

Cost-Effective Communication Resources to Engage Your Community

CHOICES Community of Practice
Coffee Chat



September 28, 2023


Welcome!

Please share your name, title, & organization in the chat.

Disclaimer & Funding

- The CHOICES Project engages in research and education. The information presented in this discussion today is for educational purposes only and does not necessarily represent the position of any CHOICES Project funders.
- This event is intended to provide information, tools, and resources to inform and educate the audience, and is not an attempt to influence any specific legislation.

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The CHOICES Community of Practice includes people whose work focuses on advancing obesity prevention, healthy eating, and active living and want to learn more about how cost-effectiveness analysis can advance their efforts and address health equity.

Cost-Effective Communication Resources To Engage Your Community



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SESSION OBJECTIVES

- Learn how strategic communication can support nutrition, physical activity, obesity, and chronic disease prevention programs
 - Introduce the State and Community Health Media Center
 - Share lessons learned/best practices to support your communication planning efforts
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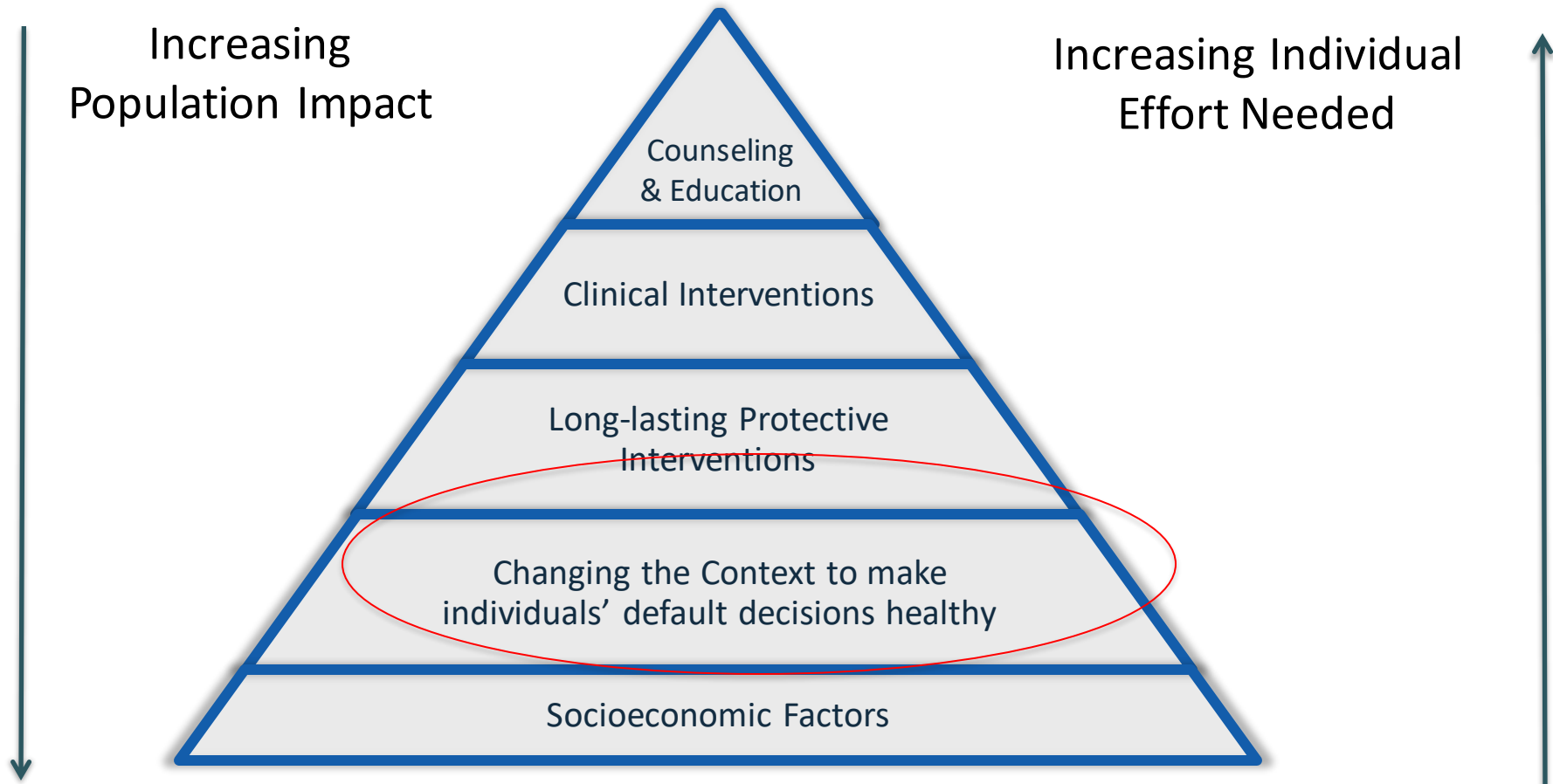
COMMUNICATION SUPPORTS PROGRAM OBJECTIVES

WHAT IS COMMUNICATION?

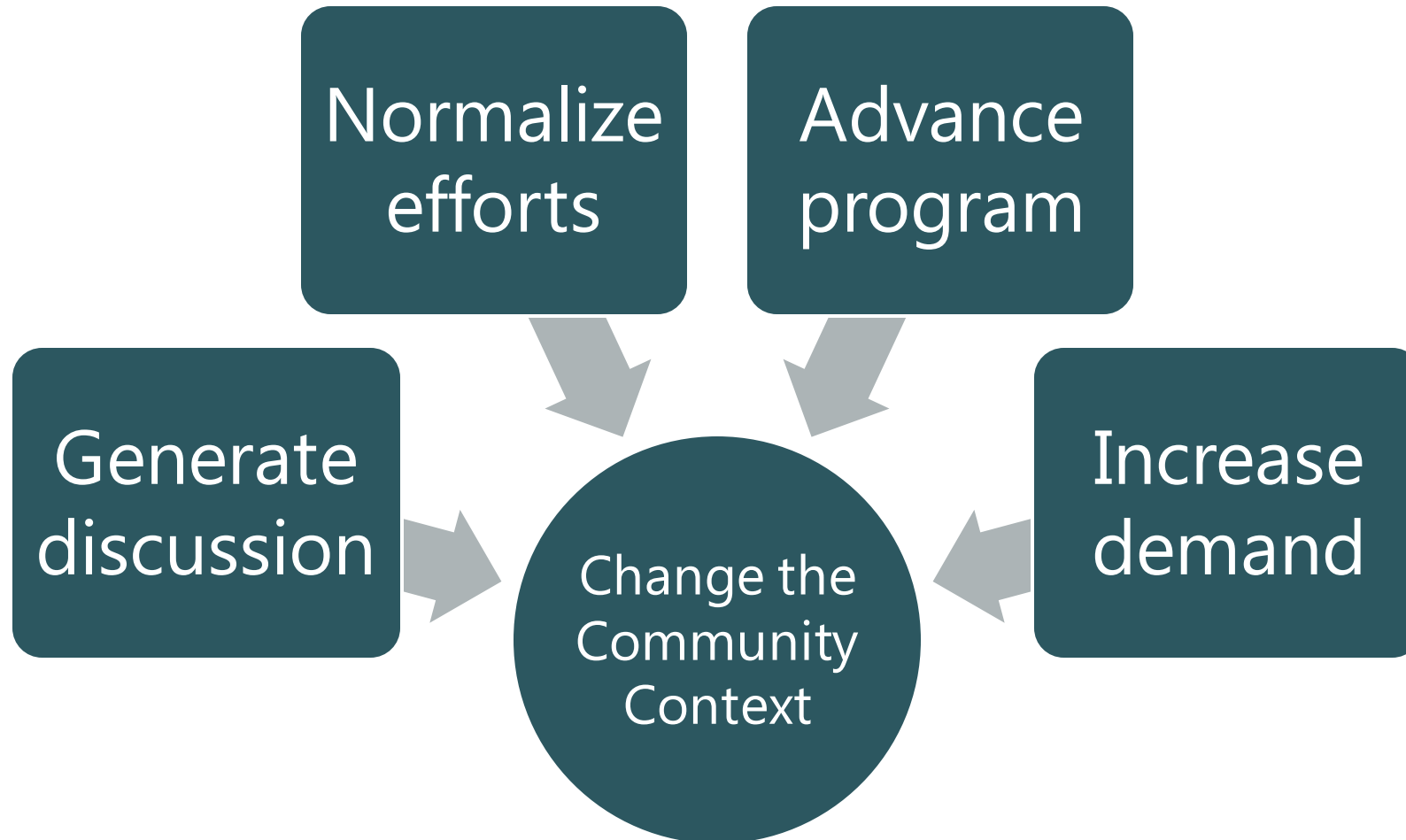
Communication is the means of delivering a message through radio, television, newspapers, magazines, online outlets, etc. to reach or impact people widely.

Communication = Media = Marketing
"Public Education"

WHAT IS COMMUNICATION?



COMMUNICATION CAN ...



MEDIA CENTER BACKGROUND

- Provides free and low-cost ads, materials, and photos
- Focuses on chronic disease prevention
 - Nutrition, Physical Activity, Obesity Prevention
 - Breastfeeding
 - Diabetes, Heart Disease
 - Flu/Immunization
 - Reducing Sodium, Sugar/Sugary Drinks
 - Social/Emotional Wellbeing
- Produced by public health agencies
- Includes audience research

State and Community Health Media Center

Welcome to the State and Community Health Media Center



Featured Ads



Hear Her: Couple Talking 2



Infant & Toddler Nutrition: Illustration Infant





Infant & Toddler Nutrition: Illustration Toddler





Unhealthy Drinks and Mom Driving-Spanish TV

Getting Started With the Media Center

 Search free or low-cost, audience-tested ads and support materials (including photos) in English and other languages.

 Learn who can place orders, the costs, and more about using the Media Center.

 Download photo after placing an order. It may take up to **10 business days** to process ads and support materials.

 There is a **small fee** to add your organization's logo, name, or website to advertisements and materials. Some advertisements or materials may require talent, use, or other fees before using.

<https://nccd.cdc.gov/schmc>

**EXAMPLE – AUDIENCE RESEARCH INFORMS ALASKA'S
PLAY EVERY DAY CAMPAIGN**

ALASKA DEPARTMENT OF HEALTH AND SOCIAL SERVICES – PLAY EVERY DAY CAMPAIGN

No matter what you do,
get out and play



60 MINUTES
EVERY DAY

 playeveryday.alaska.gov 

This poster was supported by the Centers for Disease Control and Prevention National Center on Birth Defects and Developmental Disabilities.



playeveryday.alaska.gov
every day.



www.playeveryday.alaska.gov

[www.facebook.com/
playeverydayak](http://www.facebook.com/playeverydayak)

[www.youtube.com/
playeverydayak](http://www.youtube.com/playeverydayak)

ALASKA DEPARTMENT OF HEALTH AND SOCIAL SERVICES – PLAY EVERY DAY CAMPAIGN



Doughnuts 2019 PSA

A small fruit drink
can have the same
amount of sugar as

8 mini doughnuts.



playeveryday.alaska.gov



ALASKA DEPARTMENT OF HEALTH (SPAN)

ALASKA IN BRIEF

Play Every Day campaign seen as effective in inspiring better beverage choices for children

BY: YERETH ROSEN - NOVEMBER 16, 2022 4:00 AM



A public health campaign in Alaska has shown success at convincing parents to serve their children less sugary drinks, a newly published [study](#) says.

Mothers who have seen public-information spots created by Alaska Department of Health's [Play Every Day](#) program reported that they have been inspired by it to change the beverages they serve their young children, the study said.

The results were from surveys of 476 mothers of 3-year-olds. Of those who saw the Play Every Day public-awareness messages, about one in five reported changing their children's beverage offerings because of those messages. Among the mothers who reported seeing the campaign, 39% said they learned new information from it.

The survey responses were provided by mothers through a previously existing program, the [Alaska Childhood Understanding Behaviors Survey](#).

"We're very excited about the findings that were shown this week in the Health Promotion Practice journal," said Ann Potempa, the department's Play Every Day coordinator and lead author of the study.



Energy drinks are on display Tuesday at New Siegya Market in Anchorage. A wide variety of beverage have added sugar, including many energy drinks. Alaska health officials have explained through the state's Play Every Day campaign. (Photo by Yereth Rosen/Alaska Beacon)

Strengthen Obesity Prevention

Alaska's Play Every Day Campaign Encourages Parents to Serve Healthy Drinks to Young Children

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Background. Sugary drink consumption by young children is a public health concern. The State of Alaska, partnering with the Alaska Native Tribal Health Consortium, implemented the *Play Every Day* social marketing campaign in 2019–2021 to encourage parents to serve healthy drinks to young children. The campaign's intended audience was parents who experience disproportionately poor nutrition outcomes: Alaska Native people, those living in rural communities, and those with low incomes and/or educational attainment. We described campaign development, implementation, and performance. **Method.** Parents from the identified disproportionately affected populations participated in formative research. Campaign awareness and engagement questions were added to Alaska's child health surveillance system. Regression models assessed associations between campaign exposure and outcomes. **Results.** The sample included 476 Alaska mothers of 3-year-old children. Of the 34% who reported seeing the campaign, 21% said they changed drinks served to their child because of the campaign. Campaign awareness, engagement, and reported changes in drinks given to children because of the campaign were greater among Alaska Native mothers than White mothers. Among all mothers, those who said the campaign gave them new information or that they shared the campaign had 7 to 8 times greater odds for reporting changes in behavior than

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Authors' Note: The *Play Every Day* campaign was supported by the CDC's State Physical Activity and Nutrition (SPAN) grant (CDC DP18-1807). *Play Every Day* partnered with the Alaska Native Tribal Health Consortium (ANTHC) to support efforts for their Good Health and Wellness in Indian Country grant (CDC #NU58DP005422) that aimed to reduce heart disease, diabetes, and stroke among Alaska Native and American Indian people. *Play Every Day* partnered with Northwest Strategies, a communications contractor with the Alaska Department of Health and Social Services, on campaign development, distribution, and evaluation. This health department was renamed in July 2022. The work described in this article was completed when the department was called the Alaska Department of Health and Social Services (DHSS). The authors would like to thank Cole Younger, MPH, McKing Consulting Corporation contractor at the Centers for Disease Control and Prevention/Division of Nutrition, Physical Activity, and Obesity, for his support in revising our manuscript. They also thank the parents of children ages 3 and younger who participated in focus groups and formative research for campaign development. Address correspondence to Julia A. Dilley, Multnomah County Health Department and Oregon Health Authority Public Health Division, Portland, OR 97232, USA; e-mail: julia.dilley@state.or.us.

Supplement Note: This article is part of the Health Promotion Practice supplement, "Reducing Chronic Disease through Physical Activity and Nutrition: Public Health Practice in the Field." The purpose of the supplement is to showcase innovative, community-centered, public health actions of SPAN, REACH, and HOP programs to advance nutrition and physical activity among priority populations in various settings. The Society for Public Health Education is grateful to the Centers for Disease Control and Prevention, Division of Nutrition, Physical Activity, and Obesity for providing support for the issue. The entire supplement issue is available open access at https://journals.sagepub.com/oc/hppa/23/1_suppl.

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LESSONS LEARNED AND BEST PRACTICES: SOCIAL MEDIA & SOCIAL MATH

CURRENT TRENDS OF PAID DIGITAL/SOCIAL MEDIA



- Limited ability to reach select audiences on Facebook and Instagram
- Mobile-first strategy on paid, web, web apps, and social media
- Social platforms optimizing for video over static images
 - 15 seconds or less is best practice
- "Omnichannel" approach is recommended (using three or more channels)
 - Aim for market saturation through multiple channels
 - Creatively "meet the audience where they are"

INNOVATIVE WAYS TO USE PAID DIGITAL/SOCIAL MEDIA

Get creative! Explore the use of graphics, video, audio, and text.

Place paid ads on social media platforms.








Boost existing posts on your social media platforms.

Place digital display ads on websites frequently visited by your priority audiences.

Try video advertising on platforms like YouTube or audio advertising on platforms like Spotify or Pandora.

Explore paid search media options on search engines like Google or Bing.

LESSONS FROM 7 HIGH-PERFORMING SOCIAL MEDIA CAMPAIGNS

-  Timing matters
-  Consider the current environment
-  Stay flexible
-  Leverage observances and play off your qualities
-  Engage with partners and social influencers
-  Add thoughtful updates to previous successful campaigns
-  Keep testing short and sweet, fun and finite



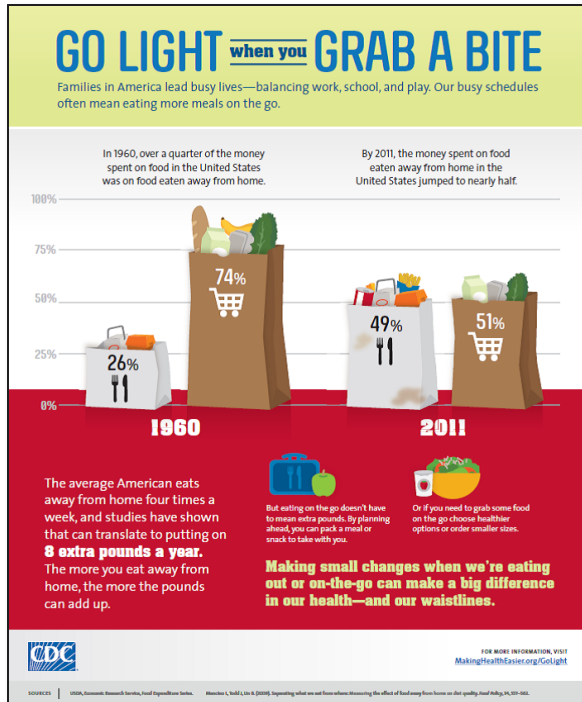
SOCIAL MATH



Social math can convey information by providing a recognizable context that helps audiences quickly understand the “story” inherent in the data.

<https://www.cdc.gov/physicalactivity/basics/adults/health-benefits-of-physical-activity.html>

SOCIAL MATH EXAMPLES



ONE 12-OUNCE can of regular soda contains about 10 TEASPOONS of added sugars

RETHINK YOUR DRINK

Click here to learn more cdc.gov/RethinkYourDrink

YOU WOULDN'T EAT 22 PACKS OF SUGAR, WHY ARE YOU DRINKING THEM?

Extra calories in sugary sweetened drinks may lead to obesity, diabetes, heart disease and some cancers.

CHOOSE HEALTH!

SODIUM

Tracking down the salt in food with Professor Saul T.

Too much sodium increases your risk for high blood pressure, and high blood pressure is the leading cause of heart attack and stroke. By taking the right steps to reduce your sodium intake, your blood pressure can begin decreasing within weeks.

About 90% of Americans eat more sodium than is recommended for a healthy diet.

Sodium Adds Up*

*Sodium levels in the same food can vary widely.

— 6 IN 10 — ADULTS SHOULD AIM FOR 1,500 mg a day; others for 2,300 mg: www.cdc.gov/salt

Regular v. Lower Sodium

Read nutrition labels to find the lowest sodium options.

Food	Regular Sodium	Lower Sodium
Chicken Noodle Soup	340 mg	110 mg

Tips You Can Use to REDUCE SODIUM

- Choose fresh, frozen (no sauce), or no-salt-added canned vegetables.
- Know terms that commonly indicate higher sodium content: "pickled," "cured," "brined," and "broth."
- Follow the Dietary Approaches to Stop Hypertension (DASH) eating plan: <http://go.usa.gov/3JC>
- For more tips on reducing sodium in your diet, visit <http://getusa.gov/3Jef>.

Most of the sodium we eat comes from foods prepared in restaurants and processed foods (not from the salt shaker).

MILLIONHEARTS.HHS.GOV

Insert logo

<https://nccd.cdc.gov/schmc>

STATE AND COMMUNITY HEALTH MEDIA CENTER (SCHMC)

WHO CAN USE THE MEDIA CENTER?

Action	Users
Searching for ads/materials	Anyone
View, watch, listen to ads/materials	Government and nonprofit organizations (log-in required)
Orders	Government and nonprofit organizations (log-in required)
Submissions	Government and nonprofit organizations



<https://nccd.cdc.gov/schmc>

WHY USE THE MEDIA CENTER?

- Save the time and money
- Serves as a one-stop-shop for audience-tested materials
- Can localize with your logo for a nominal fee
- Find content in other languages
- Available quickly (10 business days)



<https://nccd.cdc.gov/schmc>

EXAMPLE: TIME & COST SAVINGS

Before Using the Media Center	Using the Media Center
Ad agency developed TV spot	Ordered 2 TV spots
Cost: \$45,000	Cost: \$927
Production time: 4 months	Production time: 10 days

Estimated Total Savings

Cost: \$43,000

Production Time: 3.5 months

EXAMPLE ADS & MATERIALS

How Right Now

Feeling lonely? Many of us are.

See *How Right Now* people are finding ways to deal with loneliness:

→ HowRightNow.org

Ở trong tay chúng ta.

Phòng ngừa bệnh tiểu đường loại 2 không những có thể làm được, mà thật ra sự phòng bệnh này "trong tay của chúng ta" qua sự lựa chọn làm mạnh hàng ngày. Như là ăn nhiều trái cây và rau củ, và đi bộ. Tập yoga hoặc các môn thể dục nhẹ và vừa sức. Tìm hiểu thêm về những gì Hội Santa Clara đang làm để ngăn chặn bệnh tiểu đường tại: SCCPreventDiabetes.org

WE CAN PREVENT TOGETHER DIABETES

MWEN MONTE BISIKLET...Boston!

Jwenn: -kék ti kónsèy -wout yo -klas yo

BOSTONBIKES.ORG

I WILL WALK MORE!

WALK MORE. CONNECT MORE.

Eat Smart Move More NORTH CAROLINA

For Healthy Tips, Visit: MyEatSmartMoveMore.com

Yo elijo caminar en familia.

CREATING AN ACTIVE AMERICA, TOGETHER (CHAGAMOS DE ESTADOS UNIDOS UN PAIS MÁS ACTIVO, JUNTOS)

Obtenga más información en: [Insertar la URL aquí](#)

TRADITIONAL Foods TRADITIONAL Values

Mino Bimaadiziwin - Living the Good Life | 906-632-5210

"Thank you for having a free service with a lot of different options in the topic areas that our grant covers. It helps us do our jobs better." – Lauren Kelsey, State of Alaska Physical Activity & Nutrition Unit

EXAMPLE ADS & MATERIALS

Protéjase y protéja su comunidad.
VACÚNATE CONTRA LA INFLUENZA

REACH

A community health worker logo with a heart and hands.

HEAR
HEAR ABOUT EARLY RISK

BE THE SUPPORT SHE NEEDS

A pregnant woman in a red shirt is smiling, with a man in a light blue shirt embracing her from behind. A CDC logo is visible in the bottom right corner.

"We're protecting our children's future."

Breastfeeding your children means they are less likely to get chronic conditions in the future such as type 1 diabetes, obesity and autism. Just another reason to be proud to breastfeed.

Be Proud to Breastfeed.
Be Proud to Protect Your Child.

Visit theWellnessCoalition.org/breastfeeding or call (334) 293-6502 for free resources.

The Wellness Coalition

SUGARY DRINKS MAY INCREASE RISK FOR CAVITIES, OBESITY, AND TYPE 2 DIABETES

RETHINK YOUR DRINK

Click here to learn more cdc.gov/RethinkYourDrink

CDC logo

MOVE YOUR WAY.

Physical activity during pregnancy is safe and healthy.
Listen to your body and find what works for you!

Your logo here

A woman in a blue shirt is exercising with yellow dumbbells outdoors.

FIGHT FLU. For your *children.*

Get a flu shot today to protect you and your family.

@sheahealth sheahealth.org/fight-flu @shea_health

shea
SHARING HEALTH EDUCATION & AWARENESS

A woman is hugging a smiling baby.

For help finding ads or materials, email schmc@cdc.gov.

FREE PHOTOS WITH ACCOUNT



“We were thrilled to find quality images that are free for us to use as a non-profit with limited resources.” – Kansas Breastfeeding Coalition

For help finding photos, email schmc@cdc.gov.

USING THE MEDIA CENTER

Complete Steps Below

- Visit <https://nccd.cdc.gov/schmc>
- Register for an account
- Search for ads/materials or download free photos
- Ask for free consult to find ads/materials
- Place an order
- Get ads/materials with your website, logo, etc.

The screenshot displays the State and Community Health Media Center website. At the top, the navigation bar includes 'Log In', 'New Materials', 'Search', and 'Help'. A red arrow points to the 'Log In' button. Below the navigation bar, there are featured ads and a 'Getting Started With the Media Center' section. The main content area shows a 'Login' form with fields for 'Email Address' and 'Password', and a 'Log In' button. A red circle highlights the 'Log In' button and the 'New User? Register Now' link. A red arrow points to the 'Log In' button. To the right of the login form, there is a 'NEED HELP?' section with a 'Contact Us' button. The footer contains contact information for the State and Community Health Media Center, including the address: 4770 Buford Highway, Atlanta, GA 30341, and the email: schmc@cdc.gov.

For help, send an email to schmc@cdc.gov

SCHMC SUBMISSIONS

Submitting Content to the Media Center

- Check if talent, use, & other rights allow another organization to use
- Send an email to schmc@cdc.gov
- Prepare to share the following:
 - Audience testing or evaluation reports
 - Talent, music, image, use, and other documents
 - Website links or PDF files to ads/materials

For help, send an email to schmc@cdc.gov

PRODUCING NEW CONTENT

Considerations for Producing New Content

- Minimize number of talent/voiceovers used to lower reuse cost
- Buy-out talent, music, photography, illustration rights up front
- Develop “Evergreen” Materials
- If you are working with an agency, collect the following documents:
 - Agency contact lists
 - Cast reports, performance contracts, W-4's
 - Audience testing or evaluation reports
 - Talent, music, image releases
 - Generic, non-tagged versions of each ad/material
 - Expiration date of talent fees
 - Source files (TV example: mp4 or uncompressed .mov)



Questions?

THANK

YOU

Join our next coffee chat on
Tuesday, October 24th at 1:00pm ET



CONTACT US

For more information contact
choicesproject@hsph.harvard.edu

Register to join at
choicesproject.org/comm-of-practice