

Where have you been?



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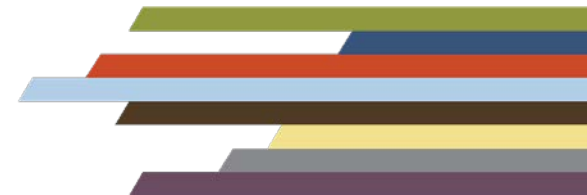
Communication Plan Learning Lab—Using CCYS Results to Promote Continued Survey Participation

Melissa Adolfson, MS, PTTC Associate

Kristin Dillon, PhD, PTTC Associate

June 29, 2021

South Southwest Prevention Technology Transfer Center



Disclaimer

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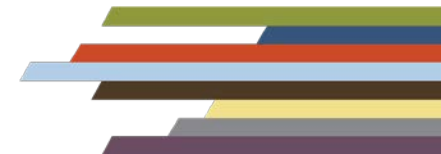


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Presenters



Melissa Adolfson
Research Scientist
Amherst H. Wilder
Foundation



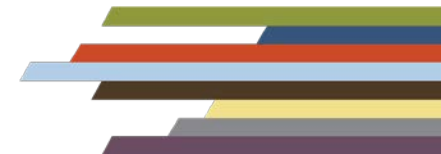
Kristin Dillon
Research Manager
Amherst H. Wilder
Foundation



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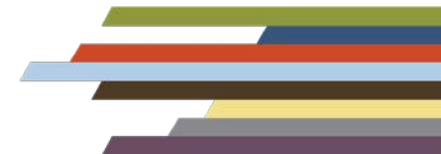
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Learning Objectives

- Participants will identify the components of a communication plan for promoting the benefits of taking the CCYS Survey.
- Participants will complete a communication plan using a guided process.

Be prepared
for a fun
knowledge
quiz!



Core Elements of a Communication Plan

- Goal(s)
- Audiences
- Key messages
- Methods/formats
- Timeline



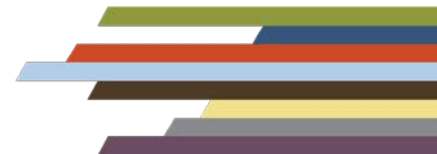
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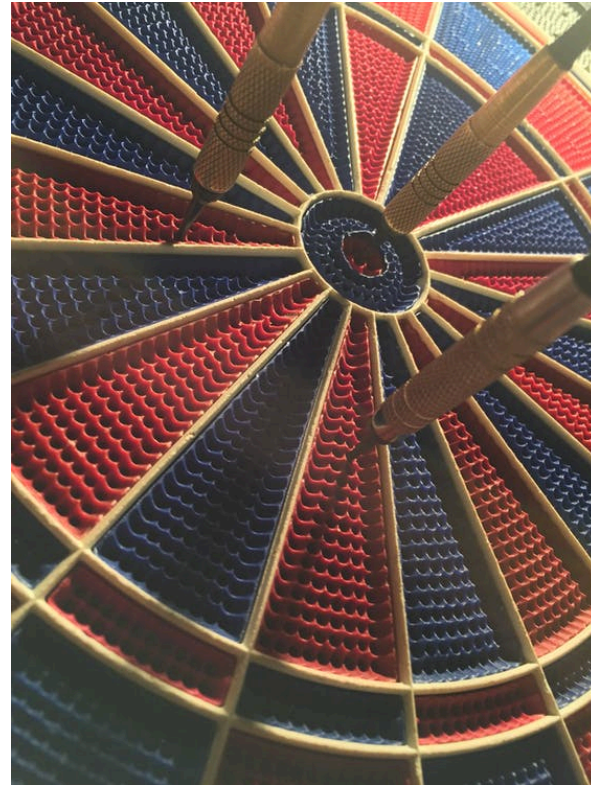


Handout #1:
Communications
Template



Goals

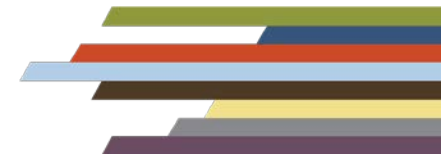
- Validate
- Improve
- Educate
- Motivate
- Change



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Know Your Audience

- What do they care about? What motivates them? What concerns them?
- How much detail do they want and need?
- How much do you think they know already?
- How do they prefer to be reached? (e.g., social media, formal report, presentation)

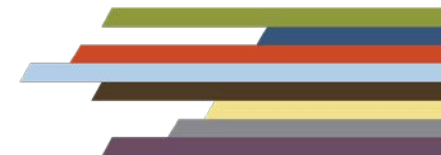


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Know Your Audience

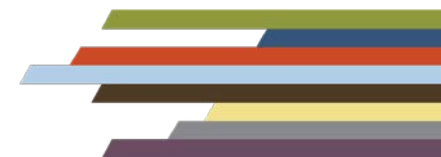
- Community members > short, concise, broad scope
- Policy makers > brief, impact-focused, topic-specific, select details
- Program staff > key points, supporting details, information specific to their role/work
- Funders > high level of detail, comprehensive overview of all funded activities



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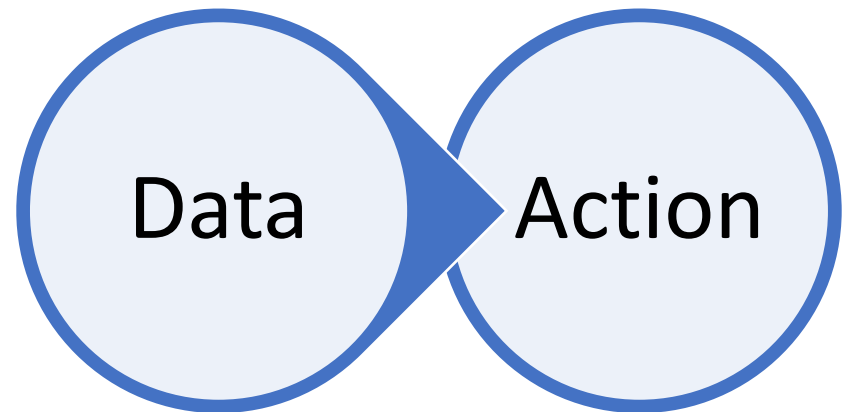
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Messaging

- Be clear
- Be consistent
- Focus on key takeaways
- Keep it relevant
- Make it actionable
- Provide important context



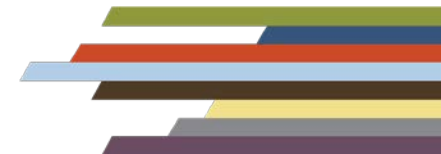
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Handout #2:
Ensuring Data
Accuracy



Data Dissemination Tips

- Keep data products visually interesting
- Mix it up
- Use straightforward language
- Be specific
- Be objective

[Reporting research findings \(evaluatod.org\)](http://evaluatod.org)



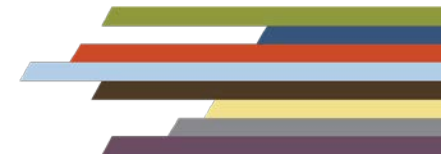
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Handout 3: Wilder
Reporting & Handout
4 Wilder Reporting



Delivery Method

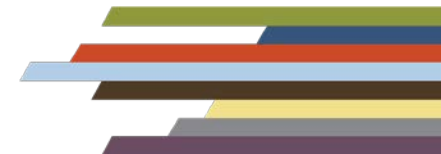
Taste	Snack	Meal
<ul style="list-style-type: none">• One data point• One simple chart• 30 second video	<ul style="list-style-type: none">• Infographic• Fact sheet• Issue brief• 15-minute presentation	<ul style="list-style-type: none">• Full report• One hour presentation• Data party



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Customizable messaging
for newspaper, social
media, emails, websites,
newsletters

FAQs and how to respond
to each

Two versions of survey
recruitment flyers



Handout #5 Infographic
Tower Survey Outreach
and FAQ

Tower Foundation

FAMILY SURVEY GUIDE

Barnstable, Dukes, and Nantucket Counties

This document provides partners with information and guidelines for recruiting families for the Tower Foundation's Survey to better understand the experiences of families and guardians of youth with intellectual disabilities or learning disabilities.

The Tower family, like so many others, has members who have intellectual disabilities or learning disabilities. Because of this, the Tower Foundation funds organizations in Barnstable, Dukes, and Nantucket Counties working to better meet the needs of young people and their families affected by these issues.

The survey is being funded by The Peter and Elizabeth C. Tower Foundation and conducted by Wilder Research.

Recruiting families

Thank you for your help recruiting families and youth for this survey project. All of the surveys will be completed by phone by trained interviewers from Wilder Research.

The Foundation needs your help to guide families to register online at <http://towerfdn.link/surveysignup>. Anyone who completes the survey will receive a **\$20 gift card** to Amazon, Target, or Walmart.

Please share the link via email, Twitter, Facebook, newsletters, or other ways you communicate with program participants.

We have also provided flyers that can be posted in your organization, emailed, or handed to families, and language to use in a variety of communications.

Finally, there is an FAQ document that answers key questions people may have about the survey. Please familiarize yourself with the questions and answers in case people ask. Also, please share this with families if they have questions.



The Peter and Elizabeth C. TOWER Foundation



If you have any further questions, you can contact **Don Matteson**, Chief Program Officer at the Tower Foundation, at dwm@thetowerfoundation.org or **716-689-0370 x207**. If you are having technical difficulties with the online registration, please call **1-888-328-2972** and ask for **Terry Franklin**.

Barnstable, Dukes,
and Nantucket
Counties

help us

better understand
community attitudes
and experiences



youth in poverty

How poverty is
measured on survey

Association between
poverty and ATOD use

Actionable protective
factor data



Handout #6 Infographic Poverty & Substance Use



POVERTY AND SUBSTANCE USE: BUFFERING THE NEGATIVE EFFECTS

Findings from the 2016 Minnesota Student Survey[^]

29% of MN public school students say they receive **free or reduced-price lunch**

6,500 students say they experienced **homelessness** in the past year

Over **7,500** students say they've had to **skip meals** in the past month

POVERTY HAS MORE THAN JUST ECONOMIC EFFECTS:
STUDENTS WHO MEET **2 OF 3** OF THE ABOVE CRITERIA FOR POVERTY ARE...



BUT CARING ADULTS CAN BUFFER THE NEGATIVE EFFECTS OF POVERTY:



*Data from the 2017 KIDS COUNT Data Book:

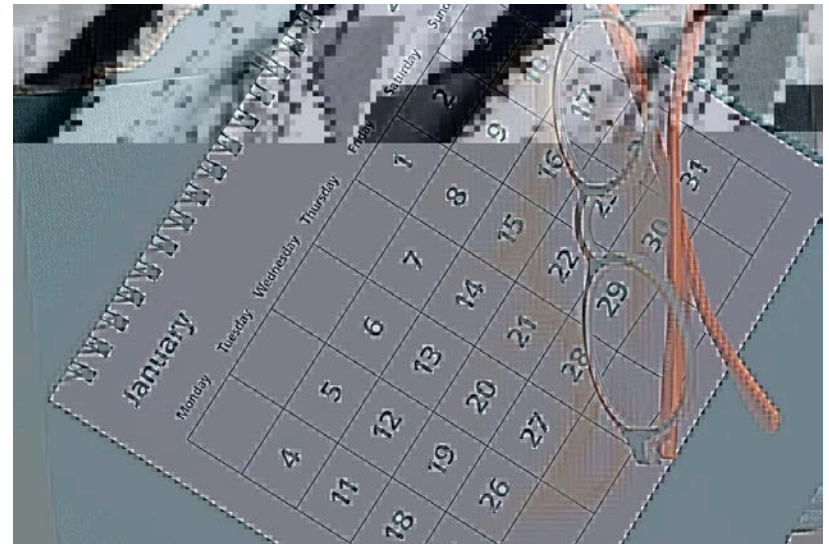
<http://www.cdf-mn.org/research-library/MN-kids-count/kc-mn-databooks/2017/2017-minnesota-kids-count.pdf>

[^]All other data on Minnesota students from the results of the 2016 Minnesota Student Survey. Nearly 169,000 students participated in the survey. Questions on substance use were answered by 8th, 9th, and 11th graders.

For more information on substance use in Minnesota, see www.sumn.org.

Timeline

- Work backwards from the survey implementation date
- Ensure messaging is fresh and timely
- Consider order of audiences

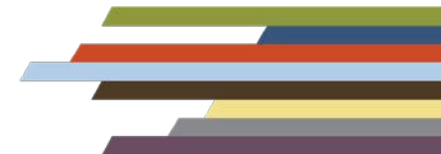


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One Simple Tool, Multiple Uses

Audience	Key Messages	Delivery Method	Responsible People	Timing



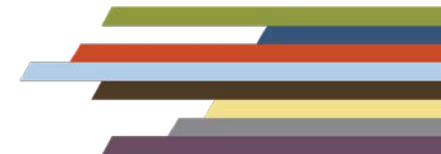
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Handout #1
Communications
Template



BEFORE the Youth Survey

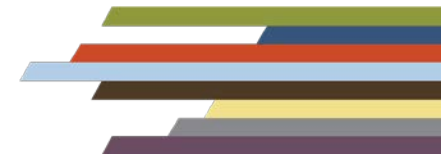
- General survey promotion
- Targeted promotion to schools that are reluctant or on the fence, and to new stakeholders
- Build excitement about the survey
- Share multiple perspectives—who cares about the survey and why



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Sample

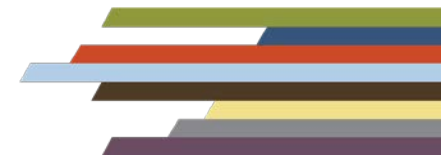
Audience	Key messages	Delivery method	Responsible people	Timing
<i>School admin</i>	<i>Local data use successes</i>	<i>Face-to-face meeting w/ one-pager</i>	<i>Two local survey champions</i>	<i>Six months prior to survey</i>



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AFTER the Youth Survey

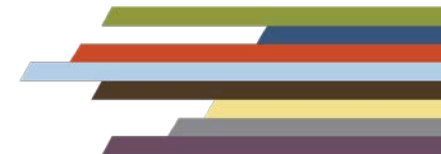
- Make meaning out of the data
- Share findings
- Use findings



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Sample

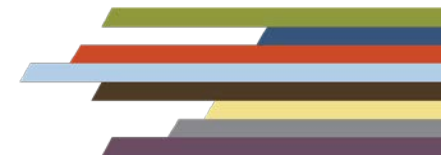
Audience	Key Messages	Delivery Method	Responsible People	Timing
<i>Community members</i>	<i>Increase in youth vaping rates</i>	<i>Short video on coalition's website</i>	<i>Youth group members</i>	<i>Before end of school year</i>



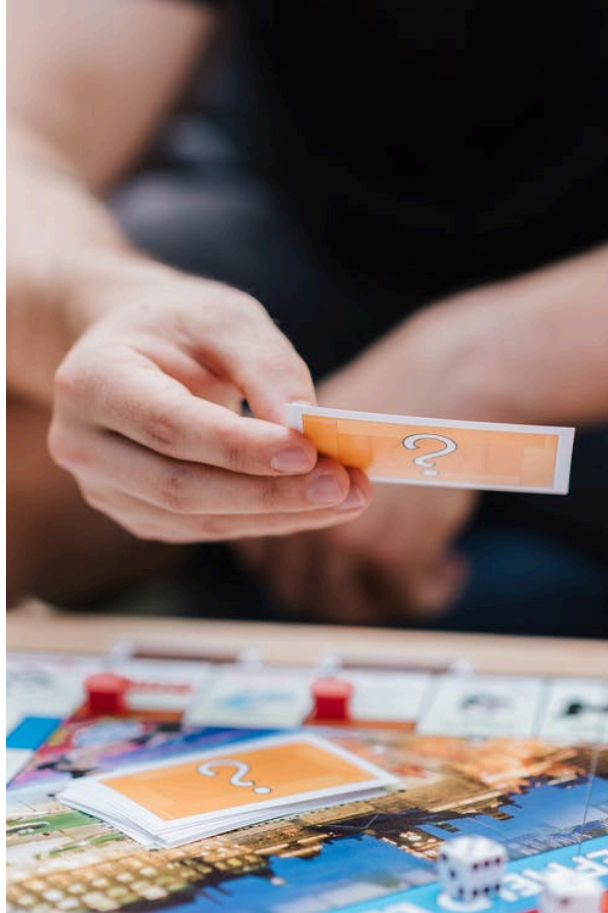
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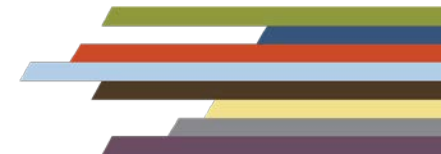
Warm-up Game!



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Game Instructions

- You will be placed in breakout rooms, you will...
 - Need to choose a spokesperson
 - Receive 12 questions and work together to answer as many as possible
 - Have 15 minutes in your group
- When we come back together, we will play!
 - Identify your group's spokesperson in the chat
 - When a question is revealed the first spokesperson to type "A" in the chat will get to answer first
 - If they get it right, they can choose the next category
 - If they get it wrong, the next person to type "A" will be able to answer

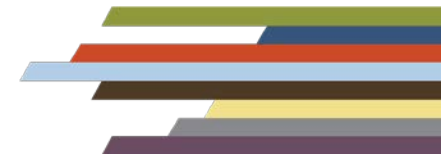


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Jeopardy

Communication
Plan

Goals

Audience

Delivery

\$100

\$100

\$100

\$100

\$200

\$200

\$200

\$200

\$300

\$300

\$300

\$300

\$400

\$400

\$400

\$400

Final Jeopardy

Communication Planning Activity

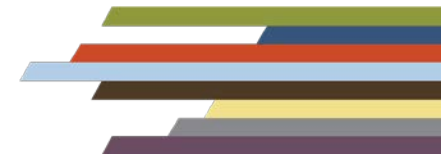
Audience	Key Messages	Delivery Method	Responsible People	Timing



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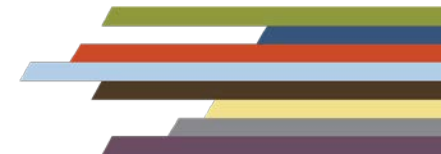
Questions



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Connect with Us



[Join our mailing list!](#)



[Watch the website for future events!](#)



[Download resources from the website!](#)



[Use, provide feedback, share and promote new products!](#)



[Check out the PTTC Pandemic Response Resources page](#)



Ask us! Access TA from the PTTC



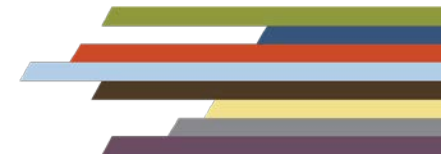
[Join us on twitter at SSWPTTC6](#)



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Thank You

For questions:

Beverly Triana-Tremain
Epidemiologist
South Southwest PTTC Region 6

btremain@ou.edu

405-203-8516



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