“In times of stress, people decide to trust the messenger before the message.”

_Aristotle_
Objective:

To be able to identify effective communication strategies for:

- Building **relationships** with key stakeholders, including elected officials at the local, state and national level
- Designing **public awareness campaigns**
- Selecting the right **communication tools** for the right audience (such as, social media tools)

"In order to compete in this increasingly competitive and complex environment, those of us in public health must make the science and art of communication as integral a part of our everyday activities as the science of epidemiology and disease control. I believe this book provides an important first step towards that end." - **Jeffrey Koplan, former Director, Centers for Disease Control and Prevention, 2013**
Build relationships with key stakeholders:

PUBLIC HEALTH: AN INTEGRATED SYSTEM OF PARTNERSHIPS
Understanding each other

PUBLIC HEALTH – 10 Essential Services

1. Monitoring health status to identify community health problems
2. Diagnosing and investigating health problems and health hazards in the community
3. Informing, educating and empowering people about health issues
4. Mobilizing community partnerships to identify and solve health problems
5. Developing policies and plans that support individual community health efforts
6. Enforcing laws and regulations that protect health and ensure safety
7. Linking people to needed personal health services and assuring the provision of health care when otherwise unavailable
8. Assuring a competent public health and personal health care work force
9. Evaluating the effectiveness, accessibility and quality of personal and population-based health services
10. Researching for new insights and innovative solutions to health problems

GOVERNANCE ROLES

- Convenes as BOARD OF HEALTH
- Assesses and facilitates conversations
- Aligns community resources
- Assures bylaws, rules and procedures comply with local, state and federal laws and are enforced
- Advocates for resources
- Communicates
- Evaluates
- Approves policies and budgets
Top Five Lists

Common Themes

County Commissioners
- Communication
- Context - how does this meet community needs?
- Vision/plan
- Awareness in community
- Priorities – what and why?

Public Health Administrators
- Involvement
- Knowledge/Understanding
- Leadership
- Resources: Align budget with expectations
- Respect/Support
What Does it Mean to Manage Public Health Like Public Works and Public Safety?

• Engage in a process to identify where you are, where you want to be, and how to get there
  • What are the needs and priorities of your community?

• Examples:
  • Review crime statistics to make budget and staffing decisions about the county jail
  • Review traffic study before making decisions about roads and bridges
  • You need data to inform decisions about public health
Materials

Managing a Quality Public Health System

Year 1 - ____________ County

County Commission (Governance)

LHI (Implementation)

Quality Improvement / Accreditation
PUBLIC AWARENESS CAMPAIGNS
What is social marketing?

• Using commercial marketing techniques to influence a target audience to voluntarily accept, reject, modify or abandon a behavior for the benefit of individuals, groups or society as a whole
Why is social marketing good for public health?

• Audience centered
• Behavior oriented
Target audience

• Who are you trying to reach?
  – Public officials
  – Media
  – General public
Behavior

• Action
  – Physical activity
  – Healthy eating
  – Immunizations
  – Others?
How do we do it?

Develop a marketing mindset for strategies:

1. Product
2. Price
3. Place
4. Promotion
Recommended reading

• “Marketing Social Change: Changing Behavior to Promote Health, Social Development, and the Environment,” Alan Andreasen
• “The Tipping Point: How Little Things Can Make a Big Difference,” Malcolm Gladwell
• “Marketing Public Health: Strategies to Promote Social Change,” Michael Siegel and Lynne Donor
Public Awareness Campaigns

Truth Campaign:

“Many antismoking ads seek to counter the powerful tobacco industry by exposing the industry's manipulative tactics and increasing counter-industry attitudes.”

https://youtu.be/T9QgEot05TM
https://www.youtube.com/watch?v=CoxRYFcuJso

Man therapy:

Visit http://mantherapy.org to learn more ways for men to deal with serious life problems such as divorce, depression or suicidal thoughts from male therapist, Dr. Rich Mahogany.

https://www.youtube.com/watch?v=M3cH_SCNkWw
HOW TO DO IT?
An effective public health campaign:

- Planning
- Development
- Evaluation
From Seth Godin:

**The Goal:** Who are you trying to change? What observable actions will let you know you've succeeded?

**The Strategy:** What are the emotions you can amplify, the connections you can make that will cause someone to do something they've hesitated to do in the past (change)? The strategy isn't the point, it's the lever that helps you cause the change you seek.

**The Tactics:** What are the actions you take that cause the strategy to work? What are the events and interactions that, when taken together, comprise your strategy?

“A strategy without a goal is wasted.” *Seth Godin*
Strategic messaging

- Primary audience: Who will read/hear this and what's important to them?
- Other audiences
Build Your Own Plan

Goal #1: By ____, ___________________________ (organizational goal)

Who do we need to reach to make this happen? (Audience)

What do we know about this audience? (Research)
    What do they know/need to know about us/our issue?

What will we communicate? (Message)

Who will deliver the message? (Messenger)
    Who influences our audience?

How will we deliver the message? (Channel/Media)
    Where do we intersect with the audience?

How will we know we reached our goal? (Evaluation)
SOCIAL MEDIA
SOCIAL MEDIA

CDC: SocialMediaWorks

Uses an algorithm to analyze which social media tools fit a particular campaign or public health issue based on time available to communicate messages, resources, population and goals.
SOCIAL MEDIA CAMPAIGN

Who?
New York Alliance for Donation, Inc., to promote organ donor registration to 18–24-year-old students solely through online media

How?
- Over three years, six campaigns were implemented in three different online media formats:
  - Student volunteer seeders were asked to approach all the contacts in their online social networks, primarily Facebook, and ask people to join the campaign
  - Traditional online advertising through ads on Facebook and Google
  - Challenge campaigns in which teams competed for monetary prizes to encourage their peers to register

Results?
- Motivated volunteer seeders who can leverage their personal connections with others are far more likely to generate action than impersonal ads
- High bounce rates to external websites suggest that click-through ads may work better if users are sent to another Facebook page
- Use of student seeders and challenge campaigns resulted in greater attention to the project website, donor card requests and subsequent registrations
NAACHO

• The Kansas City health department
  • Twitter and Facebook
  • Coverage of health department activities and partnerships on national news channels including the Weather Channel and CNN.

• The Boston Health Commission
  • Used social media to promote its Youth Media campaign on sugary beverages.
  • Campaign received 30,000 views, 23,000 clicks on their Facebook ads.

• In Contra Costa, California,
  • Podcast by the public health director promoted on Twitter and Facebook. Parts of podcast were picked up by local radio, allowing the department to accurately get message across.
Three key attributes of social media channels:

- **Personalization** – content tailored to individual needs
- **Presentation** – timely and relevant content accessible in multiple formats and contexts
- **Participation** – partners and the public who contribute content in meaningful ways

- Texting
- Twitter
- Embedded Tools
- Facebook
SUMMARY:

- **Know your audience** – thoughts, beliefs, who they listen to, where they get their information
- **Plan** – know what behavior you are trying to change
- **Evaluate and adapt**