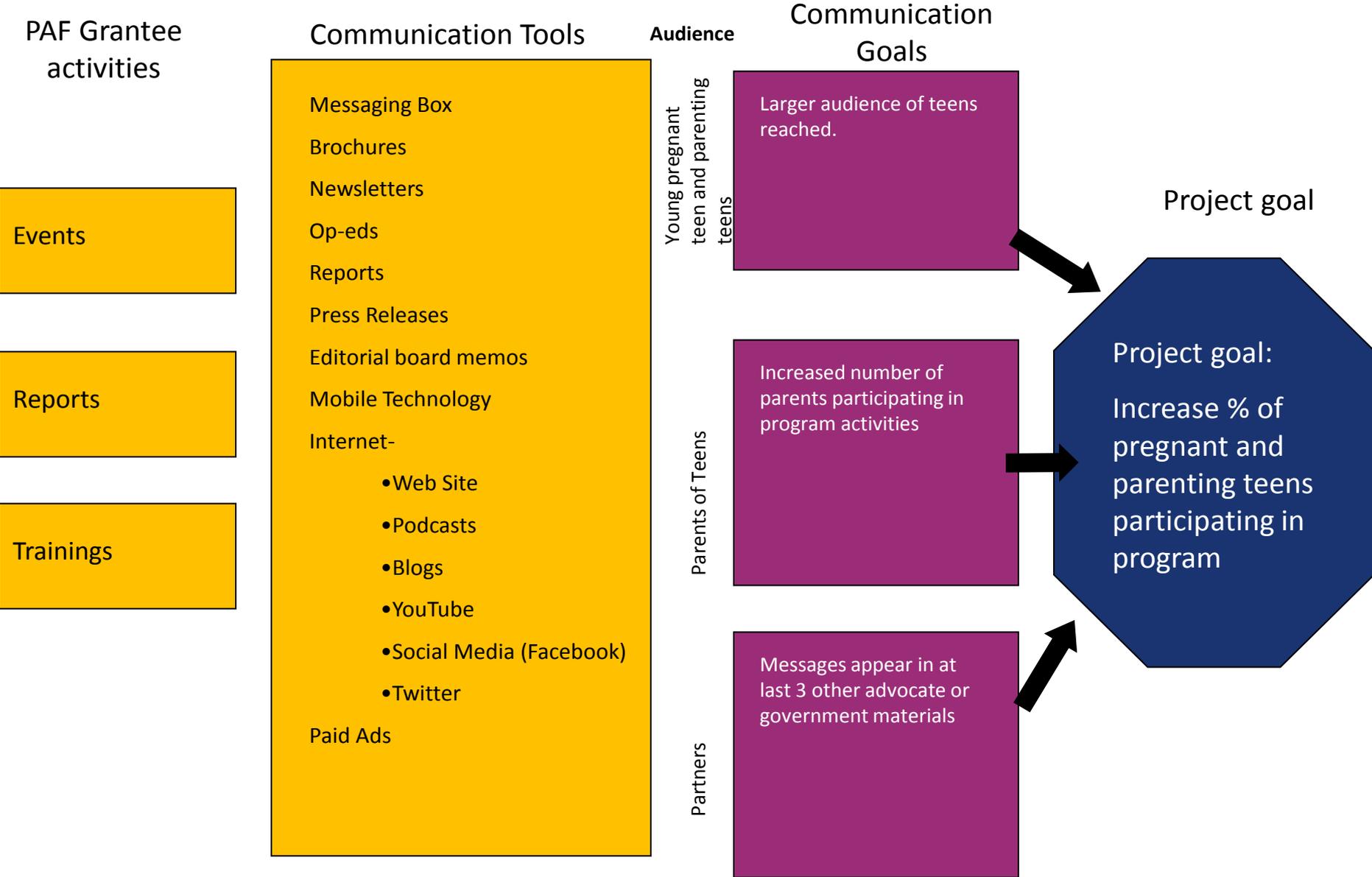
- Develop and test message(s)
- Use program data to tell story of impact
- Invite policymaker(s) to attend event at your site
- Press release
- Give public credit to policymaker for interest and commitment
- ... and so on!



Outcome

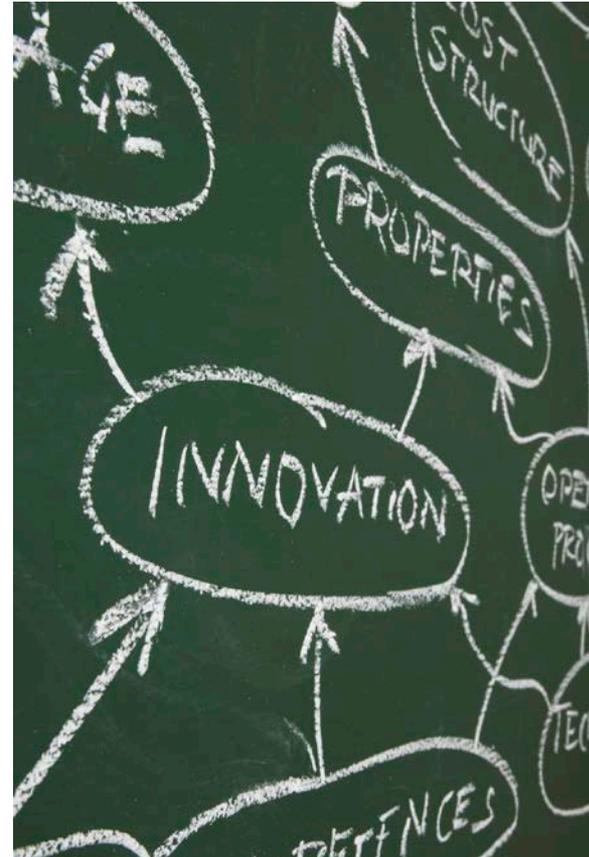
- Increased stakeholder buy-in

Logic Model of a Communication Strategy



Group Activity

1. Break into teams with individuals from your state (where possible)
2. Pick a priority goal for your organization (ex. Increase public awareness about our program, increase number of youth enrolled, etc.)
3. Develop a Communication Logic Model to reach that goal.
4. Group sharing





BREAK!



Communications Part 2: Crafting effective messages for different audiences



Marci McCoy-Roth and Amanda Berger, Ph.D.
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- Identifying audience
- How to develop messages
- What's your elevator speech?
- Developing a message box/map
- Testing messages
- Communication methods “tools”

Tailor messages to your target audience!

- **There CANNOT be only one.** The single biggest mistake organizations make in communication activities is believing a single message will work for all audiences.
- **Different strokes.** Different audiences are looking for different things in your messages.
- **Click or clunk?** A message phrased one way may “click” for one audience and go “clunk” for another. Emails may be great for collaborating partners, but teenagers see it as old-fashioned.

Audience?

Who are you are trying to reach?

Housing guru

Possible Funder

At risk teen

Press

Health care provider

Policymaker

P&P teen's mother

Whoops



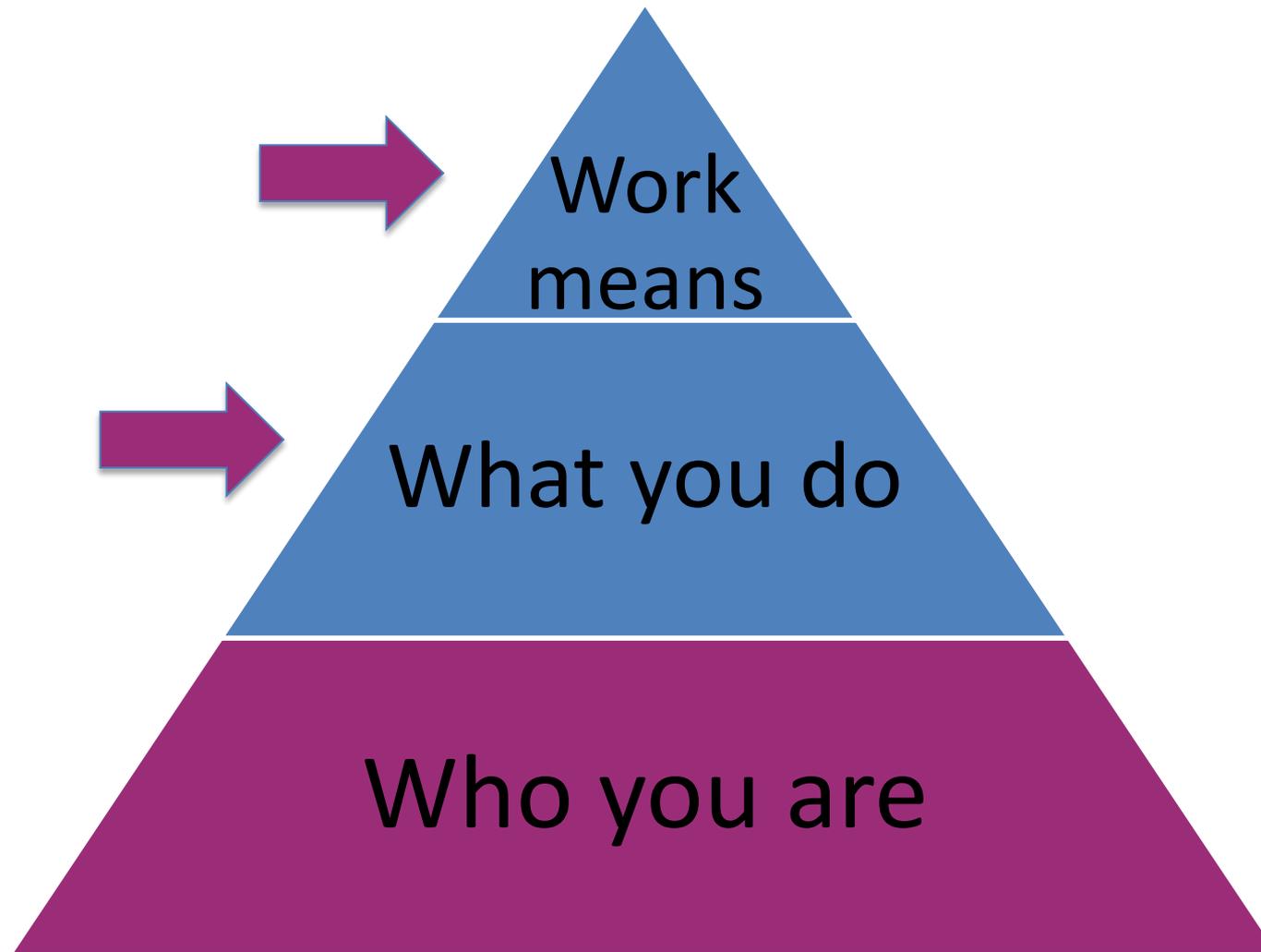
Message Development Steps

- 1. Key messages** - Identify a set of key messages you want every piece of written or verbal material to convey.
- 2. Frame** messages – Identify how you want to present your messages.
- 3. Research** - If there are barriers to your desired outcome or goal, what are they and who opposes you? Develop message points on that as well.
- 4. Test** - If possible, test these statements (and variations on them) with focus groups from your target audiences, and fine tune.
- 5. Simplify** - Develop a message box and circulate to everyone generating content.

What's Your Elevator Speech?

An elevator speech is a short statement about your organization and what you do that you can deliver in a very short amount of time (such as the length of an elevator ride.)





An example: Child Trends

Child Trends is a nonprofit, nonpartisan research center that studies children at all stages of development. We seek to improve the lives of children and youth by conducting high-quality research and sharing it with the people and institutions whose decisions and actions affect children, including policy makers, program providers, foundations, and the media. Founded in 1979, Child Trends helps keep the nation focused on children and their needs by identifying emerging issues; evaluating important programs and policies; and providing data-driven, evidence-based guidance on policy and practice.

An example: Child Trends

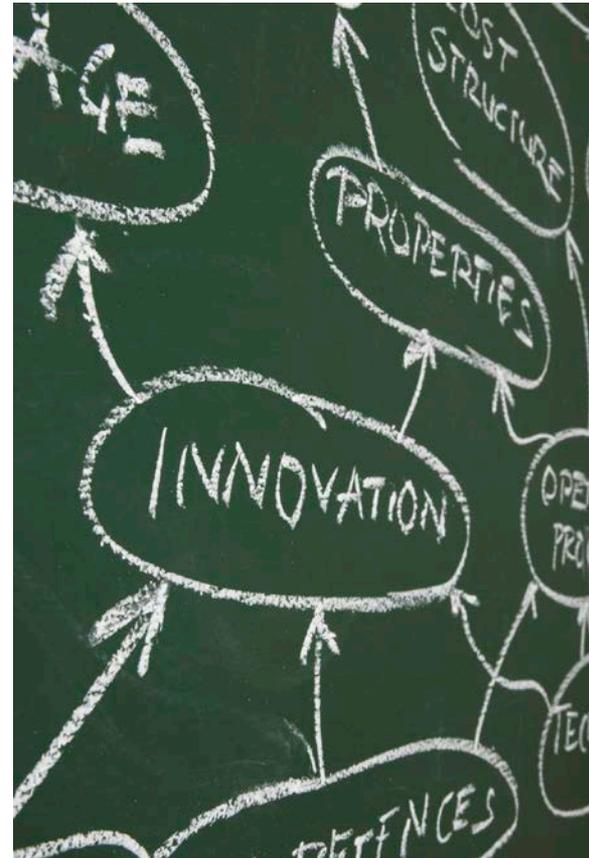
Child Trends **is a nonprofit, nonpartisan research center** that **studies children at all stages of development.** We seek **to improve the lives of children** and youth by conducting high-quality research and sharing it with the people and institutions whose decisions and actions affect children, including policy makers, program providers, foundations, and the media. Founded in 1979, Child Trends helps keep the nation focused on children and their needs by identifying emerging issues; evaluating important programs and policies; and providing data-driven, evidence-based guidance on policy and practice.

Implementing the Triangle: Child Trends as an Example

Child Trends **studies children at all stages of development** in order to improve their lives and outcomes. **We conduct high-quality research and share it with the people whose decisions and actions affect children**, including policy makers, program providers, foundations, and the media. Child Trends identifies emerging issues; evaluates programs and policies; and provides evidence-based guidance on policy and practice to keep the nation focused on children and their needs.

Group Activity: Going up?

1. Break into teams with individuals from your state (where possible)
2. Think about your project/program and what you need to communicate.
3. Develop an elevator speech to articulate your mission.
4. Group sharing



The Five C's of Effective Messages

- Credible
- Clear
- Concise
- Connects with People
- Communicates value

Ox Fam messaging example

"Basic education helps break the cycle of poverty"

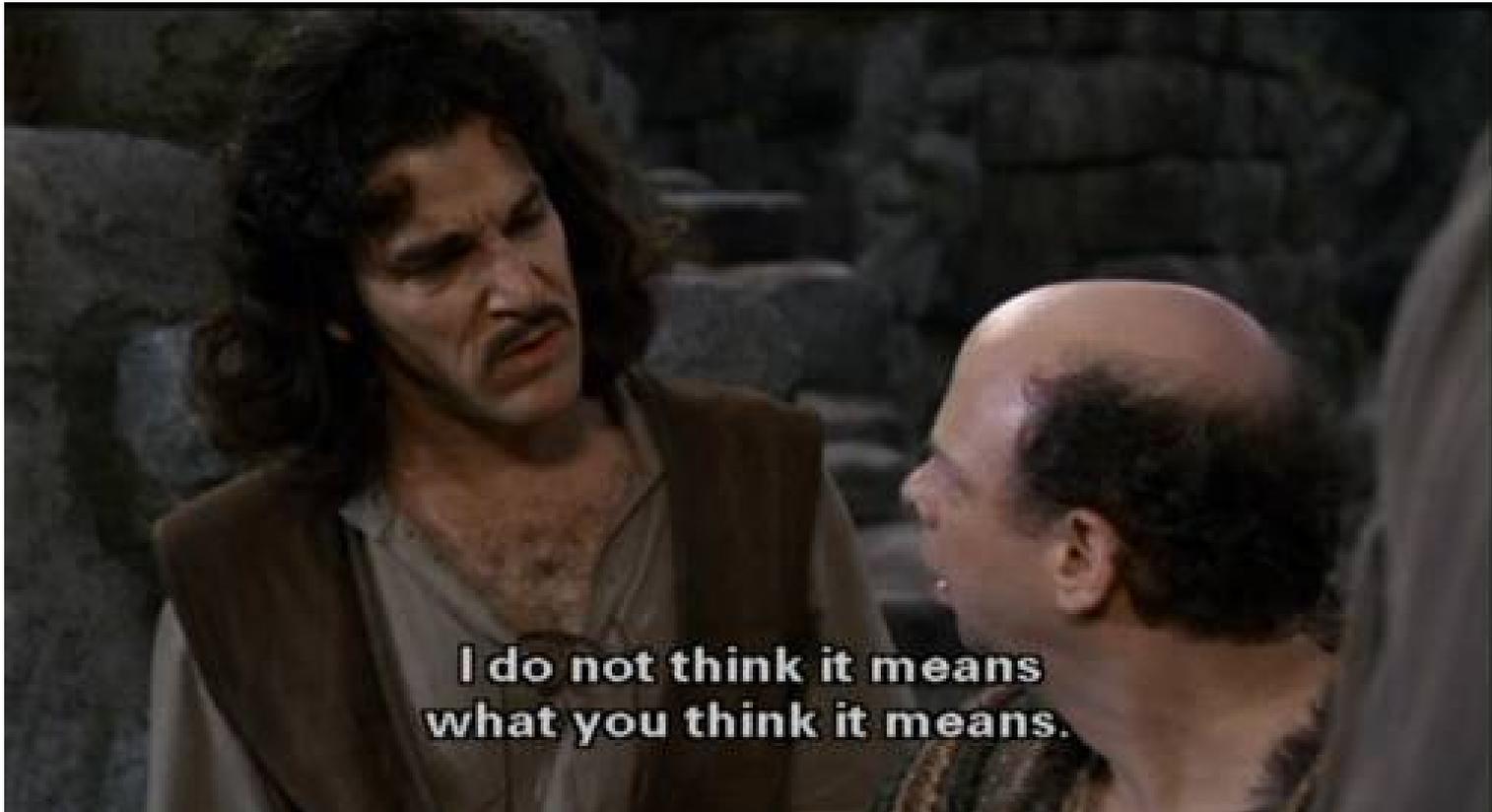
After testing, went with:

"Education is every child's right"

Inconceivable?!

Vizzini: HE DIDN'T FALL? INCONCEIVABLE.

Montoya: You keep using that word...



What is a message box?

- One page summary of your key messages.

How is it used?

- All staff/board members representing your organization and speaking publicly in any way, can use it to stay on point and further the strategic communication goals of your organization.

Useful for

- Organizing
- Refining
- Keeping everyone on same page
- Memory device
- Increasing effectiveness of message (aka Greater Impact)

What we do

Our vision

**Project
Name**

**Why it
Matters**

**Success
Stories**

Group Activity:

What we do

Our vision

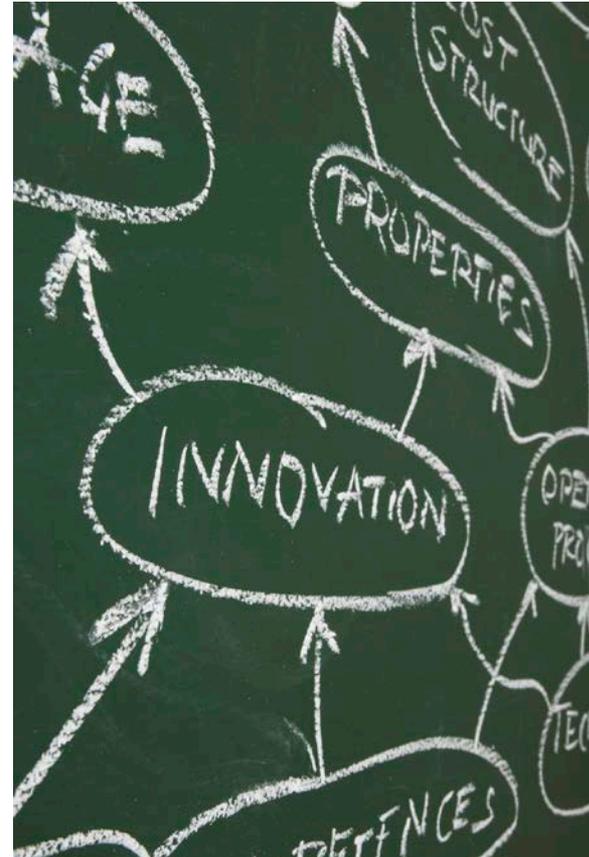
**Pregnant &
Parenting
Teens
Project**

**Why it
Matters**

**Success
Stories**

Group Activity

- 1.** Break into teams with individuals from your state (where possible)
- 2.** Develop a message box.
- 3.** Group sharing



The How: Communication Methods

Printed Materials

Ads/
Billboards

Posters

Press releases

Postcards

Newsletters

Factsheets

Reports

Traditional Media

News stories

Op-Eds

Letters to Editor

Editorials

Desk side
w/reporters

Radio/TV

New Media

Website (E-
updates)

Blogs

Facebook

Twitter

LinkedIn

In Person

Events at your
site

Forums

Meetings

Collaborations

Conferences/
Training

Lunch!



Communications Part 3: Communicating with stakeholders through events



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July 10-11, 2012, Portland, OR

Stakeholder Session Objectives

By the end of today's session, you will be able to:



1. Ask key questions before organizing an event;
2. Identify the elements that make an event a success;
3. Identify concrete follow-up items.

Before you get started

In advance of planning your event, think about:



- What's your **goal**?
- Who's your **audience**?
- What are your **objectives**?

Have a handle on these things before you start planning!

Next, what kind of event should you have?



Consult team, leadership, and partners

Don't be afraid to co-host

Think outside of the box! Not all events have to be formal meetings

And think virtually. Think creatively, both in terms of location and activity.

Important Note: Lobbying vs. Educating

The definition of “advocacy” is broad: ranges from educating policymakers to lobbying them

- Education definition: Education activities include sharing information about your program/project, describing problems and challenges using data, having someone share their story.
- Lobbying definition: No single definition of lobbying exists. A general definition : ***attempting to influence legislation and advocating for the proposing, supporting, or opposing of legislation.***
- You can not lobby with Federal funds – different rules may exist for funds you receive from the state. State and local governments can refer to **OMB Circular A-87** for more extensive guidance; nonprofits can refer to **OMB Circular A-122**.

Helpful guidance:

American Public Health Association Webinar:

<http://www.apha.org/programs/cba/webinars/>

Chart from National Council of State Legislators of how States Define "Lobbying" and "Lobbyist": <http://www.ncsl.org/legislatures-elections/ethicshome/50-state-chart-lobby-definitions.aspx>

Concrete tips for event success

- ✓ **Agenda:** Carefully structure your agenda around objectives.
- ✓ **Pro-active Planning:** Meet with speakers in advance to talk through their planned remarks.
- ✓ **Registration:** Create an informative and easy-to-use registration site.
- ✓ **Marketing:** Develop engaging marketing materials that are attractive to your audience.
- ✓ **Next Steps:** If possible, let attendees (and prospective attendees) know what the next steps from this meeting would be.



Now - Publicize!



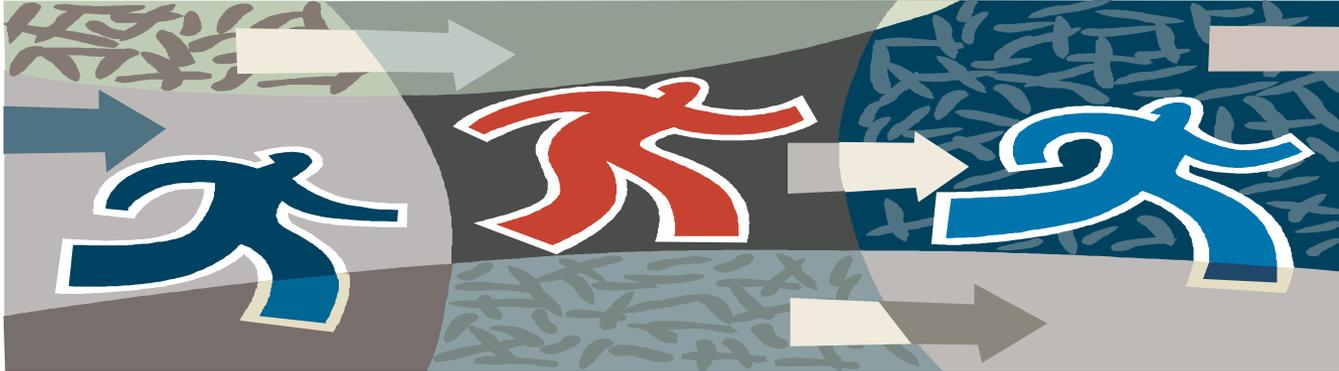
- Repeat, repeat, repeat
- Pick up the phone
- Press call
- Leverage a big name
- Connect with multiple media strategies

Strategies and Tools to Make Sure All Goes Smoothly

- ✓ Staff
- ✓ Participant and Working Agenda
- ✓ Breaks
- ✓ Breakout discussion guide
- ✓ Prepared questions for Q&A
- ✓ A camera
- ✓ Any other ideas?



After the event?



Next Steps

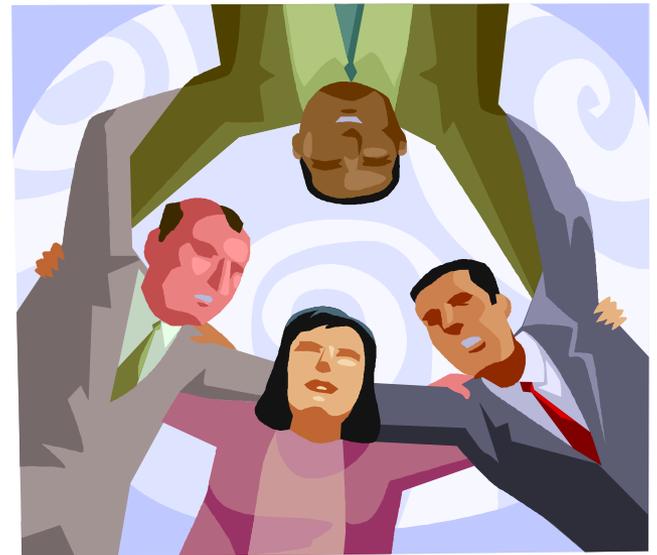
- **Evaluate.** Encourage attendees to complete an evaluation.
- **Follow-up with stakeholders.** Broadcast your success!
- **What's next?** Use the meeting discussion to inform the next steps, is it developing a toolkit? Fact sheets? An additional meeting?

Bottom line: Don't let the meeting be the "end of the road."

Group Discussion

Think of a goal that you want to accomplish in next 6 months – what kind of event would help you accomplish that goal?

What do you want to “get out” of the meeting? Identify potential objectives and resulting product(s).



Building Community Capacity: Sustaining Programs

Part 1: The Intersection of Building Community Capacity and Sustainability: What has the Research Told us?

Lydia Marek,

July 10-11, 2012, Portland, OR



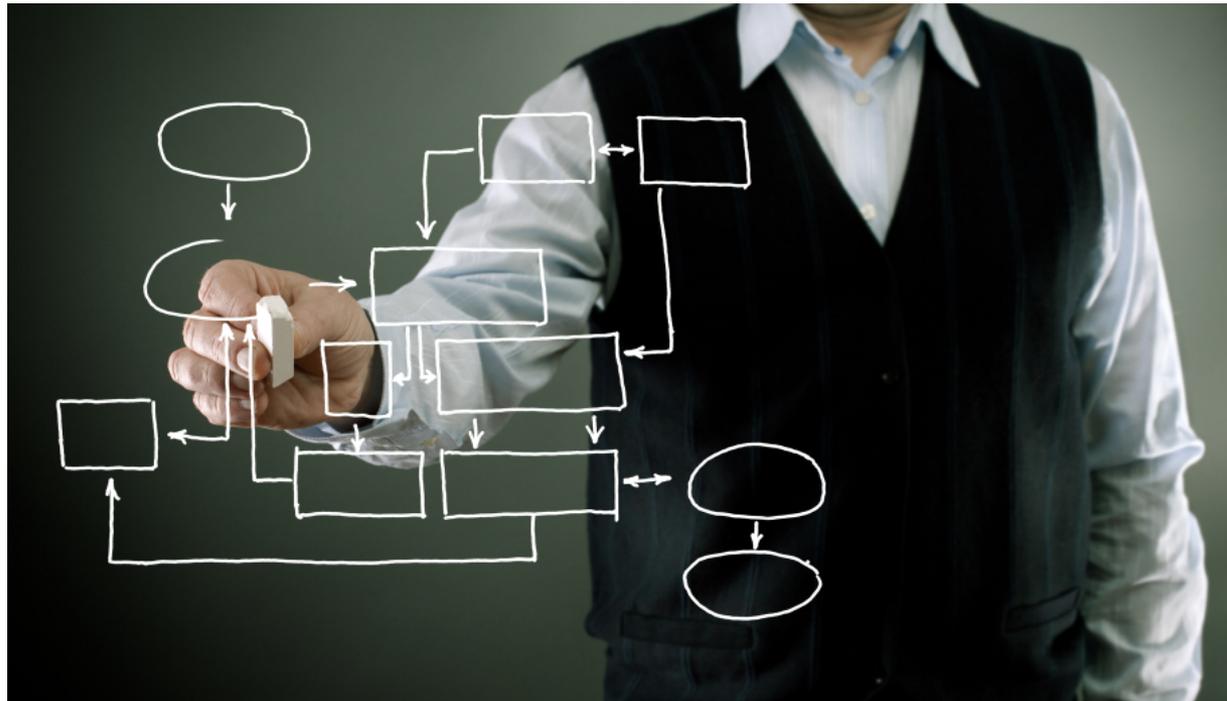
BREAK!



Building Community Capacity: Sustaining Programs

Part 2: Charting your own project

Lydia Marek,
July 10-11, 2012, Portland, OR



**Reflection
time!**



Pregnancy Assistance Fund Training and Technical Assistance Webinar
Day 2: Strengthening Communications and
Sustaining Programs

Welcome
Back!



July 10-11, 2012, Portland, OR

Warm up!



Communications Part 3: Reaching young people via mobile technology and social media



Marci McCoy-Roth and Brigitte Gavin
Child Trends
July 10-11, 2012, Portland, OR

Objectives

At the end of this morning's session, you will be able to:



1. Understand different social and mobile media tools and their applications;
2. Identify strategies to reach young audiences with these mediums; and
3. Craft messages that can be communicated to your target audiences.

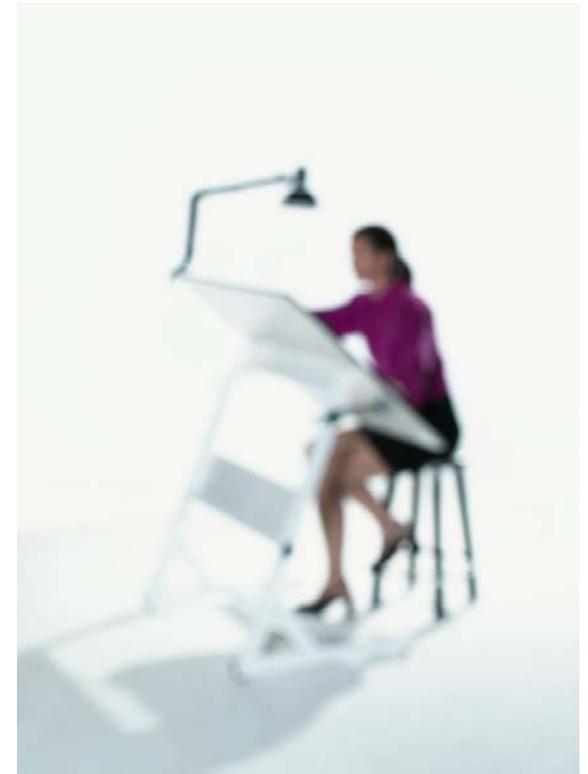
Setting Your Social Media Policy

Create a Social Media Policy in 10 Steps!

How your organization can enter into and participate in social media networks in a thoughtful way.

Examples of social media policies can be found here:

<http://socialmediagovernance.com/policies.php>



Just over **half** of all state and local health departments are on Facebook.

Approximately **180** state, local, and regional health agencies are on Twitter.

Are you?



www.twitter.com/publichealth/healthdepartments

Opportunities and Methods to Leverage Social Media/Mobile Networking

- Facebook/MySpace
- Twitter
- Four Square
- LinkedIn
- Texting and Mobile Marketing



Challenges and Opportunities



CHALLENGES

- ❖ Convincing powers that be that it's a good idea
- ❖ Controlling the message
- ❖ Learning curve
- ❖ Measuring impact
- ❖ Time
- ❖ Privacy

OPPORTUNITIES

- ❖ Reach young people "where they are"
- ❖ Less expensive than traditional advertising
- ❖ Expanding your audience and awareness
- ❖ Continuous engagement rather than a "one-time shot"

Our Social Media is buzzing. We are trying to understand what it means!



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How are Teens Using Social Media?



- Use of mobile devices are approaching usage rates of traditional computers.
- 95% of all teens ages 12-17 are online; 80% of those online teens use social media sites.
- Almost half of all teens are online “several times a day”
- 41% of teens have accounts across multiple social media sites.

Source: [Pew Internet Research Project](#)

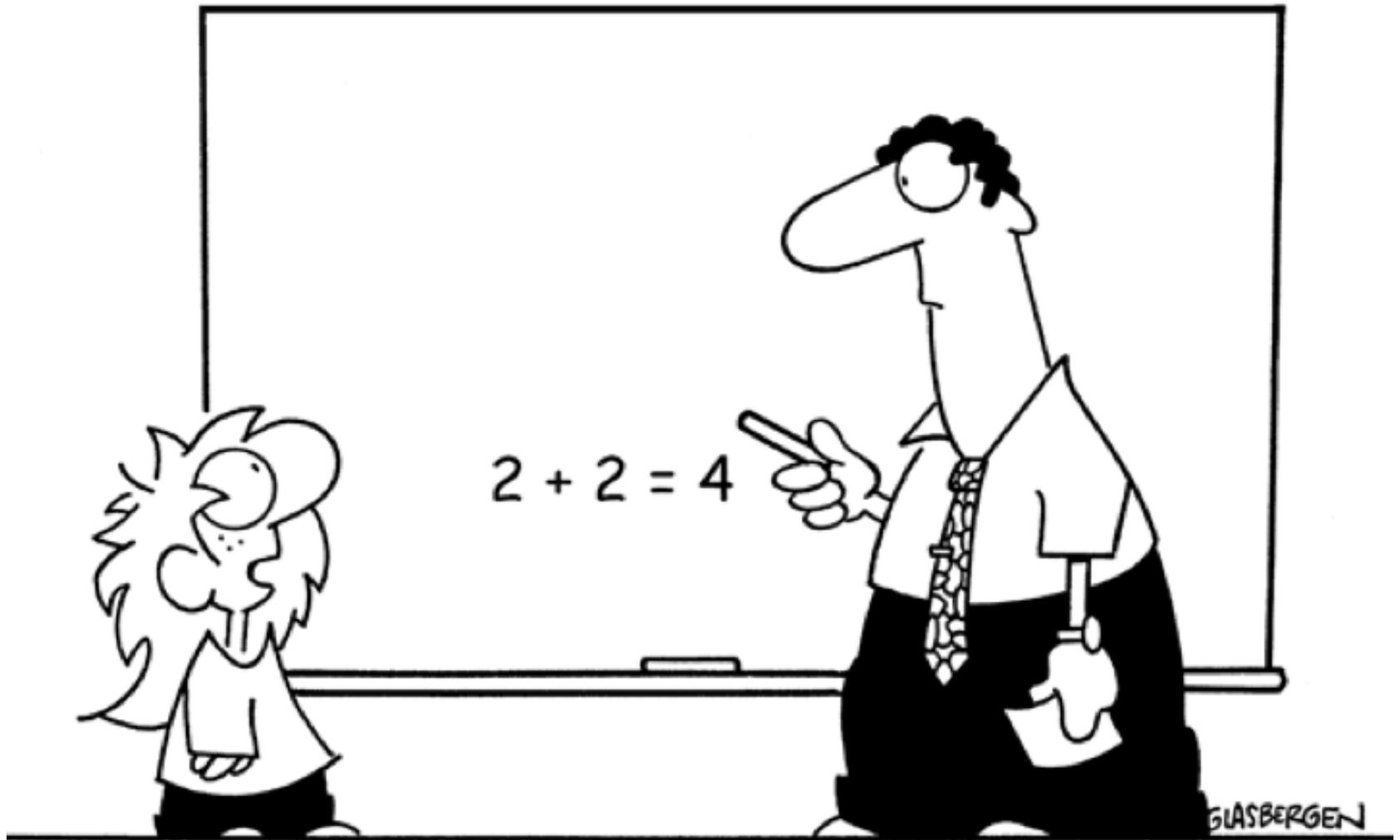
Good to Know: Social Media and Teens



Teens engage in multiple activities on social media sites (surveys report a median number of SIX). They:

1. Post status messages and pictures,
2. Comment on their friends' posts,
3. Use chat features and
4. Play games, and more.

This means you have multiple ways to engage them!

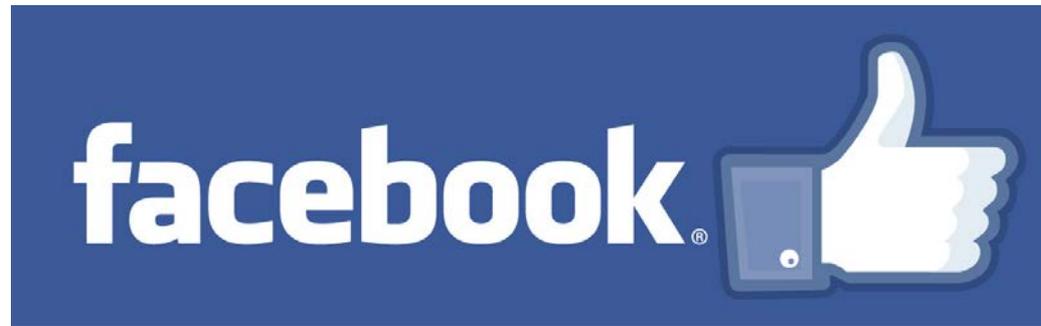


“How can I trust your information when you’re using such outdated technology?”

Mini-Quiz Time



- Of all online teens, what percentage are on MySpace or Facebook?
- Which socio-demographic groups of teens are most likely to be on MySpace?



Easy does it. Limit your posts to once every other day.

Weekends are better. Post that interesting content on Saturday morning.

(Very) early birds catch the worms. Posts earlier in the morning get more shares.

The best Facebook posts are interactive. Ask a question or poll. Respond to other posts on your page or on your feed. And more!

Are Teens Tweeting?

A much smaller proportion of teens use Twitter than older adults but figures suggest this is changing. From 2009 to 2011, Twitter use doubled from eight to 16 percent of all online teens.

Q: Which groups of teens are more likely to use Twitter?



Tips for Twitter

- **Keep it to 120.** Shoot for 120 characters so that your tweets can be retweeted with your name (eg. @TeenHealthGov) included.
- **Short but clear with action verbs.** Keep your tweet short but don't over abbreviate, it makes it hard for people to understand. Use action verbs to increase clicks on your links.
- **Link and connect.** Point to credible links either on your own website or to specific news sources. Government sites are very reliable. A Tweet without a link is an opportunity lost.

Tips for Twitter

- **Use hashtags (e.g., #).** Hashtags help users who are interested in your topic area find your content.
- **Always credit your source** (if you are retweeting.)
- **Be chatty, be witty.** Twitter is a conversation. Respond to messages, be friendly, and be conversational. It's okay to be funny and engaging.
- **Use Twitter buzz words to increase clicks.** Use words like: Check, via, and please to increase clicks on your tweets.

When should we tweet?

- Try to send out the most important tweets in the morning around 11 am Eastern and between 2 and 5 pm Eastern. Send no more than 1 tweet an hour.

If I tweet it once, is it okay to tweet it again?

- Absolutely. In fact, you'll likely increase both your retweets and your followers, if you post the same message in a couple of ways over time; just don't do them all at once.

How many tweets should we tweet?

- The people who get the most retweets, tweet as many as 20 times a day. Most non-profits don't have the time to tweet that much, but if you do, you'll grow your followers more quickly.

Is there an easy way to schedule tweets?

- Why yes, there is! Try Hootsuite or Tweetdeck, which are both online platforms that allow you to schedule a series of tweets over time, direct message followers, and monitor your twitter feeds.

What on earth is Four-Square?

A location based social networking website.

This application may help you wrangle more teens participating in your programs!



“Pinning” for Good



- Pinterest: A virtual online pinboard, where you can collect and categorize images.
- Leverages the impact of “visual storytelling”
- Growing referral power – higher than Twitter!
- <http://pinterest.com/nonprofitorgs/>

Search 🔍



SAVES (Sexual Assault Victims Emergency Services)

www.savesrapecrisis.org - a nonprofit organization, supporting sexual assault survivors & their loved ones. (Due to the sensitive nature of this information, please view at your own discretion).
📍 Farmington, Maine

Repins from

- Everyone's Rights
- HollabackPhilly
- katesome

15 Boards

291 Pins

27 Likes

Activity

Follow All

121 Followers

38 Following

Sexual Assault Websites 11 pins



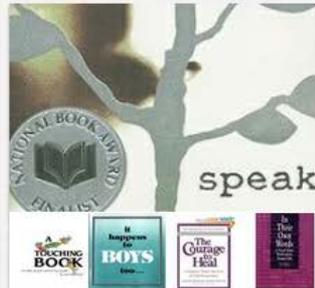
Follow

Know The Facts 22 pins



Follow

Books Worth Reading 11 pins



Follow

End Rape Culture 63 pins



Follow

Consent = Yes. 20 pins



Follow

Stalking Awareness 5 pins



Anti-Bullying 23 pins



Stop Street Harassment 16 pins



Human Trafficking 8 pins



Celebrity Supporters 13 pins



Know The Facts Like

Local (Maine) and national sexual assault statistics & facts.



SAVES (Sexual Assault Victims Emergency Service) Follow

98 followers, 22 pins



Tomorrow, June 15, 2012 is World Elder Abuse Awareness Day (WEAAD). According to the World Health Organization, "4% - 6% of elderly people have experienced some form of abuse in the home. The elderly are also at risk of abuse in institutions such as hospitals, nursing homes and other longterm care facilities." Please share & help us raise awareness!

1 like 7 repins

google.com



true
4 repins

safersexuality.tumblr.com



1 in 4 college women report be sexually assaulted.

genderuniversity.com



Happy Denim Day!

jeans4justice.org



step in

1 like 4 repins



someone in the U.S. is sexually assaulted.

1 like 5 repins

rainn.org



Wheel of sexualized violence escalating through emotional to physical abuse.

2 repins

thefeministwire.com



Power & Control



via Men Can Stop Rape

2 repins

mencanstoprape.tumblr.com

STATES ON SEXUAL ASSAULT
SEXUAL ASSAULT OCCURS IN 10-11% OF ALL MARRIAGES

EVERY 2 MIN
SOMEONE IN THE U.S. IS SEXUALLY ASSAULTED

80% OF VICTIMS ARE UNDER 30

17% OF MEN & 25% OF WOMEN ARE OR WILL BE VICTIMS OF SEXUAL ASSAULT IN THEIR LIFETIME

90% OF YOUNG WOMEN INVOLVED IN PROSTITUTION WERE SEXUALLY ABUSED AS CHILDREN

80% OF VICTIMS ARE ASSAULTED BY A KNOWN ACQUAINTANCE

STATISTICS FROM A SURVEY BY JUSTICE AND SOCIETY HILLTOP

Every 2 minutes

1 like 6 repins

marshill.com





Cannes Lions

The world's largest international festival of creativity, global brand communication awards, and gathering of creative professionals. This year's Festival: 17-23 June 2012. Coverage by @SapientNitro

📍 Cannes, France

Repins from



Joe Baratelli



Lürzer's Archive



Naked Brasil

10 Boards

328 Pins

80 Likes

Activity

Follow All

1345 Followers

72 Following

Big Ideas & Overheard

124 pins



Unfollow

Infographics & Stats

8 pins



Follow

Cannes Spotting

41 pins



Follow

Cannes 360: Photograph...

47 pins



Follow

2012 Awards & Winners

35 pins



Follow

Great Stories Start at C...

46 pins



Follow

The Palais des Festivals

8 pins



Follow

Cannes Cuisine

33 pins



Follow

Style Scene

46 pins



Follow

Powered by SapientNitro

1 pin



Follow

"Art, when done well, is a form of propaganda for good things."

Nan de Botton



Overheard at #CannesLions

5 likes 9 repins

Uploaded by user

"I wish I could be 20 again. I'd take my chances on running for President just to see what happens."

President Bill Clinton



Overheard at #CannesLions

1 like 4 repins

Uploaded by user

"The more you listen the more you get."

Stephen Friedman, President MTV



Overheard at #CannesLions

7 likes 17 repins

Uploaded by user

amaze with that voice and fabulous attitude :)



Add a comment...

"Digital is not a medium. Digital is an infrastructure."

Amir Kassar, CCO
DDB Worldwide



Overheard at #CannesLions

7 likes 19 repins

Uploaded by user

"I urge you to think about how you can do well and do good."

President Bill Clinton



Overheard at #CannesLions

4 likes 9 repins

Uploaded by user

"My hustle is more important than my MBA."

- referring to the Millennial mindset
Steve Friedman, President MTV



Overheard at #CannesLions

2 likes 9 repins

Uploaded by user

"Love pie, hate pie charts."

David McCawley



Overheard at #CannesLions

5 likes 15 repins

Uploaded by user

"Data is really important, but an idea rooted in insight is worth its weight in gold."

Mark Tutssel, CCO
Leo Burnett



"You influence people through their senses. That's why you need art."

"There are no revolutions. Even revolutions are evolutions."

Fredrik Hertz, Author
Founder, Interesting.org

"The term 'social' will eventually go away. Because we're social creatures. It's who we are."

Paul Adams, Global Head of Brand Design
Facebook



"Online content ≠ TV ads. Creativity is key. Don't be afraid to take risks. Follow your dreams. Mobile is the future."

Jess Greenwood
Director Business Strategy
R/GA



Thinking out of the box!
#CannesLions (via @jessedee - statigram)

2 repins

statigr.am

Scro
to To

Texting and the U.S. Teen



A Snapshot

- Nearly 90% of teens with cell phones text -- more than half text daily.
- Among a sample of low-income households on Medicaid, 80% of patients report texting regularly.



Question: What do you think is the median number of texts teens send in one day?

Teen cell phone owners in the lowest household income category are most likely to use their handset to go online

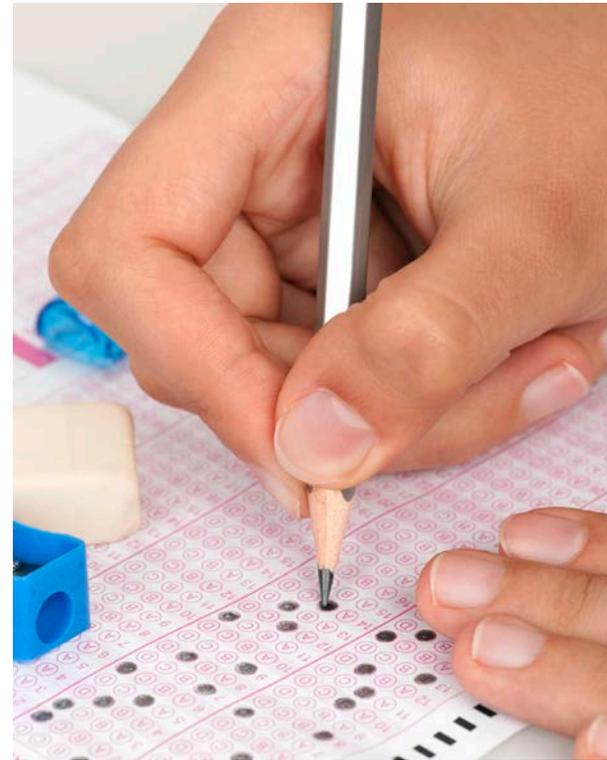
Annual household income	Go online with cell phone	Computer in the home
Under \$30,000	41%*	70%*
\$30,000-49,999	27%	84%
\$50,000-74,999	22%	93%
\$75,000+	23%	97%

* significantly different than all other cells in the respective rows

Pew Research Center's Internet & American Life Project, Teens and Mobile Phones Survey conducted from June 26 - September 24, 2009. N=800 teens ages 12-17 and the margin of error is $\pm 4\%$.

Quiz

How much do you know about
texting shorthand?



<http://www.netlingo.com/acronyms.php>

Examples: Successful & Relevant Texting Efforts



HOW THE PREGNANCY TEXT WORKS

— WHAT TO EXPECT WHEN TEXTING —

YOUR EXPERIENCE

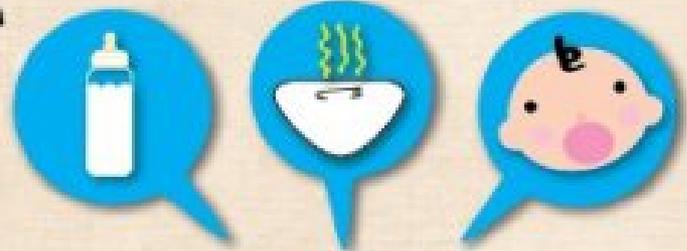


ENTER 5 FRIENDS NUMBERS
IN THE BOX ABOVE TO SEND
A PHONE BABY TO YOUR
FRIENDS AND ENTER TO
WIN A \$2,000 SCHOLARSHIP



TEXTS SENT TO
YOUR FRIENDS

YOUR FRIENDS' EXPERIENCE



YOU & YOUR FRIENDS ARE ENTERED
TO WIN SCHOLARSHIPS!



Opportunities

- Access
- Discreet
- Cost



Challenges

- Concerns about HIPAA violations and other privacy issues.

A Social Media platform for YOU

A new LinkedIn group has been established for individuals working with Pregnant and Parenting Teens

<http://www.linkedin.com/groups?home=&gid=4282395&trk=anet ug hm&goback=.anp 4282395 1339281877452 1>

Group Discussion

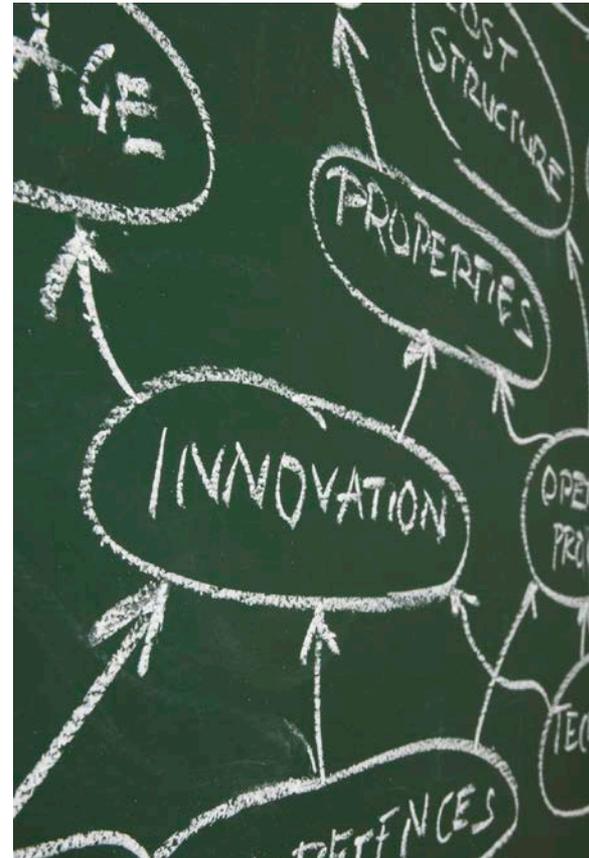
What are you currently doing to engage pregnant or parenting teens? How could social or mobile media enhance those efforts?

Is your organization currently utilizing social media for other initiatives? If so, think about ways to build off of that “brand.”



Group Activity

- 1. Break into small groups and create:**
 - Three tweets – one that will engage teens, one that will connect you with partners, and one that will publicize your work to the media.
 - A Facebook post that engages teens; and
 - A prize that you could award to the “Mayor” of your FourSquare location.
- 2. Group sharing**





BREAK!



Sustaining Programs Part 4: Developing Your Sustainability Plan

Lydia Marek

July 10-11, 2012, Portland, OR



**Reflection
time!**





Questions?

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