

# Talk of the Town: Getting the Word Out About Your Successful Teen Pregnancy Prevention Initiative

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and the Centers for Disease Control and Prevention

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# Agenda

- Getting to know one another
- Developing your message
- Using data to convey your message
- Using personal stories to support your message
- Tailoring and disseminating your message

# Objectives

- Participants will be able to...
  - Demonstrate how to appropriately condense and tailor the most important points of their initiatives to resonate with specific audiences;
  - Describe how process and outcome evaluation data can be used to communicate the successes of implementing an evidence-based intervention to meet the needs of a given community;
  - Describe how organizations can use personal stories to support their message;

# Objs. Continued

- Participants will be able to...
  - Identify at least 3 community leaders or groups as important audiences and create a strategy for raising awareness, outreach and generating interest for involvement in teen pregnancy prevention for each audience; and
  - Explain how overall communications efforts relate to program success and sustainability.

# Icebreaker!



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# Group Agreements

Step Up, Step Back



Respect differing opinions

Silence Phones



# The Importance of Messaging



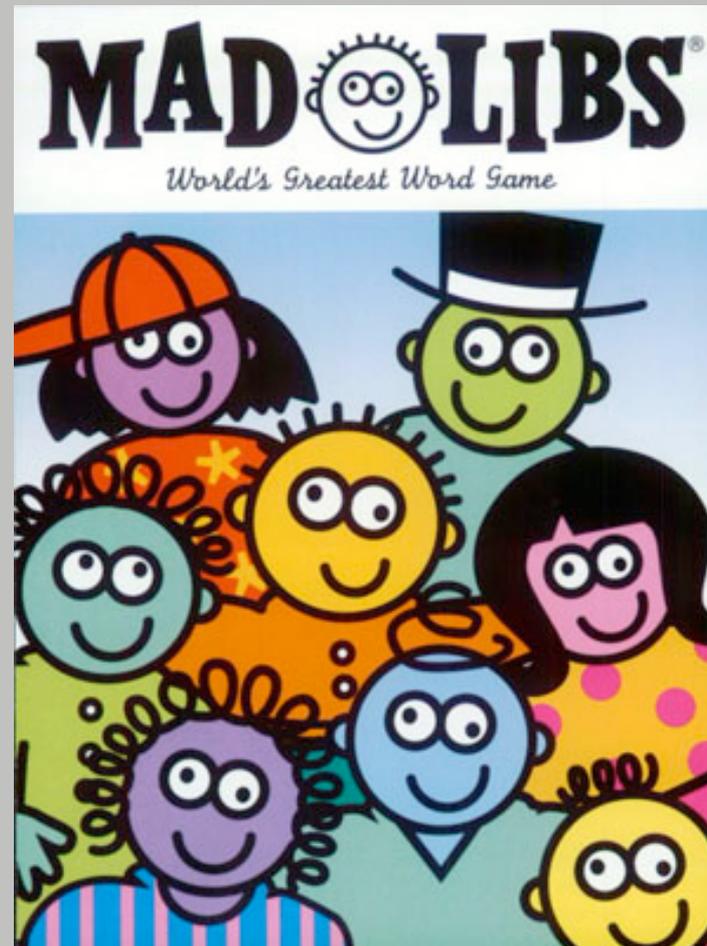
# Who and What

- Who is it important that we talk to?
- What do we want them to know?

# Small Group Work

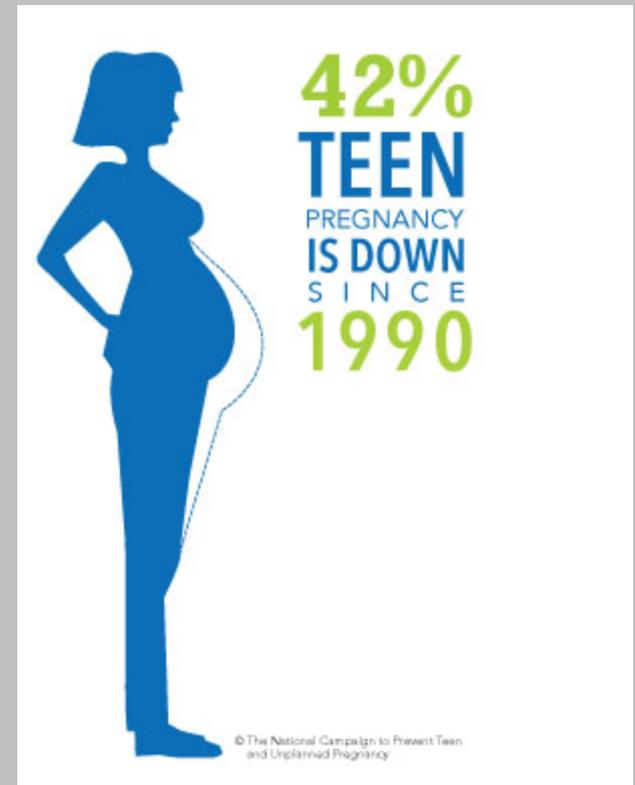
- What message do you want to implicitly communicate in every interaction with a stakeholder?
- Brainstorm: Activity: Develop a concise statement that summarizes your work.

# Developing Your Message



# Tips for Using Data

- Fewer numbers = better
- Put numbers into context



# A Word About Personal Stories

- Benefits:
  - Gives a personal connection
  - Brings data to life
  - Speaks to people's emotion
- Important to use stories ethically



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# Practice



- Draft 2 to 3 talking points based on the scenarios
- Each group will have a recorder and reporter and will take turns sharing their scenario and response

# Action Planning



# Reflection

- What is one new strategy that you learned during our time together today?



# Thank You

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