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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Housekeeping

- Parking Lot
- Breaks
- Restrooms
- Lunch
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](http://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.
Objectives

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.
Objectives

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

Marci McCoy-Roth & Amanda Berger, Ph.D.
Child Trends
July 10-11, 2012, Portland, OR
Overview

- 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/softwarer 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
Project goal: Increase % of pregnant and parenting teens participating in program

**Communication Tools**
- Messaging Box
- Brochures
- Newsletters
- Op-eds
- Reports
- Press Releases
- Editorial board memos
- Mobile Technology
- Internet -
  - Web Site
  - Podcasts
  - Blogs
  - YouTube
  - Social Media (Facebook)
  - Twitter
- Paid Ads

**Audience**
- Young pregnant teen and parenting teens
- Parents of Teens

**Communication Goals**
- Larger audience of teens reached.
- Increased number of parents participating in program activities
- Messages appear in at last 3 other advocate or government materials

**PAF Grantee activities**
- Events
- Reports
- Trainings
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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Overview

- 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.
Who are you trying to reach?

- At risk teen
- Possible Funder
- Housing guru
- Press
- Policymaker
- Health care provider
- P&P teen’s mother
- P&P teen’s mother
Tonight’s English as a second language class has been cancelled.
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.
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.)
Work means

What you do

Who you are
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.
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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"
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.
Creating a message box

Useful for

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

What we do

Our vision

Project Name

Success Stories

Why it Matters
Group Activity:

What we do

Our vision

Pregnant & Parenting Teens Project

Success Stories

Why it Matters
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

Marci McCoy-Roth, Amanda Berger, Ph.D., and Brigitte Gavin
Child Trends
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.
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:**
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
Showtime!

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?
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.”
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
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.
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
- 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!
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
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?
Tips for Facebook

**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!
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

Follow All
Know The Facts

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

World Elder Abuse Awareness Day
June 15th

1 in 4 college women report being sexually assaulted.

Happy Denim Day

17% of men & 25% of women or both will be victims of sexual assault in their lifetime.

Every 2 minutes

1 like 4 reprints

A Wheel of sexualized violence escalating from emotional to physical abuse.

1 like 5 reprints

Power & Control

A Way Men Can Stop Rape

2 reprints

mencanostoprape.tumblr.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

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Joe Baratelli
Lurzer's Archive
Naked Brasil

Big Ideas & Overheard
124 pins

Infographics & Stats
8 pins

Cannes Spotting
41 pins

Cannes 360: Photography
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35 pins

Great Stories Start at Cannes
46 pins

The Palais des Festivals
8 pins

Cannes Cuisine
33 pins

Style Scene
46 pins

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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?
Texting and the U.S. Teen

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

<table>
<thead>
<tr>
<th>Annual household income</th>
<th>Go online with cell phone</th>
<th>Computer in the home</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $30,000</td>
<td>41%*</td>
<td>70%*</td>
</tr>
<tr>
<td>$30,000-49,999</td>
<td>27%</td>
<td>84%</td>
</tr>
<tr>
<td>$50,000-74,999</td>
<td>22%</td>
<td>93%</td>
</tr>
<tr>
<td>$75,000+</td>
<td>23%</td>
<td>97%</td>
</tr>
</tbody>
</table>

* 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 ±4%.
Quiz

How much do you know about texting shorthand?

http://www.netlingo.com/acronyms.php
Examples: Successful & Relevant Texting Efforts

- text4baby
- Bedsider
- Do Something.org
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
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.”
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
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Reflection time!
Questions?

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