

# Creating a Communication Plan to Grow Your Healthy Start Program



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# Learning Objectives

- Identify the essential components of a communications plan
- Develop sample communications messages
- Identify appropriate communications channels

# Traditional Marketing

You Give Me



You Get



# Traditional Marketing

You Give Me



You Get

Thirst quencher

Good taste

Fun

Youthful feeling

You'll be sexy

# Social Marketing

	You Give Me	You Get
Time		<p>Your baby won't die</p> <p>Medical care</p> <p>Comprehensive Service Entry Assessment</p> <p>Case Management Life Course Model</p> <p>Group Risk Reduction and Support</p> <p>Preconception Toolkit</p>

# Social Marketing

You Give Me

Time

Vulnerability

All of your personal  
information

Access to your house

You Get

Hope for the future

Peace of mind

Sense of control

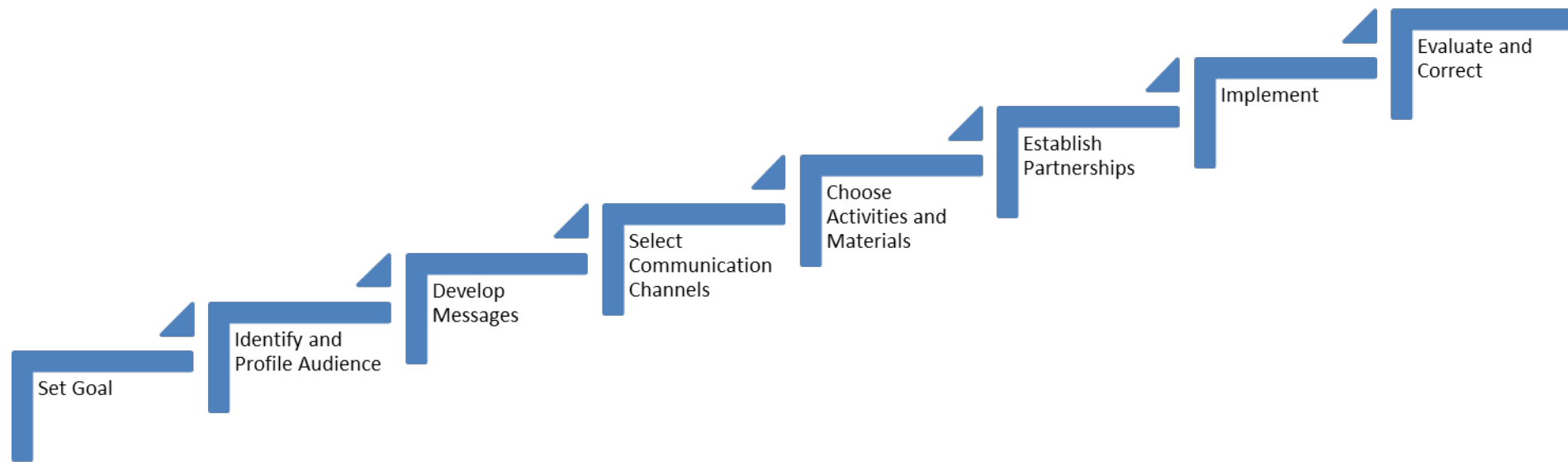
Healthy baby

Healthy life

# Social Marketing Defined

Social marketing is the application of marketing principles to shape markets that are more effective, efficient, sustainable and just in advancing people's well-being and social welfare

# Overview





# Set Goal

What issues are most important?

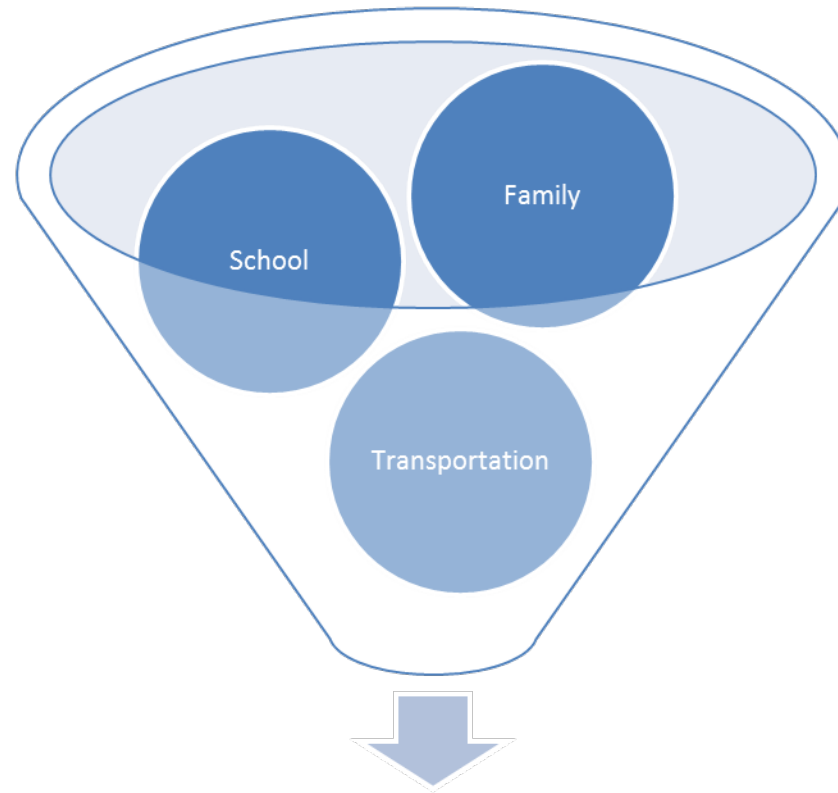
Who is most affected?

Who makes decisions?

What do you want to achieve?

What is the overall goal? (observable or measureable)

# Audience Profiles



Pregnant Mother

# Personas

## Personas Template

[webfengshui.tumblr.com](http://webfengshui.tumblr.com)  
August 2012

*Persona Name* 1

Photo

2

Demographic Data

3

Specific Market Research Data

5

General Market Research Data

4

„Quote“

6

Goals & Motivations

7

Notes



Nicole R.

25, Mother of 2

## Demographic Data

Moved from Chicago to Florida  
Lives in a shelter  
Suffers from depression

## Specific Market Research Data

Nicole's second son was born 8 weeks early. She had a job but, it didn't offer any medical insurance. She was pursuing culinary arts. She moved to Jacksonville to get out of an abusive relationship but wasn't able to secure housing before she got there and she doesn't have regular access to transportation. She doesn't have access to family support.

## General Market Research Data

Preterm Birth Rate - 16.6%  
Jacksonville has the 6th highest homeless rate in the state  
Women who have had a previous poor birth outcome  
Local initiative to improve rates of post secondary education, training or military service

## Goals and Motivations

Wants sons to have their own space  
Own her own Spanish restaurant  
Loving relationship

# Who should I listen to?

Belly Baby Thought Table Taste About Market

PEOPLE MAGAZINE'S  
**MYBROWNBABY** APR 29

It Takes a Village: Tips On Winter Pregnancy, Delivery and the Big Comeback  
BY DENENE MILLNER - FEB 24, 2015

Twitter Facebook Google+ Pinterest Tumblr



POPUGAR

Show some love to your inbox  
subscribe here

MYBROWNBABY EYE CANDY



## MODERN MAMI: 10 REASONS WHY I LOVE BEING PREGNANT!

BY KRISTINA GUERRERO • MAY 2, 2013 • 3:04PM



My mom, a lady who gave birth to five kids and knows a thing or two about pregnancy, once told me that she loved being pregnant. I could certainly understand her love for her unborn children but loving being pregnant?

I didn't buy it.

"Mom, you loooooooved being pregnant?" which was less of a question and more of an accusation that she was obviously lying to me. Really?? Gaining weight, stretch marks, waddling, aches, pains — the very look of pregnancy seemed uncomfortable to me.

# Where else should I listen?

- **Radio**
- **Television**
- **Local newspaper**
- **National/International News**
- **National Organizations**
- **Community Based Organizations**



**BEDSIDER**

*birth control methods*

*where to get it*

*reminders*

*features*

*questions*



# Welcome to the free support network for birth control.

## SMILE, BEAUTIFUL

People with good oral hygiene are less likely to have oral HPV. Another reason to take care of those pearly whites!

*get your floss on »*

## REAL STORIES



*evan, 30, not right now and condoms*

Everything is personal, and that's the most important thing to consider.

*more real stories »*

## FRISKY FRIDAY

Blunt. Busty. Brooklyn-born. Getting to know Mae West

*too much, in a good way »*

# Bedsider – About Us

Babies are great...when you're ready for them. We think in the meantime women should have the right to a healthy, happy sex life without having to worry about unplanned pregnancy. For that to happen, women need to take an active role in their own reproductive health. We want to help with that.

We hope that Bedsider will be a useful tool for women to learn about their birth control options, better manage their birth control, and in the process avoid getting pregnant until they're ready.





# Develop Messages

- Starts out by talking about your audience, not your organization.
- Speak to their needs and not your services.
- Tell a story.
- Use quotes.
- Show your success in numbers

# Develop Messages

- Clarity
- Consistency
- Main points
- Tone and appeal
- Credibility
- Public need

# Select Communications Channels



# Who Is Online

**86% of adults in the US use the internet**

- 86% of white Americans**
- 85% of Black Americans**
- 76% of Hispanics**

**56% of adults in the US own a smartphone**

- 54% of white Americans**
- 64% of Black Americans**
- 60% of Hispanics**

# (A BIT OF) BACKGROUND



- Twitter is a “service to communicate and stay connected through the exchange of quick, frequent messages.”
- People write short updates, often called “Tweets” of 140 characters or fewer.
- **500 million** users



- Facebook is a “social utility that connects people with friends and others who work, study and live around them.”
- **1.23 billion** users



- YouTube
- **1 Billion** users

# Who is Going Online

## The Landscape of Social Media Users

	% of internet users who....	The service is especially appealing to ...
Use Any Social Networking Site	67%	Adults ages 18-29, women
Use Facebook	67	Women, adults ages 18-29
Use Twitter	16	Adults ages 18-29, African-Americans, urban residents
Use Pinterest	15	Women, adults under 50, whites, those with some college education
Use Instagram	13	Adults ages 18-29, African-Americans, Latinos, women, urban residents
Use Tumblr	6	Adults ages 18-29

# Twitter

## National Women's Health Week

by Office on Women's Health

category: **Health**

"Happy National Women's Health Week! Join us in supporting #NWHW.

<http://www.womenshealth.gov/nwhw>

<http://thndr.it/1gnZtg5>"



Office on Women's Health

EMBED  
</>

SUPPORTERS

**353** of 250

141% of goal supported

SOCIAL REACH

**1,029,045**

People

TIME LEFT

**Complete**

Ends May 12, 12:00 PM EDT

No comments

## Live Twitter Chat February 12 at noon

FEBRUARY 11, 2014 HEALTHY START, RELATIONSHIPS

Work, Romance, Family, Friends, Doctors-Keeping Online Relationships Healthy Join HealthDay for #RelationshipChat TUESDAY, Feb. 11. (HealthDay News) – Have questions about online relationships? Join @HealthDayEditor on Twitter tomorrow, Wed. Feb 12, with HealthDay's Chief Medical Officer @DrCindyHaines and @MayoClinic when we co-host a conversation to discuss everything from netiquette to personal ...

CONTINUE READING

TAGGED **HealthDay News**, **healthy start**, **Twitter**, **Twitter Chat**, **University of Alabama at Birmingham**

Tweets Tweets & replies

**Central Healthy Start** @CHealthyStart · Apr 28  
Quality Assurance Planner <fb.me/6GmjqiP6>  
 [View photo](#)

**Central Healthy Start** @CHealthyStart · Apr 15  
Citrus County Moms-to-be..... Don't miss this FREE event, it's the 2015 World's Greatest Baby Shower I Please... <fb.me/6uu8LSdHo>

Central HealthyStart retweeted  
 **FirstFiveYearsFund** @firstfiveyears · Mar 3  
Your support for #homevisiting means so much, @AshleyJudd - thank you! @Mark\_Shriver #MIECHV  
 2 5 [View conversation](#)

Central HealthyStart retweeted  
 **hscmd** @hscmd · Mar 3  
#HomeVisiting is working for children and families @RepTedDeutch @RepLoisFrankel @RepCurbelo @MarioDB @DWStweets @BillNelsonJrFL  
 3 1



# Text Messaging

[Newsletter](#)[En Español](#)[Partners Click Here](#)[HOME](#)[ABOUT](#)[SIGN UP](#)[STORIES](#)[GET INVOLVED](#)[NEWS](#)[CONTACT US](#)

**Your baby has you.  
You have Text4baby.**

**FREE** text messages to keep you &  
your baby healthy

Join the hundreds of thousands of moms  
who receive free text messages throughout  
their pregnancy and their baby's first year.

[Learn More](#)



## Featured Mom



**Victoria T.**

What I've gained through  
Text4baby is a friend, an adviser  
and a service that is so  
priceless.

[Read her story](#)

## Text4baby Tips

Even if U feel great, a pregnant woman  
needs checkups with a Dr./midwife  
(CNM/CM). For help with costs, call 800-311-  
2229.



## Signing Up is Easy!

Get **FREE** text messages on prenatal care,  
baby health, parenting and more!

[Click here to sign up](#)

## Health Hotlines 4 Moms

Check out this list of key phone numbers and  
hotlines and get connected to info and  
services  
right away.

[Click here for hotline list](#)

[Privacy Policy](#) | [Terms and Conditions](#)





# Digital Storytelling



0:18 / 7:18

U.S.A. Maternal/Child Health: B'more Babies Safe Sleep Campaign Video

Johns Hopkins CCP

Subscribe 537

9,158

+ Add to Share ... More

15 3

Published on Mar 3, 2011

B'more for Healthy Babies is built on the realization that reducing infant deaths will happen only if people throughout the community play a part. CCP implemented a communication campaign across the city to share messages about infant safety and family health to all residents of Baltimore.

Music "Is This The End" by Zee Avi (Google Play • iTunes • AmazonMP3)

SHOW MORE

# Images



## nchealthystart

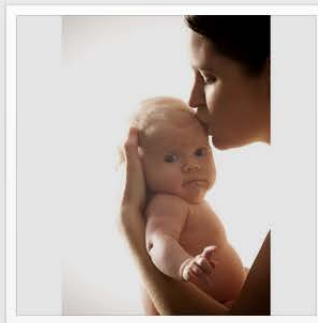
**NC Healthy Start** NC Healthy Start is a nationally recognized nonprofit organization dedicated to eliminating preventable infant death and illness in North Carolina.  
<http://www.nchealthystart.org/>

73  
posts

31  
followers

19  
following

December 2014



# Implementation

## Editorial Calendar

	Topic	Dates	Topic	Dates
September	8 Things To Do When Planning a Pregnancy.	05-Sep	Sexual Health Basics	20-Sep
	Know your numbers.	07-Sep	Tips for Conceiving Girl/Boy	27-Sep
	10 Questions to Ask Before You Have A Baby	12-Sep	Top Women's Health Threats	28-Sep
	The Importance of Prenatal Care	19-Sep		
October	Are you pregnant? Learn what you can do now to have a healthy baby.	03-Oct	Preventing Problems During Pregnancy.	17-Oct
	Week by Week Pregnancy Calendar	10-Oct	Doctor's tip for eating right during your pregnancy.	24-Oct
	Preparing for your first prenatal visit.	12-Oct	Dealing with pregnancy complications.	26-Oct
November			Your 1 <sup>st</sup> Trimester	31-Oct
	Why 39 weeks is good for your baby.	02-Nov	Your 2 <sup>nd</sup> Trimester	14-Nov
	How To Alleviate Morning Sickness.	07-Nov	Pre-birth preventive care.	16-Nov
December	Keeping Your Children Healthy During the School Holidays.	09-Nov	5 Things to Think About Before Your Baby Arrives.	21-Nov
			Tips for enjoyable holiday travel.	23-Nov
	Your 3 <sup>rd</sup> Trimester	05-Dec	Natural Pain Relief for Childbirth.	19-Dec
January	How Will I Know I'm In Labour?	07-Dec	Preparing your children for a healthy school year.	21-Dec
	Understanding Cesarean Section.	12-Dec	Nutrition for your child's brain and memory.	26-Dec
	Just In Case You Find Yourself Unexpectedly Giving Birth	14-Dec		
February	What To Take With You To The Hospital.	02-Jan	4 Important Things After Your Baby Arrives.	16-Jan
	Cord Blood Storage.	04-Jan	All About Breastfeeding	23-Jan
	The Finish Line – Labour and Delivery	09-Jan	Breastfeeding Tips for New Moms.	30-Jan
February	Protecting your baby from flu.	01-Feb	Healing After Childbirth.	15-Feb
	Sleep and Your Baby	06-Feb	10 Tips for Losing Your Post-baby Belly.	20-Feb
	Confessions of First-time Moms.	13-Feb	Real Women, Real Stories – How to enjoy a pregnancy.	22-Feb
			Returning To The Bedroom After Childbirth.	27-Feb

# Implementation

← SAVE Discard

## NHAS Blog Post

10/12/2011 to 10/12/2011

☒ All day ☐ Repeat...

Event details [Find a time](#)

Where

Calendar AIDS.gov Blog Calendar

Created by aids.gov@gmail.com

Description

Attachment [Add attachment](#)

Event color ☒ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Reminders No reminders set  
[Add a reminder](#)

Show me as ☒ Available ☐ Busy

Privacy ☒ Default ☐ Public ☐ Private

[Learn more about private vs public events](#)

### Select a file

#### Google Docs

[Documents](#)

[Spreadsheets](#)

[Presentations](#)

[Folders](#)

[Forms](#)

[Upload](#)

[Recently selected](#)

<input type="checkbox"/>	Guide to Using Google Docs for Blog Management	3:05 PM
<input type="checkbox"/>	Post-Post Checklist	9:17 AM
<input type="checkbox"/>	Making Mobile Gov Concept Paper.doc	Sep 8
<input type="checkbox"/>	Blog Style Guide	Sep 6
<input type="checkbox"/>	Blog Content Audit Summary	Sep 6
<input type="checkbox"/>	Guide to Wordpress	Sep 6
<input type="checkbox"/>	Aging Day Post - Needs Title	Sep 1
<input type="checkbox"/>	michellescavnicky.png	Sep 1
<input type="checkbox"/>	Update: National HIV/AIDS Strategy Implementation Dialogues	Sep 1
<input type="checkbox"/>	9/6 Dotgov initiative	Aug 30
<input type="checkbox"/>	9/5 30 Years of AIDS	Aug 30
<input type="checkbox"/>	NHPC Social Media Lab Check-in Form	Aug 17

Cancel Select



# Repurpose, Repurpose, Repurpose



# Measure success

## Metrics

### Social

- followers
- comments/conversations
- traffic
- clicks
- links
- Retweets

### Traditional

- Attendees
- Evaluations

## Outcomes

Performance measures

Satisfaction

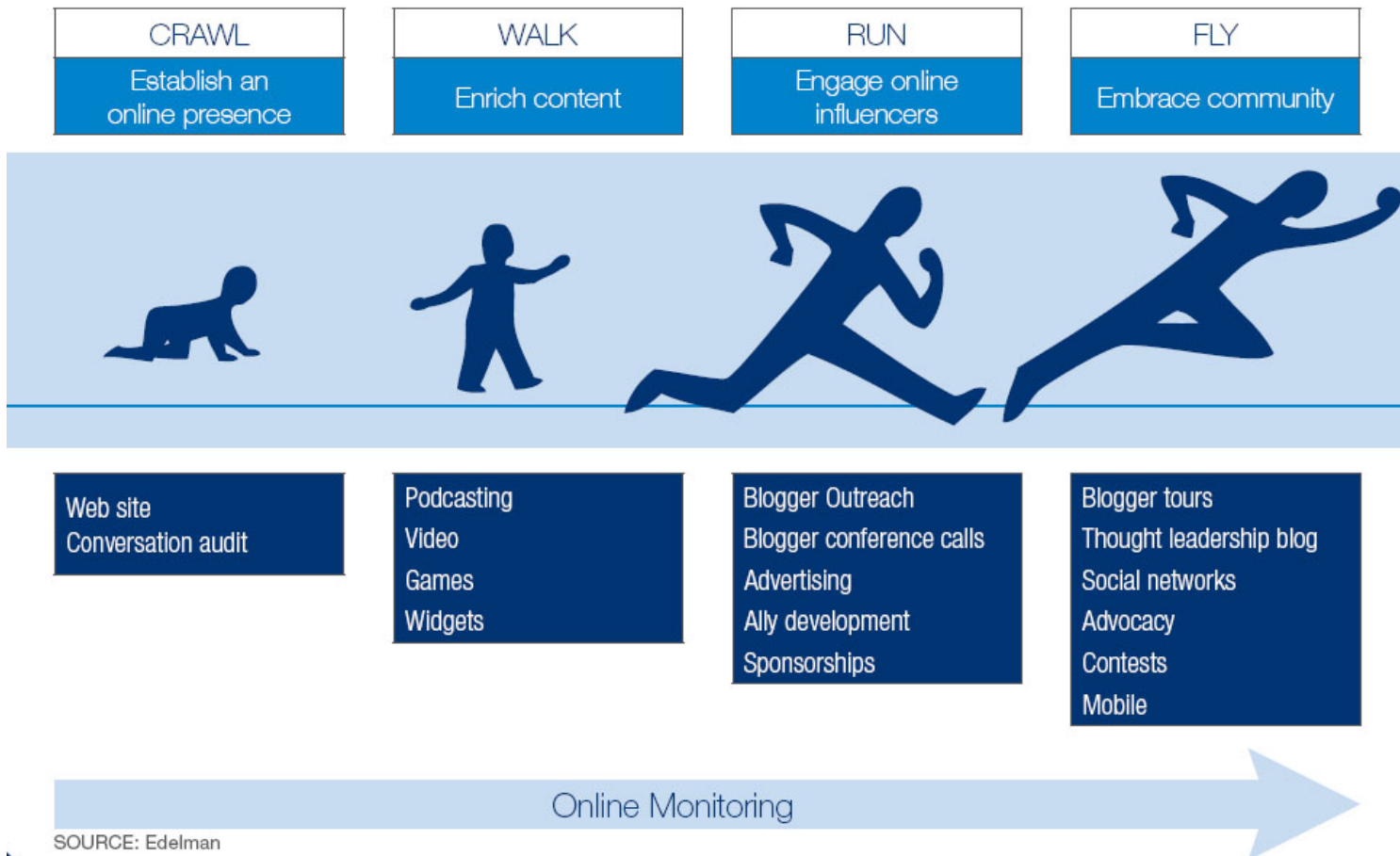
More volunteers

More funding

More partners

# Crawl, Walk, Run

Establish **online credibility** and trust through a stepped approach



SOURCE: Edelman

**Connect. Create.**  
**Collaborate. Engage.**  
**Listen.**