Getting Your Message Heard:
Simple and Successful Dissemination

A Webinar for Teen Pregnancy Professionals
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Amy Farb • Jean Knab • Joanne Pfleiderer • Amy Berridge

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Why Are We Here?

Talk about reaching key groups to build understanding, support, and sustainability

Try out some cool tips and tools

Answer your questions
Key Dissemination Questions

**Who** do you want to reach?

**What** do you want them to do?

**What** do you want them to know?

**How** can you best reach them?

**What’s** working and what needs attention?
Who Do You Want to Reach?

Primary Audiences?
- Funders
- Practitioners and Partners
- Parents and Guardians

Secondary Audiences?
- Policymakers
- Researchers
- General Public
What Are Your Goals?

Possible goals

- Inform stakeholders
- Facilitate fundraising and sustainability
- Promote/incorporate new practices or programs
- Reform policies

Not sure? Solicit feedback from key audiences to define your goals:

- Use social media to gather information
- Conduct focus groups
What’s Your Message?

Primary Audiences?
- Funders
- Practitioners
- Parents and Guardians

Secondary Audiences?
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Change Messaging When Audience Shifts

- **Practitioners** like practical information they can use every day.
- **Policymakers** want bulleted, top-line findings.
- **Funders** want to know their investment is sound.
- **Parents** care about their children’s well-being.
- **Researchers** like technical details.
- The **general public** likes human interest stories they can relate to.
Let’s Try This Out

**Good nutrition** is important for children’s health.

**Poor nutrition** can cause health problems, overweight, and obesity. Some health problems associated with poor nutrition can be serious and even life threatening, especially as a child grows into an adolescent and moves into adulthood.

Our research has shown that helping children learn good eating habits can help prevent these problems. **Choosing healthy foods and being physically active** are especially important.

**Parents, caregivers, and teachers can serve as role models** and have a big impact on a child’s health.
Framing: What It Is and Why It Matters

Portrait Versus Landscape

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- Portrait
  - Close up on individual or event
  - Hard to see context, background

- Landscape
  - Overview
  - Wide-angle lens
Framing: What It Is and Why It Matters

**Individual Versus Environmental**

- **Individual perspective**
  - Personal choice, responsibility

- **Environmental perspective**
  - Broader view
  - Includes systems around individual
Messaging: Captions to the Frame

A message communicates your frame and solutions to identified targets. Messaging answers three questions strategically:

**What is the problem?**
- Possible answer: Your perspective on what has happened

**Why does it matter?**
- Possible answer: Your core values and the values you share with your target

**What is the solution?**
- Possible answer: Who should take what action, by when
Good nutrition is important for children’s health.

**What is the problem?**

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**Why does it matter?**

Our research has shown that helping children learn good eating habits can help prevent these problems. Choosing healthy foods and being physically active are especially important.

**What is the solution?**

Parents, caregivers, and teachers can serve as role models and have a big impact on a child’s health.
What’s Your Format?

Newsflashes—writing and formatting

- Use plain English, active verbs, keep it simple!
  - Use, not utilize; find out, not ascertain
- Make headers and subject lines work for you.
  - “Update from the Institute” OR “Read About Programs That Are Making a Difference”
What’s Your Format?

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Subject Line: Make teen pregnancy prevention part of larger life-skills program.

- There is direct connection between teaching preteens about money and stemming teen births.
- For a 13-year-old who wants to buy a new item of clothing or save for college, showing how a baby can disrupt these plans makes a difference.
- The X program approaches the issue by viewing sex education as just a sliver of a larger life-skills program that includes planning for careers, understanding money, developing people skills, gaining self-esteem and setting attainable goals. These skills can also help participants become more self-reliant as adults and deal with bullies.
- The X program curricula outlines best practices for working with this age group in afterschool programs. For more information, click here.
Subject Line: Program to help preteens prepare for the future and prevent teen pregnancy only reaches 30% of youth in Y county

- The X life-skills program implemented last year in Y county is reaching about 30% of the at-risk youth who could benefit from its services, according to a recent analysis.

- The program prepares preteens to be self-reliant and plan for their futures, and to understand the consequences of teen pregnancy for their hopes and dreams. It includes preparing for careers, understanding money, developing people skills, gaining self-esteem and setting attainable goals. These skills can also help participants deal with bullying.

- Teaching preteens about money can help stem teen births, according to program coordinator Z.

- “For a 13-year-old who wants to buy a new item of clothing or save for college, showing how a baby can disrupt these plans makes a difference,” said Z.

- Click here to read more about how X life-skills program is making a difference in Y county.
What’s Your Format?

Fundraising letters, fact sheets, newsletters, journal articles

- Who reads these? Match audience to format.
What’s Your Format?

Email, social media, and other web-based distribution platforms

- Timing your message, including using send time optimized tools
- Reaching a mobile audience; disseminating over multiple platforms
What’s Your Format?

Recommendations and best practices for design

- Using color, format, graphics, design elements and text treatments including headlines and sub-headlines, numbers
- A word about using infographics to highlight information

What Works for Disadvantaged Adults

- Reverse the decline in funding for the WIA Adult Program and other similar programs
- Invest more per person
- Invest in sectoral programs for in-demand occupations

What Works for Disadvantaged Youth

- Intensive and comprehensive programs
- Residential programs
- Focusing on more mature youth

What to Try for Dislocated Workers

- Programs with open entry
- Online programs that allow work while training
- Sectoral programs
- Targeting those with a positive return on the investment in training
- Modular programs that allow workers to customize training
Infographics

- Describe relationships
- Make comparisons
- Illustrate concepts related to time
- Tell stories through images
Evaluating Your Efforts

Email/content management system (website) metrics and free tools

- Page views
- Link click-throughs
- Share-to-social statistics
Evaluating Your Efforts

Social media metrics

- **Twitter** retweets, link click-throughs, follows, favorites, hashtag and handle mentions
- **Facebook** reach and user engagement metrics including likes, comments, user page post views, post click-throughs, story creation, and viral quality of posts
- **LinkedIn** newsfeed shares
Evaluating Your Efforts

Testing and mini-evaluations

- A/B headline testing
  - Headline A: News from the Institute
  - Headline B: Prevention Programs That Are Making a Difference

- Testing different formats on different platforms
Get Your Dissemination **GAME** On! Use this handy grid to plan your campaign.

<table>
<thead>
<tr>
<th><strong>Goal?</strong></th>
<th><strong>Audience?</strong></th>
<th><strong>Message?</strong></th>
<th><strong>Expectation?</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: Expand program</td>
<td>Example: Funders, policymakers</td>
<td>Example: Most local kids would use a school-based health clinic.</td>
<td>Example: Donate to the cause</td>
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**Get Your GAME On!**

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**MATHEMATICA Policy Research**

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For More Information

TPPHelpDesk@mathematica-mpr.com