



Telling Your Story as Part of Your Communication Strategy

CDC Division of Community Health (DCH) Communication Team

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DRAFT – For Review and Comment Only

National Center for Chronic Disease Prevention and Health Promotion
Division of Community Health



Overview of Our Time Together

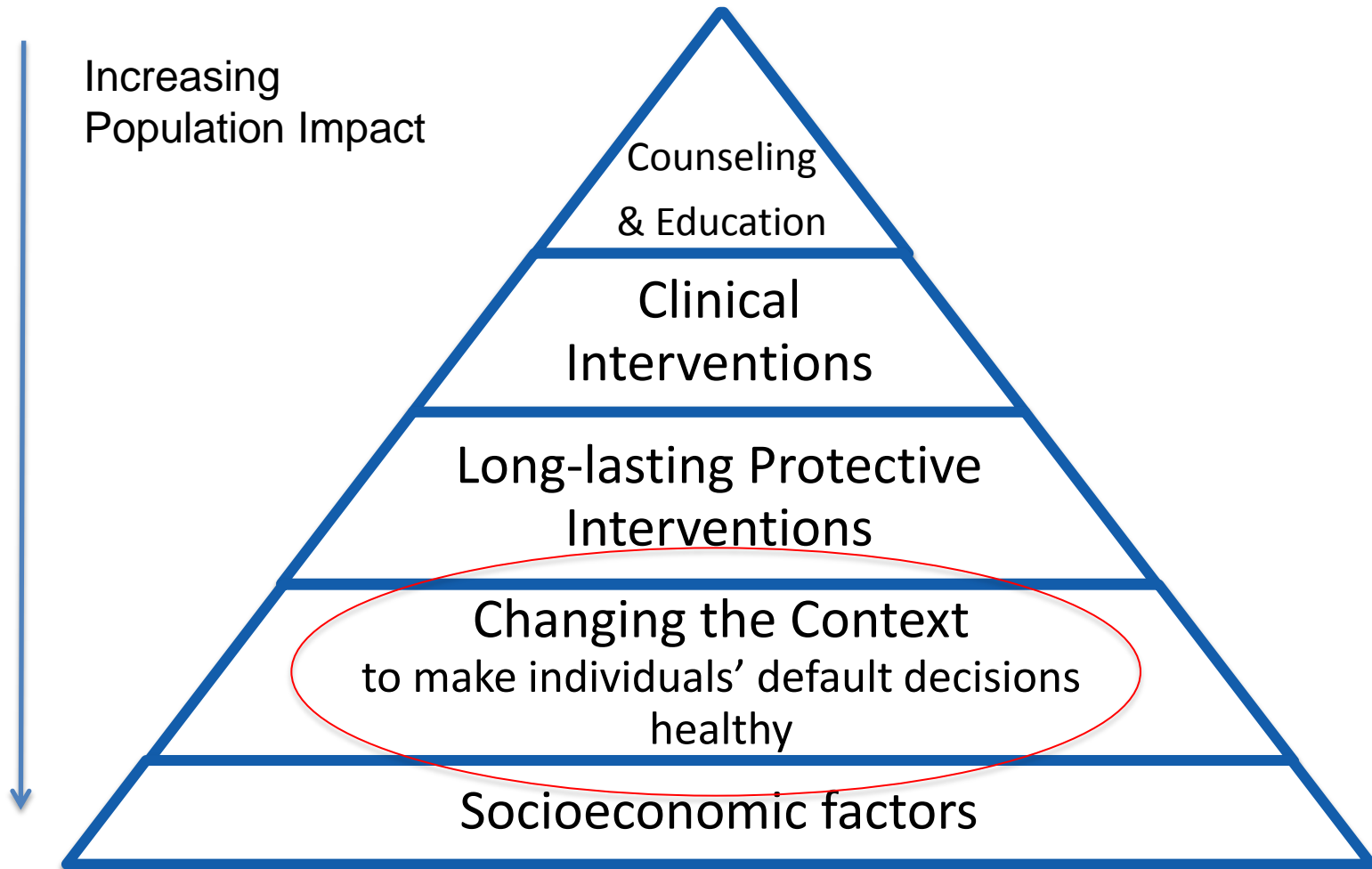
- Introductions
- The case for media and communication
- Why tell your story?
- The essential elements of effective communication
 - Clear objectives
 - Identified audiences
 - Resonant and tested messages
 - Appropriate channels
 - A plan



Your Turn

Introductions

The Health Impact Pyramid



What is Communication?

The means of communication such as radio, television, newspapers, magazines, or online outlets that reach or influence people widely

Communication = Media = Marketing
“Public Education”

Communication Can ...



Communication and Telling your Story Can Also...

- Increase attention to the value of prevention
- Contribute to the public discussion
- Share information
- Help sustain your program
- Score early wins
- Impact attitudes
- Share successes

Strategic Use of Communication

- Communication Planning and Implementation – objectives, audiences, channels, strategies
- Audience Research – segmentation by age, ethnicity, gender, life stage, etc.
- Evaluation – changes in attitudes, beliefs, intention, awareness

Communication as a Process

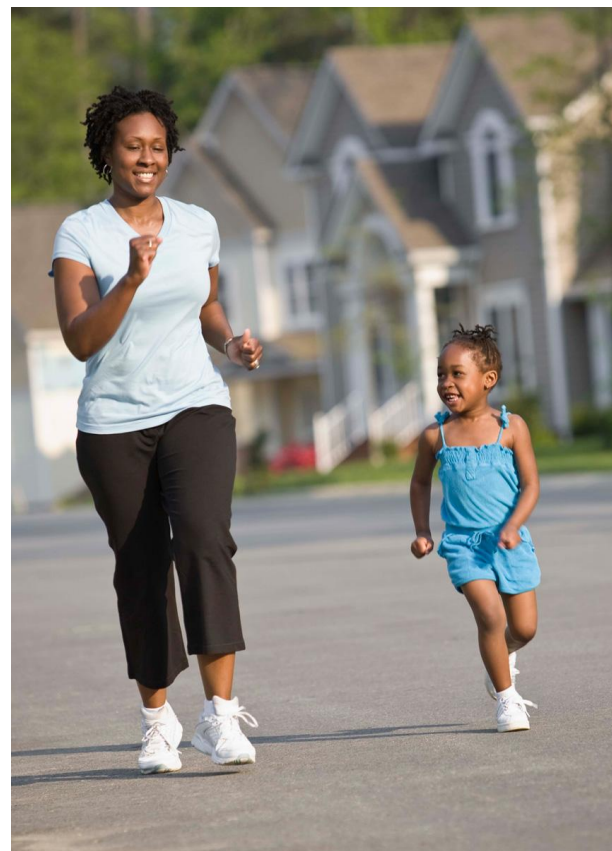


1. National Cancer Institute. Making health communication programs work. 1996. Retrieved April 4, 2012, from <http://www.cancer.gov/pinkbook>.

2. Kotler P, Roberto N, Lee N. 2002. Social Marketing: Improving the Quality of Life (2nd ed.). Thousand Oaks, CA: Sage.

Step 2 – Set Communication Goals and Objectives

- Support your programmatic objectives
- Tell your story to key audiences—partners and community members
- Start building program sustainability



Step 2: Create Communication Objectives from Programmatic Objectives

- **Programmatic Objective (Maine example):**
- **Media Milestone or Activity:**
- **Written as Communication Objective: (Maine example)**

Step 3: Identify Intended Audiences



Who are they? What's important to them?

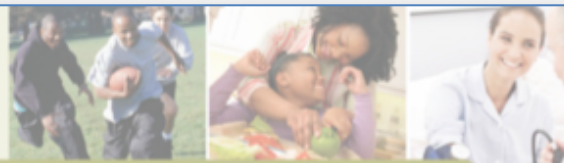
Who Are Your Audiences?

- Decision makers
- Community organizations
- Businesses & staff
- Providers & networks
- Parents
- Faith-based groups
- Media
- Partners
- School districts & teachers



Key Tool for Step 3: Identifying Your Audiences Worksheet

Communication Fundamentals



Identifying Your Audience(s)

Audience(s):

Who is(are) your audience(s)? Try to include a "who" statement in this description –

Example: Parents who have children who are between the ages of 10 and 16 who play team sports at school and after school.

Customize your message to each audience. Begin by answering:

What words or messages will resonate most with each audience? What about your project is going to appeal to each audience? How should you talk about your project(s) to each audience?

Audience(s)	Words that resonate	What is appealing	How should you talk about your project to each audience?
Example: Parents with children 10 - 16 years old.	Example: Safety, good health, success	Example: Project works with school districts to get milk and water placed in vending machines at school	Example: Talk to pediatricians, team coaches and parents about how placing milk and water in vending machines at school would help lower obesity risk, improve overall health and fitness, etc.

What is a success story?

- A Success Story is a description of a program, activity, initiative, or strategy
 - Progress
 - Achievements
 - Lessons Learned
 - Call to Action
- Success Stories are concise and engaging, and most importantly, show positive change.

Why are success stories beneficial to communication efforts?

- **Success Stories...**
 - Tell the story of what difference is being made in terms that can be understood by the “average Joe.”
 - Are a powerful method for awardees to report on progress and illustrate the work and its influence.
 - Uniquely frame program success to facilitate connection with audiences that may not have otherwise been exposed to the story.
 - Allow for internal and external promotion of work.
 - Help to build ideas “in the field.”

How Does a Strong Success Story Help You?

- Allows a unique opportunity to reach stakeholders in a way they can understand
- Enables strong, clear, and concise communication to a variety of audiences
- Enables organization of initiatives so that it's easier to express the importance of your work verbally
- Clearly illustrates the progress you've made
- The DCH Success Stories Library serves as a locally-developed resource with a potential for national exposure.

Framing a Story for Your Audience

- Characteristics of a Success Story
 - ✓ Clear focus
 - ✓ Challenge, Solution, Results
 - ✓ Population based
 - ✓ Clearly explained and documented changes from before and after the activity
 - ✓ Compelling Quote

A Story Tells Your Audience *Why*

- Tell you audience why the issue is important to them through the:
 - ✓ Headline
 - ✓ Summary
 - ✓ “How to get involved” section

Seven Questions to Sharpen Your Story

1. Who's the champion/hero/protagonist?
2. What's the hook?
3. What keeps it interesting?
4. Where's the conflict?
5. Have you included telling details
6. What's the emotional hook?
7. Is the meaning clear?

Step 4: Develop and Pretest Messages



What will move audiences to action?

A Persuasive Message...

- Makes your issue urgent and relevant
- Connects with audience's knowledge, attitudes, and values
- Personalizes an issue
- Solves a problem for your audience
- Demonstrates your benefits
- Overcomes the “costs” of action
- Motivates audiences to think, feel, and *act*

Step 4 – Develop and Pretest Messages

- Specify the situation in your community
 - Get attention with a fact or real-life example
- Illustrate the current landscape
 - Describe why it matters to your audience
 - Personalize, localize, humanize
- Propose a solution
 - Give examples of successes
 - Provide a sense of hope
 - Make change achievable
- What should the individual or group do?

Take-Aways

- Communication helps build program success and sustainability
- Effective communication requires planning
- Effective messages require an understanding of your audiences
- Messages matter when audiences see them as urgent and relevant

“Who do I want to do what, when, and why?”

Step 5 – Select Channels, Activities, Materials, and Partnerships

How should you deliver your messages?

How often?



Types of Communication Channels

- **Broadcast**
 - Television and radio
 - Mass media, community and ethnic
- **Print**
 - Newspapers, magazines, newsletters
 - Mass media, community and niche
- **Outdoor**
 - Billboards, transit shelters, trains, buses
- **Digital**
 - Web, social, and mobile
 - Yours and partners
- **Community**
 - Salons, supermarkets, places of worship

Who Are Your Messengers?

- Credible and trustworthy to selected audience
- Leadership
- Partners
 - Within health sector
 - Multi-sector
- Business
- Community member

Guiding Questions for Messages and Channels

- Where does our audience live, learn, work, and play?
- Whom/what do they trust?
- How do they like to receive information?
- How often, and in how many ways, will they need to hear the message?

Your Turn

Small Group Activity: 7 Questions to Sharpen Your Stories

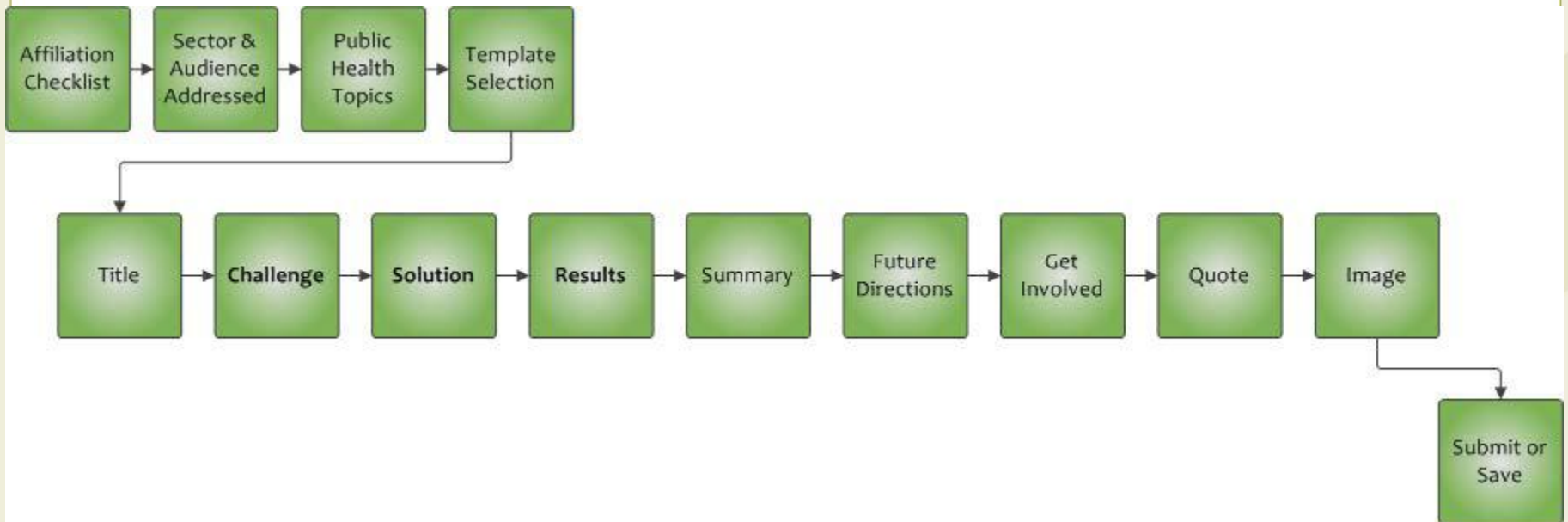
Communication Plan Checklist

- Background & justification, including situational analysis
- Program objectives
- Communication objectives related to program objectives
- Audiences, including key findings from audience research
- Messages
- Settings and channels for conveying your messages

Communication Plan Checklist

- Settings and channels for conveying your messages
- Activities, including tactics, materials, and other methods
- Tracking and evaluation plans for communication efforts
- Available/needed partners and resources
- Tasks and timeline including who will do what when
- Budget & Appendix (e.g., audience profiles, creative briefs, testing results, etc.)

The DCH Success Stories Application: A Series of Questions





Summary and Closing



Resources

Handouts

- Presentation Handouts
- The 8-Step Communication Planning Model
- Identifying Your Audience(s) worksheet
- 7 Questions to Sharpen Your Stories Worksheet
- Communication Plan Checklist

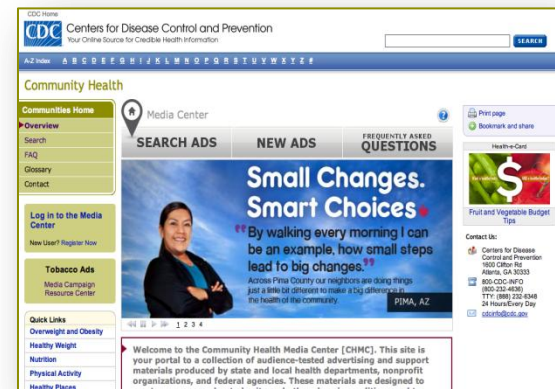
Communication Resources (1)

Community Health Media Center (CHMC)

- Online repository of obesity and chronic disease educational and supporting materials
- Efficient and cost-effective way to find, review, and choose audience-tested materials
- www.cdc.gov/nccdphp/dch/chmc

Media Campaign Resource Center (MCRC)

- Online clearinghouse of tobacco control educational and supporting materials developed by number of states, organizations, and federal agencies
- Efficient and cost-effective way to find, review, and choose audience-tested materials
- <http://www.cdc.gov/tobacco/mcrc>



Communication Resources (2)

DCH Success Stories

- Online application designed to report successes and milestone achievements using a journalistic model to tell their story
- www.cdc.gov/NCCDPHP/dch/success-stories



Communication Resources (3)

- Daily Community Health Media Clips
 - Sign up for daily community health media coverage: commhealthmediamonitor@fhi360.org
- Best practices checklists, samples, and how-to tip sheets
 - *Being an Effective Spokesperson, Responding to Media Requests, Media Buying on a Shoestring, and more!*

Communication Resources (4)

- Social media resources (banners, badges, buttons, apps)

<http://www.cdc.gov/socialmedia/Tools/guidelines/>

<http://www.cdc.gov/socialmedia/tools/buttonsgallery.html>

<http://www.cdc.gov/nccdphp/dch/multimedia/badges.htm>

Monthly DCH Communication Meetings

- **Communication Webinars: Foundational Skills, Innovation & Lessons Learned**
 - **2nd Tuesday** – DCH Communication Team
2 - 3:15 p.m. ET
- **Peer-to-Peer Learning**
 - **4th Tuesday** – Communication Peer Teams
Hourly, 1 – 5 p.m. ET
 - Next Peer Team Calls: March 26, 2013

Available Communication TA

- Communication planning
- Identifying & understanding audiences
- Message & materials development & testing
- Channel selection
- Media relations
- Social media
- Spokesperson training
- Communication and media evaluation, including sample objectives, survey design, and survey questions
- And more!

To Request Communication TA

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Thank You!

Questions or Comments?