Healthy Start Communication and Outreach TOOLKIT

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I. INTRODUCTION/PURPOSE OF THE HEALTHY START COMMUNICATIONS AND OUTREACH TOOLKIT

This Healthy Start (HS) Communications and Outreach Toolkit (Toolkit) is intended to assist HS Grantees in the development of a communication and educational outreach plan (Plan).

The Toolkit includes a variety of resources and tools, which are embedded throughout this document and can be found in Section VII.

As a HS grantee you will have your own specific goals and objectives but an overarching goal for your Plan should include creating a greater awareness of your local HS program. This can be achieved by informing participants, consumers, and the general public of HS services offered, and educating and encouraging those who could benefit from services to access them.

II. TOOLKIT OBJECTIVES

The learning objectives of this toolkit are to provide **resources and tools** to educate the user about effective communication and outreach strategies. Specifically, the information and resources will enable your organization to achieve an understanding of how to:

- Write clearly and effectively, at the correct literacy levels, including cultural competence and create Section 508-compliant materials.
- Work with the media, speak with the press, organize a media event and create a press kit and a press release.
- Create a HS Communications and Educational Outreach Plan in ten steps.
- Use social media to promote your program.
- Use the HS branded materials, HS Branding Guide, and Health Resources & Services Administration (HRSA) funding language.
- Use public relations and marketing resources/attachments in order to measure your efforts. and report to management, boards, and funders.

III. WRITING TOOLS:

A. WRITING IN PLAIN LANGUAGE

When developing written materials, whether a take-home handout for participants, a press release, or a how-to manual for HS team members, start with your audience. Take time to get to know them before you start to write, and consider your specific audience when developing your main message and key points. Begin by asking yourself these questions:

- Who am I writing for?
- What do they care about?
- What's in it for them?
- What are their questions?
- What are their attitudes, beliefs, and feelings about the topic?
- What do they already know?
- What misconceptions might they have?
- What language and literacy issues do I need to be aware of with this audience?

When you are ready to write, make a commitment to using plain language. "Plain Language" is communication that your audience or readers can understand the first time they hear or read it. Plain language is not just for audiences with limited reading skills. All readers appreciate clear, straightforward, actionable communication.

Below are guidelines for plain language writing to help you produce health education and promotional materials that are easy to read, understand, and act on.

Tips for Developing the Content

- Limit information to “need to know.”
- Address readers’ concerns and questions.
- Break information or instructions into manageable “chunks.”
- Focus on action: what the reader should do, rather than lots of explanation.

Writing Tips: Tone and Approach

- Speak directly to the reader.
- Use conversational, everyday language.
- Use a friendly, respectful tone.
- Use inclusive language, free of stereotypes and stigmatizing words.

Writing Tips: Use plain language

- Use common, familiar words.
- Use “you”, and “we.”
- Define medical or public health terms.
- Give pro-nun-see-AY-shun if needed.
- Write short sentences (10-15 words) and short paragraphs (3-5 sentences).
- Avoid abbreviations and spell out acronyms the first time.
- Simplify terms, even if it means using more words (e.g., instead of “risk factor” say “increases your chance of getting”)

Writing Tips: Organization

- Put the most important information first.
- Order main points in a logical way.
- Use headers to break up the text and draw attention to main points.
- Use bulleted lists.
- Summarize key points.
- A Question & Answer format is often useful.

Writing Tips: Make it actionable

- Include the benefits of taking action.
- List specific action steps.
- Use visuals to show recommended actions.
- Phrase ideas positively whenever possible.
- Incorporate reader engagement strategies:
  - My Questions, My Plan, My midwife’s number…
  - Mini-quizzes
- Always include: “For more information/help, go…”
- Use action words and the active voice. For example:
  - The baby should be put to sleep on her back by her parents. (passive voice)
  - Put the baby to sleep on her back. (active voice)

Design Tips: Fonts

- Use larger type (12 point or larger).
- Use both upper and lower case—NOT ALL CAPS.
- Consider serif font for text, sans serif for headers.
- Use bold headers in different font.
- Avoid italics, scripts, and fancy fonts.

Design Tips: Layout

- Use visuals!
  - To engage the reader.
  - To demonstrate action steps.
  - To show as well as tell.
- Leave lots of white space and wide margins.
- Use a ragged right edge (not fully justified text).
- Choose colors that appeal to your audience.
- Use at least 4.5:1 contrast between background and text which is the standard for 508 compliance.

The Final Step:
Pretest your draft materials with members of the target audience, and make revisions as needed. Be sure to leave room in your timeline for this very important step.

Plain Language Resource Tools:

Simply Put A guide for creating easy-to-understand materials

A Plain Language Checklist for Reviewing Your Document

Plain Writing and Clear Communications. Department of Health and Human Services (HHS).

Health Literacy Tool Shed, funded by the U.S. National Libraries of Medicine:

NIH Training: Plain Language—Getting Started or Brushing Up

Plainlanguage

Medline Plus

Plain Language Thesaurus for Health Communications

CDC Health Literacy

HRSA Job Aid: Plain Language Checklist

B. HEALTH LITERACY AND CULTURAL COMPETENCY

According to the Centers for Disease Control and Prevention (CDC), health literacy affects everyone because we all need to be able to find, understand, and use health information and services. A person's understanding of health information is influenced by their culture. Health literacy is increasingly recognized as an important influence on the safety and quality of health care and as a factor influencing health outcomes. However, there is considerable variation in the ways in which the term "health literacy"' is conceptualized and applied. The ideas people have about health, the languages they use, the health literacy skills they have, and the contexts in which they communicate about health reflect their cultures. Organizations can increase communication effectiveness when they recognize and bridge cultural differences that may contribute to miscommunication. To address these issues, here are some **resources and tools**.

Literacy and Cultural Competency Resource Tools:

Agency for Healthcare Research and Quality

Tools for Cross-Cultural Communication and Language Access Can Help Organizations Address Health

Literacy and Improve Communication Effectiveness (CDC)

Readability and Cultural Competency Checklist

C. ACCESSIBILITY (SECTION 508 COMPLIANCE)

Materials paid for with government funds that are intended for electronic public distribution need to meet the accessibility standards set forth in Section 508 of the Rehabilitation Act. The Section 508 Standards help to ensure that people with physical, sensory, or cognitive disabilities are able to access and use electronic materials. Accessibility benefits everyone; everyone should strive to create accessible material because the more people that can access your material, the greater the reach you will have.

508 Accessibility Resource Tools:

Statute [Section 508 of the Rehabilitation Act (29 U.S.C. 794d), as amended by the Workforce Investment Act of 1998 (P.L. 105-220), August 7, 1998.]

GSA Government-wide Section 508 Accessibility Program

HHS Section 508 Accessibility checklists

IV. WORKING WITH THE MEDIA

A. HOW TO SPEAK WITH THE MEDIA/PRESS

The news media are there to cover the story. They will do that with or without your help, or in spite of any efforts to thwart them. Whether you reach out to them, or they reach out to you, before speaking with anyone from the press you should have answers to the following questions:

- What is your role in communicating your agency's key messages?
- Who are the official contact(s) and "In-house Experts?" Do you have their contact information?
- What key messages you are trying to convey? Three key messages are ideal.
  - What we want the audience to know?
  - What the audience wants to know?
  - What needs to be emphasized so the audience gets it right?
- What interview skills are needed to make sure the organization speaks with one voice? (Get training if needed.)
- What types of questions will the reporter likely ask about your program?

Common Questions asked by reporters

- What is the issue you are trying to address?
- What services does your agency offer to address this issue?
- How do people access your services?
- What can people expect when they access your services?
- What else do people need to know about your program?

Tips for working with the Media

- If possible, brief the reporter prior to the interview.
- Start with your three key messages.
- Speak slowly and avoid jargon, acronyms, and large words.
- Use descriptive words or analogies and stories for human interest.
- Be aware of body language, tempo and volume of speech.
- Be comfortable with silence – stop after answering.
- Stay within your comfort level and area of expertise.
- Inform the reporter regarding your role.
- Provide correct title(s) and spelling of name(s).

How to speak with the Media

Before you can speak with the press, you need to understand who they are and what topics they cover in your geographic area, and what medium will best serve your purpose.

Types of Media

Daily & weekly newspapers

- If they are morning papers, they have a late night deadline.
- Newspapers require the most detail of all types of media.
- They may want photos of important events.

Radio

- Can be local or cover a wide region.
- Provides immediate communication with listeners.
- Radio shows are often looking for someone to interview, usually by phone.
- Stations generally have small news departments.
- Increasingly, radio stations are automated.

Television Stations (TV)

- News programs are very important to TV stations for ratings and revenue.
- News programs may air throughout the day.
- TV needs pictures (or video) to illustrate the story; talking heads are not enough.

Wire service:

- The Associated Press (AP) is a not-for-profit cooperative of news organizations and it is solely focused on finding, reporting, and distributing news to radio and TV stations, and newspapers.
- You can contact an AP reporter or editor by sending an email to info@ap.org with the name of the journalist in the subject line, and it will be forwarded along or go to http://www.ap.org/.

B. ORGANIZING A MEDIA EVENT

One of the easiest ways for you to receive free media exposure is through media events. In order to organize a successful media event there are certain steps you should follow. The first step is to create and send your media advisory. The purpose of a media advisory is to alert press to a specific, time-sensitive event or action. Generally, an advisory is shorter than a press release (less than a page) is more of an invitation and an alert to the press, and includes the “who, what, when, where and why” of the event.

Start with a Media Advisory

1. Sending your media advisory will help the media decide if your story is worthy of coverage. Radio and TV stations and newspapers are looking for relevant local news. Keep your advisory simple.
2. The timing of your advisory is critical. Generally, 2-3 days before your event is enough of an advance notice.
3. Include directions and any special instructions within your advisory. For example, if your press event is held at a different location than the site where you provide services, this should be clear in your advisory.
4. Re-read your advisory and proof it for errors. Make sure that your headline and the first paragraph, in particular, are clear and communicate that your content is newsworthy.
5. After sending your advisory, call the editors at the newspapers or the producers at the TV/radio stations to verify receipt. This may open up the conversation to discuss if they think they will be able to come or not.
6. Strategize the time of day that you call. The best times to call TV and radio stations are generally around 10 a.m., and between 1 and 2:30 p.m.
7. Where and how to send your media advisory and/or press release:
   a. Faxing and e-mailing an advisory/release to the media is standard practice.
   b. Target newspapers, online newspapers, or other media outlets in geographic areas where you want to expand your business.
   c. Find your local media’s e-mail addresses by searching for the name of your state or regional area media contact list.
   d. If you cannot find e-mails in a general online search, use the titles below to assist you in finding the right contact person.
      - Daily newspapers: City Editor or the Editor In Charge of the section that relates to your content.
      - Weekly newspaper: Editor
      - Magazines: Editor or Managing Editor
      - Radio stations: News Department (or PSA Director if you are sending a public service announcement)
      - Television stations: News Director
8. Find the e-mail address of important bloggers in your field and e-mail them copies of your press release.

Planning a Media Event:

1. Plan your event's time to be convenient for reporters in order to increase your chances of getting immediate exposure. Understand your local media deadlines. TV stations generally have a morning, noon, 5, 6, 10 and/or 11 p.m. newscasts during the week, depending on your TV market. If your media event starts at 4 p.m., it would be difficult for press to attend and have it on the news that evening.
2. Newspapers have set deadlines. This means if they come to your event at 5 p.m. on Thursday, coverage may not show up until Saturday.
3. Consider what visuals the media can capture to help your audience understand your message clearly. You might want large signage for your event or local residents holding signs. The media will use these visuals to get your message to the audience, so keep your audience in mind to get the coverage you want.

C. PRESS RELEASE ELEMENTS AND EXAMPLES

Press releases are an essential element of any health communication strategy. Great press releases do more than keep the media and the target audiences informed of your organization's recent developments. These short, compelling documents detail product releases, event announcements, and other newsworthy items you want to promote. They are meant to pique the interest of journalists, who may seek to cover the topic further. Crafting a great press release is often the first step in securing a newspaper article or a radio or television interview — and thus, more visibility and new customers.

Considering that journalists are flooded with potential stories and pitches on a daily basis, making yours stand out is crucial. While the format for a press release is basic, the content of the release should be anything but. Follow these 14 tips to write a great press release that will make your organization look professional, accessible, and attractive to writers looking for stories.

1. Place press release on letterhead.
2. List official contact person and cell phone as well as your contact information. A common oversight that can render a press release ineffectual is a lack of contact information for reporters to follow up with. Whether you or someone else at an organization is the point of contact, do not forget to include an email address and phone number on the release (preferably at the top of the page).
3. In a press release, it is customary to indicate at the top whether the press release is for immediate release or embargo until a certain date, which is a request that the information or news provided by that source not be published until a certain date or certain conditions have been met.
4. Use a larger font for a headline.
5. Grab attention with a good headline. The introduction of a press release is the most important. A strong headline (and, for that matter, email subject line when you send out the pitch) will pull in journalists seeking good stories. Your headline should be accurate as well as engaging.
6. Include the city and state your press release is issued from and the date you are mailing your release.
7. Get right to the point in the first paragraph. Reporters are busy people. You must assume that they will only read the first sentence and then scan the rest — and even that's a generous assumption. Get the message of your press release out quickly. Every important point - your key messages - should be addressed in the first few sentences. The subsequent paragraphs should be for the "Who, What, Where, When, Why & How" supporting information.
8. To grab the attention of the person who decides what is printed or broadcast, a press release has to stand out. A good press release uses quotes to draw the attention of journalists and media figures. Using quotes also gives it a personal touch or voice.
9. Include hard numbers in your press release. It's easy to fill up a page with a creative, colorful narrative. Leave the artistry to the writers — pack your press release with data that support the

significance of your product or announcement to back it up. Quantify your argument and it will become much more compelling.

10. Limit your press release to one page (or two, if you must). One page is best and two is the maximum. As with most good writing, shorter is usually better. This will force you to condense your most salient information into a more readable document which will increase its appeal. If your release is only one page then ### at the end indicates the end of the release. If it is two pages then on the first page you would insert (more) at the bottom and then ### on 2nd page.
11. Proofread your press release. Make it grammatically flawless and let a few other people proofread it before sending it out. Even a single mistake can dissuade a reporter from taking you seriously.
12. Submit your press release according to the required guidelines. Type or paste your content directly into the body of an e-mailed press release. Many journalists delete e-mails with attachments because they take too much time to download and may contain viruses.
13. Some outlets may prefer that you upload the press release directly to their website over a secure submission platform.
14. Send your press release to one publication at a time or blind carbon copy (BCC) the recipients to make the news release submission seem more personal. If the news outlets see that they are part of a blast e-mail they may just ignore the release.

Press Release Resource Tools:

Sample Media Advisory: Local Healthy Start Takes on Breastfeeding

Bringing Personality Back to Your Press Release: How to Move Beyond the Same Old Quotes

Infant Mortality Customizable Press Release

HS25 with a local perspective Customizable Press Release

D. PRESS KIT

A press kit is designed to give the media an idea of the “who, what, and where” of a new program, new product, or up-coming event. The purpose of the press kit is to pitch the media on promptly covering what you are promoting, in advance of the event. During the event, press kits may be given out to reporters who did not receive one in advance. The press kit is to highlight your services; a very brief fact sheet specific to that service is usually included.

Key Elements of a Press Kit: A good press kit provides all of the relevant information you want people to know, in one place. It will contain the time, date, and location of the event. You want your press kit to be one-stop shopping so it should include the following elements:

1. **Organizational Overview:** What does your organization do? When did it start? Is there something unique about the services you provide that people might be interested in? The overview is the place to summarize your organization so that even someone who hasn't heard of you before will understand your mission and what services you provide in support of your mission. This section can also include a fact sheet listing elements of your business or a timeline of growth and achievements.
2. **Biographies (Bios):** Use this section to talk about your organization's founders, CEO, board chairperson, investors or any other key players. Bios provide some insight into how a organization's management team thinks, and their vision for the future. Keep bios under three paragraphs each.

3. **Frequently Asked Questions (FAQs):** You can use a frequently asked questions section to help identify what services you offer, your target population, geographic service area, how to access the services, cost of services, etc.
4. **News Coverage:** You should include at least one or two of your most recent press releases. This is also an opportunity to include any press your organization has received.
5. **Visuals:** Your press release should provide some photos or video footage of your organization that media organizations can easily use. They could be photos that highlight services, a video of your operations, or a map of your location. Make it clear that journalists are allowed to republish the images or video with any appropriate credits, and include your logo with the branding specifications. Provide the specific language for the attribution. This will increase the likelihood that it will be included and that it will be accurate.
6. **Contact information:** List phone numbers and e-mail addresses for your organization spokesperson, public relations person, or a designated staff member who handles media requests.

E. PUBLIC RELATIONS AND MEASURING YOUR EFFORTS

Public relations (PR), media relations, and social media generate media mentions that can be great ways to reach your audiences. Not every media outlet is equal in influence. Focus your efforts and measurement on media that is most likely to influence your target audience. Based on research and paid-media experience, a media mention of your organization will be most persuasive if it contains: one or more of your messages, a desirable visual, or language that leaves a reader more likely to do business with you. Setting a goal and gathering data will enable you to measure each campaign and program based on its contribution to success relative to its resource use. As a result you will become more efficient because you will be able to evaluate the best use of your effort, time, and money[1]. Tools for PR and measurement are provided below and in the appendices.

Public Relations Resource Tools:

The Barcelona Principles

Seven Business to Business (B2B) Inspiring Marketing Campaigns

ENGAGING YOUR COMMUNITY: A Toolkit for Partnership, Collaboration, and Action

V. HS COMMUNICATIONS AND EDUCATIONAL OUTREACH PLAN TEMPLATE (10 STEPS)

A communication strategy is not the glue between different communication products. It is the process through which we communicate. Good communications reflect a two-way dialogue, where we listen to what our audience wants and then design and deliver audience-informed strategies. The ten steps outlined in this plan will walk you through an internal process to develop a tailored workplan that will allow you to reach your communication goals. Create a communications committee, set regular meeting dates and times and then you are ready to begin.

[1] Paine Publishing 2015

STEP 1: BACKGROUND OF PROJECT (INSERT PROGRAM HISTORY AND THE DATA THAT SUPPORTS THE PROBLEM YOU ARE TRYING TO SOLVE)

STEP 2: PROJECT GOALS AND OBJECTIVES

What are your communication plan goals and objectives? Describe what you are trying to achieve. Outline a specific, tangible goal that will become the framework of your plan. Considering the overarching goal of your project, if you were successful what would it look like?

For Example:

- Would you have increased the number of participants at your Healthy Start?
- Would there be an increase in Latina Woman aged 12-24 seeking help for maternal depression?

Objectives should be SMART: Specific, Measurable, Attainable, Relevant, and Time-bound. The following link is a **resource** for creating smart objectives.

Communication Resource Tools:

CDC: Evaluation Briefs

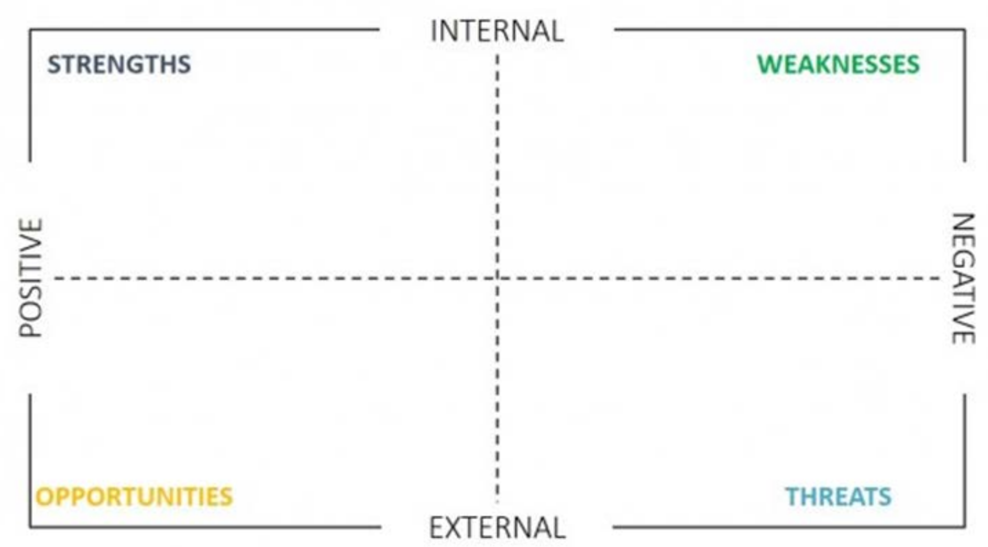
Example 2016 Goal: To raise the visibility of the Healthy Start (Name of Organization) and highlight its accomplishments supporting women, infants, families, and communities in order to increase participants by 20% in 12 months.

STEP 3: SWOT ANALYSIS

SWOT analyses involve listing your organization's strengths, weaknesses, opportunities, and threats. Think about what this means in terms of your communications priorities. How can threats be turned into opportunities? How can you play on your strengths through effective communications?

SWOT Analysis Resource Tools:

SWOT Analysis: Discover New Opportunities, Manage and Eliminate Threats



STEP 4: IDENTIFY YOUR TARGET AUDIENCE

Who are your target audiences? How do they like to receive information? What are their beliefs about Healthy Start? Whom do they trust? It is important to understand how perspectives and needs may differ among your audiences. Knowing who your audience is makes it possible to plan your communication logically.

First, choose which key audience your message will focus on. You will need different messages for different groups and different channels and methods to reach each of those groups. Next, consider whether you should direct your communication to those whose behavior, knowledge, or condition you hope to affect, or whether your communication needs to be indirect. Sometimes, in order to influence a population, you have to aim your message at those to whom your audience listens to – clergy, community leaders, and politicians, etc. Sometimes it is evident who your priority audience should be, but if you need help determining your priority audiences, use the tools below.

Potential HS Target Audiences: Goals are specific to target audiences;

Target Audience Tool #1

Audience	Communication Goal
The Maternal and Child Health (MCH) Community	Make this target audience aware of HS and to recognize HS as a valuable participant in the MCH community addressing infant mortality.
Lawmakers, legislators, funding decision makers:	Inform and educate lawmakers, legislators, and funding decision makers so that they understand the long-standing economic and social value of HS in reducing infant mortality, decreasing health disparities, and addressing needs of infants, mothers, and families in communities with high infant mortality and health disparities
Local and state partners:	Help local and state partners understand the services that HS offers, see the partnership value of HS to comprehensively respond to the needs of infants, mothers and families in the community.
Participants, consumers, general public	Fill in the goal here, don’t leave blank

Target Audience Tool #2

This tool walks you through three action steps to prioritize your target audiences.

Action 1: Complete the list below and rank each "audience" in terms of their importance to your work (not applicable, somewhat important, and critically important).

Action 2: Decide whether you have been effective or not effective at reaching out to them.

Action 3: Rank the five most critical audiences. Check the appropriate boxes.

Once you have ranked the audiences, you will have a clear understanding of the target audiences you need to reach.

	ACTION 1			ACTION 2		ACTION 3
Audience	**N/A**	**Somewhat Important**	**Critical**	**Not Effective**	**Effective**	**Rank the Top 5**

Target Audience Resource Tools:

Stakeholder Analysis Matrix

STEP 5: KEY MESSAGES

Knowing your audience makes it possible to plan your communication strategically.

First, choose which key audiences your message will focus on. You'll need different messages for different groups and may need different channels and methods to reach each. Next, create a message for each of your priority audiences. That identifies the issue and desired action. Repeat this process for each target audience identified. Remember to make it relevant and worthwhile to the audience and provide an action step that they can take. Make sure the message is balanced between what you want the audience to know and what the audience wants to know.

TARGET AUDIENCE:

DESIRED ACTION:

PART 1 (THE ISSUE)

PART 2 (WHY YOUR AUDIENCE SHOULD CARE)

Worksheet developed by Dr. Joseph Telfair and Dr. Virginia Brown at the University of North Carolina at Greensboro Center for Social Community and Health Research and Evaluation

STEP 6: COMMUNICATION CHANNELS

Consider all the possible venues for outreach, and select the options that make the most sense for this message and its audience. For parents, an ad or an article in the school bulletin may be more effective than a similar placement in the local newspaper because it targets parents specifically.

Example: The communication channels outlined in the work plan were chosen to:

- Increase HS brand visibility
- Brand HS as a leader in perinatal health and reduction of infant mortality
- Coordinate message dissemination

The following Communication Channels have been identified

<table>
<tr><td colspan="8">Goal:</td></tr>
<tr><td colspan="8">Key Message</td></tr>
<tr><td rowspan="2">Target Audiences</td><td colspan="7">Communication Channels</td></tr>
<tr><td>Web</td><td>Events</td><td>Email</td><td>Social Media</td><td>Paid Media</td><td>Direct Mail</td><td>Public Relations (PR)</td></tr>
<tr><td>Potential HS Participants</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>Community</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>Stakeholders: MCH partners, legislators, state etc.</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr>
</table>

STEP 7: TIMELINE

Choose your timeline based on your resources such as staffing, budget and access to target audience for message testing. Your overall communication plan, and each activity, should have a timeframe and each of your S.M.A.R.T. objectives will have timeframes.

STEP 8: EVALUATION

The Evaluation Plan outlines what, why, how, and when you will evaluate and provides documentation of your implementation efforts/process and progress. The grid below illustrates how the process or outcome of each activity may be tracked or evaluated. Evaluate and make mid-course corrections.

How will you know if your plan is working? Think of evaluation measures prior to starting your campaign so you have a baseline for outcomes. It might be useful to track the number of engaged partners, new referrals from new partners, etc. before and after implementation. Based on your activity timeline, you should update your evaluation planning tool.

Name of Your Program:

Program Contact l:

Data Contact:

Timeframe for Monitoring/Evaluation Effort:

Goals	Objectives	Tasks	Expected Outcomes	Measures (Indicators)	Final Outcomes	Data Source
Insert overall goals of the outreach effort	Insert objectives corresponding to each goal	Insert all tasks corresponding to each objective	Insert expected outcomes for the objective	Insert measures to indicate completion of task	Insert final outcomes as a result of the completed task	Insert data source used to record the task

Worksheet developed by Dr. Joseph Telfair and Dr. Virginia Brown at the University of North Carolina at Greensboro Center for Social Community and Health Research and Evaluation

STEP 9: BUDGET

Create a communication and outreach budget. Leverage your resources by looking for/building on existing events where you can reach your key audience. Do you want to attend a radio show or hold a press conference? What materials (brochures, fliers, and posters) would help support this activity? A flyer might help spread your message at a PTA meeting, and a poster might be more useful at medical offices. Think about high traffic areas where your target audience might see your materials.

STEP 10: IMPLEMENT THE PLAN

Once you've selected your activities, develop specific goals then assign dates, materials, budget, and staff needed to achieve those goals. Below is a Communication, Outreach, and Education Strategies work plan for you to use as a tool to get organized and stay on track.

Healthy Start (Name of Organization) Communication, Outreach, and Education Strategies Work plan

Deliverable	Tasks	Activities	Tools and Resources	Budget	Responsible Party	Target Audience	Timeline

Communication and Outreach Resource Tools:

CDCynergy Lite – Social Marketing Made Simple. A Guide for Creating Effective Social Marketing Plans, Centers for Disease Control and Prevention (CDC)

Making Health Communications Work - A Planner's Guide. U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES. National Institute of Health - National Cancer Institute. (The Pink Book)

HS Toolkit Ten Steps to a Communication Plan Form

VI. INCORPORATING SOCIAL MEDIA

Social media are the web-based and mobile technologies used to turn communication into interactive dialogue between organizations, communities, and individuals (e.g., Facebook, Twitter). As of 2015, 65% of American adults use social media (Pew Research Center, "Social Media Usage: 2005-2015").

As social media becomes more and more prominent, it is reshaping the way health information is delivered and how individuals, communities, and organizations are interacting. Using social media allows you to observe everyday conversations, understand what's being talked about and who's doing the talking, and expand ways to engage with specific communities.

A. STRATEGY FIRST

Social media tools will come and go. One of the fascinating aspects of social media is that it is constantly evolving. Knowing the basic types of social media is a start, but no one knows your organization and audience like you do. Establishing a programmatic purpose and developing a plan that considers the preferences of your audience and the capabilities of your staff is more important to effectively using social media than using the hottest new social media toy.

Developing a social media plan includes:
- Setting a social media goal.
- Creating a social strategy.
- Considering your organizational capabilities.
- Determining how success will be measured.

B. WHERE TO BEGIN

Social media may seem like a lot to take in all at once. New technology, new rules, new content. Just like all the other trusted networks and connections you've built, it takes time and effort to cultivate an online presence. But know this: you aren't starting from scratch. In fact, you already have a lot going for you – existing materials, knowledge of the communities you serve, a history of providing health and social services for women, infants, and their families. None of this expertise goes away. Rather, it provides a foundation for getting started with social media. The trick is taking what you already have and applying it in different ways.

Once you've established your social media plan, here are some ideas to get you started:
- Repurpose existing content by posting it on social media and encourage others to share.
- Spend some time watching what others are doing. For example, find people to follow on Twitter, and just listen for a week. If a week isn't enough, listen for more.
- Post open-ended questions to invite discussion. If possible, make them provocative to inspire conversation.

Social Media Resource Tools:

Social Media Glossary: The Ultimate Glossary of Terms You Should Know

The Health Communicator's Social Media Toolkit

CDC's Guide to Writing for Social Media

Social Media Planning:
Family Planning Goes Social: Using Social Media to Create, Conenct, and Come Together

The Art of Listening: Social Media Toolkit for Nonprofits

Designing Social Media Policy for Government

Planning Content:
Healthy Start-Related Awareness Months

Finding healthcare hashtags

Popular Tools for Managing Social Media Accounts:
Hoot Suite

Sprout Social

Tweet Deck

Footnote: Portions of this content were adapted by JSI from The HIV Social Media Toolkit prepared by the National Minority AIDS Council (NMAC), Capacity Building Activities, and John Snow, Inc. In 2011, that publication was supported by a cooperative agreement #5U65PS0001736 from the Centers for Disease Control and Prevention.

VII. HEALTHY START BRANDED MATERIALS:

"Healthy Start Is" Video

Healthy Start Infographic (1 page)

Healthy Start Infographic with timeline (2 pages)

VIII. RESOURCE TOOLS:

Literacy and Cultural Competency Resource Tools:
Agency for Healthcare Research and Quality

Tools for Cross-Cultural Communication and Language Access Can Help Organizations Address Health

Literacy and Improve Communication Effectiveness (CDC)

Readability and Cultural Competency Checklist

508 Accessibility Resource Tools:
Statute [Section 508 of the Rehabilitation Act (29 U.S.C. 794d),
as amended by the Workforce Investment Act of 1998 (P.L. 105-220), August 7, 1998.]

GSA Government-wide Section 508 Accessibility Program

HHS Section 508 Accessibility checklists

Press Release Resource Tools:
Sample Media Advisory: Local Healthy Start Takes on Breastfeeding

Bringing Personality Back to Your Press Release: How to Move Beyond the Same Old Quotes

Infant Mortality Customizable Press Release

HS25 with a local perspective Customizable Press Release

Public Relations Resource Tools:
The Barcelona Principles

Seven Business to Business (B2B) Inspiring Marketing Campaigns

ENGAGING YOUR COMMUNITY: A Toolkit for Partnership, Collaboration, and Action

Communication Resource Tools:
CDC: Evaluation Briefs

SWOT Analysis Resource Tools:
SWOT Analysis: Discover New Opportunities, Manage and Eliminate Threats

Target Audience Resource Tools:
Stakeholder Analysis Matrix

Communication and Outreach Resource Tools:
CDCynergy Lite – Social Marketing Made Simple. A Guide for Creating Effective Social Marketing Plans, Centers for Disease Control and Prevention (CDC)

Making Health Communications Work - A Planner's Guide. U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES. National Institute of Health - National Cancer Institute. (The Pink Book)

HS Toolkit Ten Steps to a Communication Plan Form

Social Media Resource Tools:
Social Media Glossary: The Ultimate Glossary of Terms You Should Know

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