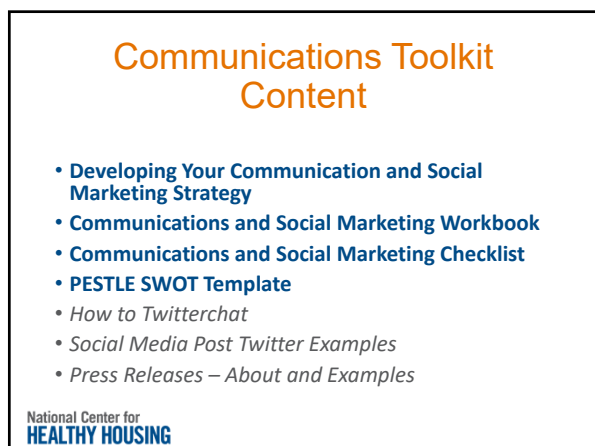




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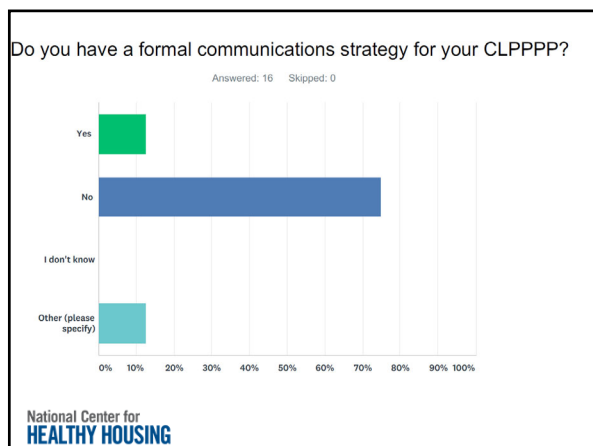
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- ### Key Components for Public Health Programs
- Innovation to develop the evidence base for action;
 - Technical package of a limited number of high priority, evidence-based interventions that together will have a major impact;
 - Effective performance management, especially through rigorous, real-time monitoring, evaluation, and program improvement;
 - Partnerships and coalitions with public- and private sector organizations;
 - **Communication of accurate and timely information to the health care community, decision makers, and the public to effect behavior change and engage civil society;**
 - Political commitment to obtain resources and support for effective action
- Am J Public Health. 2014 Jan; 104(1):17-22
- National Center for
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ENGAGEMENT

- Digital communications **is not** about the **technology**.
- It **is** about the **people**, the **story**, and the **connection**!

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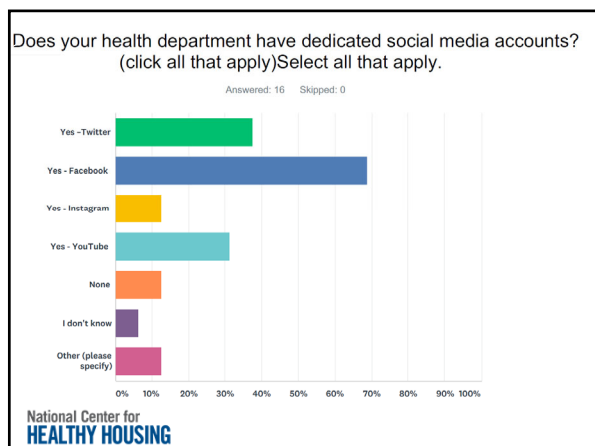
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IMPACT

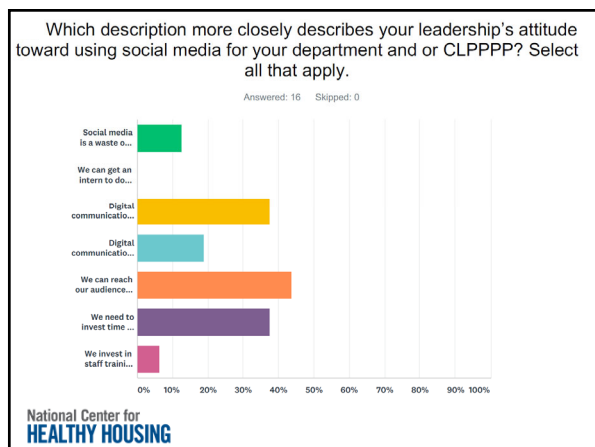
- The question isn't whether or not to embrace online communications and social media.
- It **is** how to do it **effectively**!

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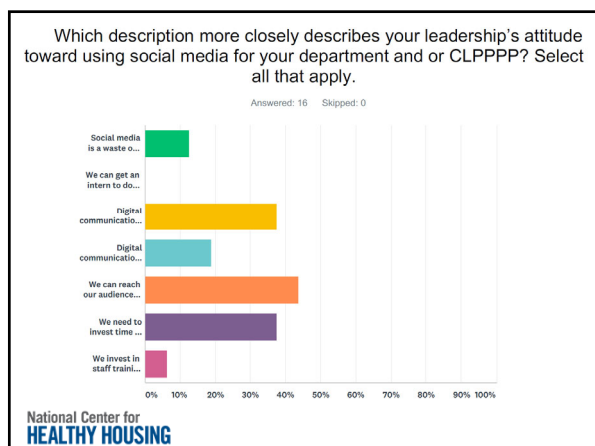
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MESSAGE

- Digital communications is **not** about the organization.
- It **is** about **how** you can **help** and why you **care**!

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Using Social Media and Networks

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Communication Tools & Techniques

- Health Marketing
- Health Communication
- Health Information Technology
- Social Marketing

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8 Benchmark Criteria Of Social Marketing Efforts

1. Behavior	5. Exchange
2. Audience Orientation	6. Competition
3. Theory	7. Segmentation
4. Insight	8. Method's Mix

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VISION, OBJECTIVES, AND AUDEIENCES

STRATEGIC COMMUNICATION AND SOCIAL MARKETING
COMPONENTS

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Communications and Strategic Marketing Planning

Vision
Objectives
Audience
Channels
Strategy

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AUDIENCE

Who is your audience and why?

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Audience Research

STAKEHOLDER CATEGORIES

DEMOGRAPHICS

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Parents & Guardians



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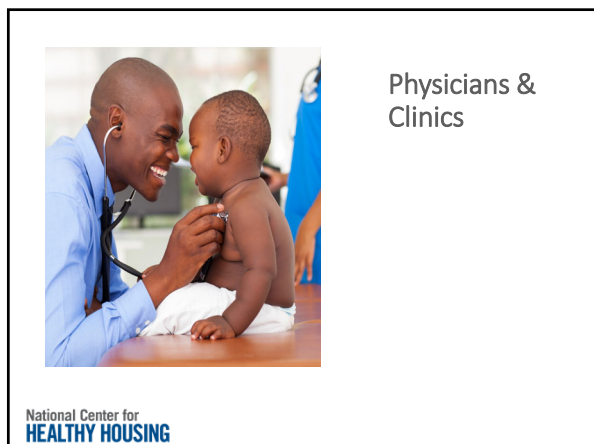
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Nonprofits, Grassroots, and Funding Organizations

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Audience Persona

- Point of Interest
- Demographic and Socioeconomic Characteristics
- Behavioral and Cultural Characteristics
- Psychological and Motivational Characteristics
- Informational Needs

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COMMON PURPOSE STATEMENTS



Stakeholder Actions
Education
Improvement

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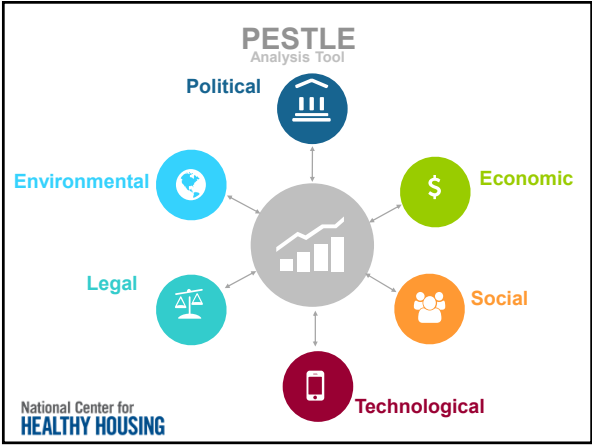
33

ANALYSIS FOR DESIGNING YOUR STRATEGY

FRAMING YOUR COMMUNICATION AND STRATEGIC
MARKETING PLAN

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PESTLE – Political

Political

- Federal Lead Poisoning Prevention Strategy
- State Lead Poisoning Prevention Strategy
- Funding
- GREAT and DATA Act
- Voter participation rates
- Community Investment Priorities
- Tax policies
- Government regulation or deregulation
- Tariffs
- Lobbying activities
- Governmental budgets
- Governmental stability/instability
- Immigration

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PESTLE –
Economical



Economic

Interest rates

Unemployment

Inflation rates

Interest rates

Tariffs on goods

Affordable housing

SNAP


Health Insurance

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PESTLE –
Social



Social

Population size and growth

Birth rates

Immigration rates

Attitude toward government

Ethical concerns

Cultural norms and values

Education levels

Literacy levels


Children under the age of six

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PESTLE –
Technology



Technology

Blood Lead Testing

Blood Lead Database

Housing Code

Data and File Sharing

Internal Technology

Grantor (Required) Technology

Field Technology

Lead Inspection Technology (XRF)

Communication infrastructure

Access to new technology

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PESTLE – Legal

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Legal

Data protection laws

Employment laws

Health and safety laws

Education laws

Housing Court

Housing code and enforcement

Consumer protection laws

OSHA Worker Protection

EPA RRP

Air quality regulations

Recycling standards

Hazardous waste regulations

Immigration

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PESTLE – Environmental

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Environmental

Soil contamination

Climate Change / Natural Disasters

Seasonal Challenges

Air pollution

Support for renewable energy

Environmental Policies

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PESTLE WORKSHEET

FACTOR

IMPACT

OPPORTUNITY OR THREAT

RESPONSE

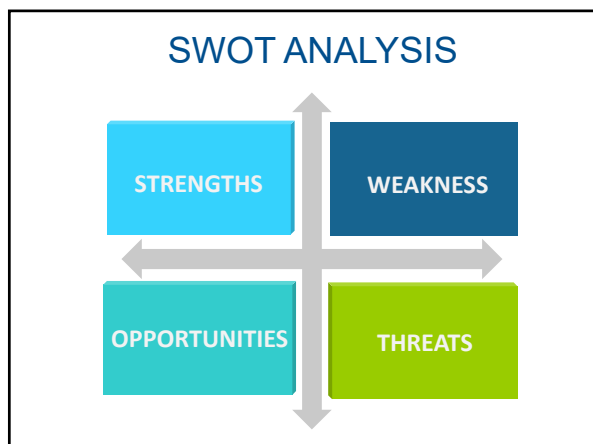
Program Description	PESTLE Perspective	Impact on the Organization	Probability of Occurrence	Opportunity or Threat	Timeline	Response
List PESTLE factors here. Examples of PESTLE factors are included on PESTLE factors sheet.	Choose from dropdown list	Choose from dropdown list	Choose from dropdown list	Choose from dropdown list	Choose from dropdown list	List possible business response to the factor
	Economic	Low	Low	Opportunity	1-2 years	
	Social	High	Low	Threat	3-4 years	
	Political	Low	Low	Opportunity	5 years +	
	Technological	Low	Low	Opportunity	1-2 years	
	Legal	Low	Low	Threat	3-4 years	
	Environmental	Low	Low	Opportunity	1-2 years	
	Economic	Low	Low	Opportunity	1-2 years	

PERSPECTIVE

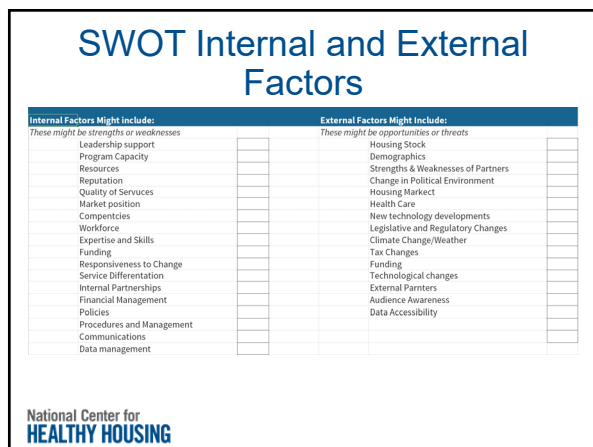
PROBABILITY

TIMELINE

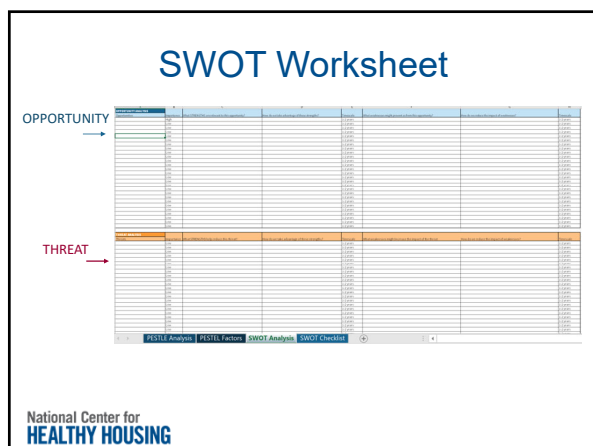
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SWOT WORKSHEET OPPORTUNITY ANALYSIS

- Opportunities
- Importance
- What STRENGTHS are relevant to this opportunity?
- How do we take advantage of these strengths?
- What weaknesses might prevent us from this opportunity?
- How do we reduce the impact of weaknesses?

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SWOT WORKSHEET THREAT ANALYSIS

- Threats
- Importance
- What STRENGTHS help reduce this threat?
- How do we take advantage of these strengths?
Timescale
- What weaknesses might increase the impact of the threat?
- How do we reduce the impact of weaknesses?
- Timescale

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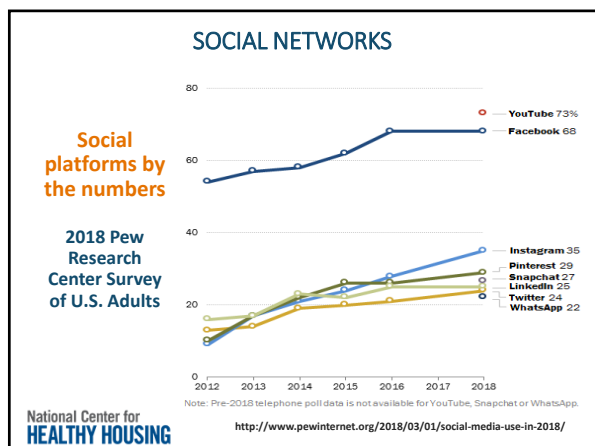
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TOOLS, NETWORKS, AND TIMING

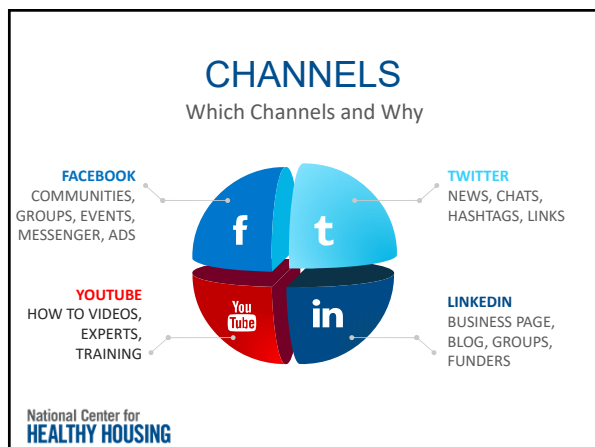
DESIGNING YOUR COMMUNICATION AND STRATEGIC
MARKETING PLAN

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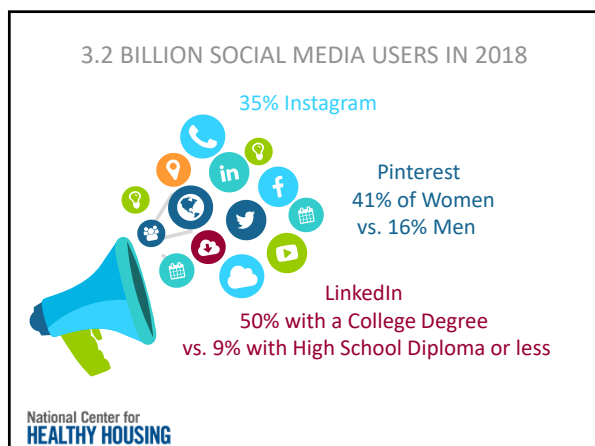
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TIMING

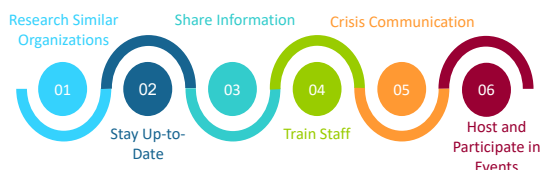
- CAMPAIGNS
- TWITTER CHATS
- WEEKLY CONTENT
- MONTHLY THEMES



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Key Steps to Use Social Media to Raise Awareness and Engage Community



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OPERATIONS

CAPACITY TO IMPMENT YOUR COMMUNICATION AND STRATEGIC MARKETING PLAN

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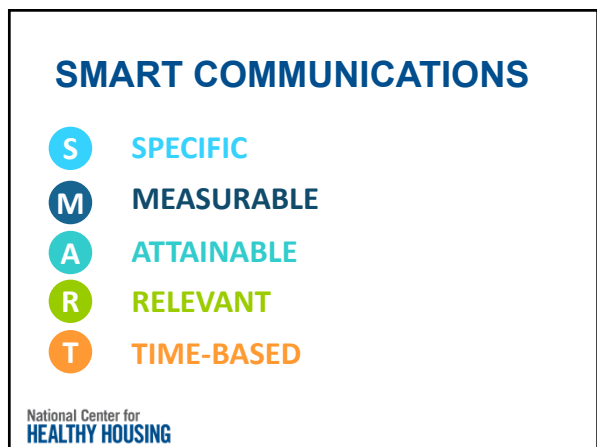
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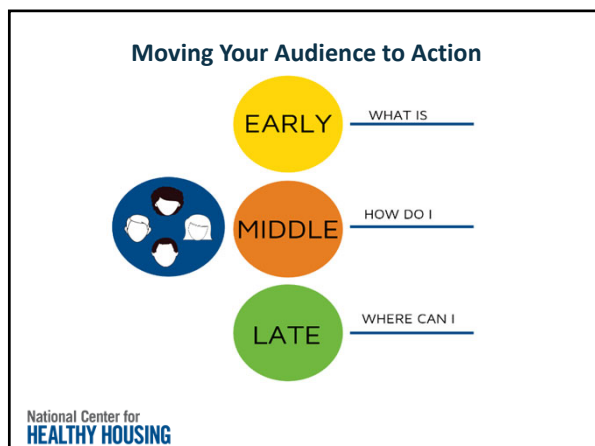
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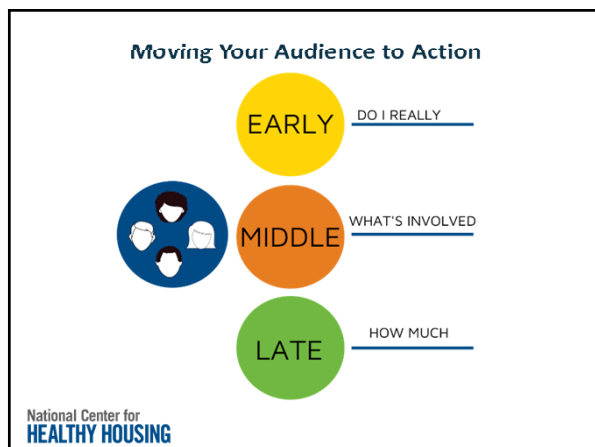
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Activate Your Audiences

- Define Actions to Take
- Craft Your Call to Action
- Show a Clear Need
- Inspire People to Share Their Stories



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Next Steps

- Upload Communications Toolkit onto NCHH NYSDOH CLPPP web-page
- Schedule follow-up technical assistance sessions to focus on the toolkit; dates TBD
- Identify NYSDOH CLPPP best practices and share among grantees.

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QUESTIONS & DISCUSSION

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