EXTENDING YOUR REACH:
Mounting an Integrated Communications Strategy

A Webinar for Teen Pregnancy Prevention and Pregnancy Assistance Fund Grantees

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After Today's Webinar, You'll Be Able to:

➢ **Move the needle forward with target audiences through an effective, integrated strategic communications campaign.**

➢ **Summarize data about your program using compelling infographics, videos, fact sheets, and other persuasive visuals.**
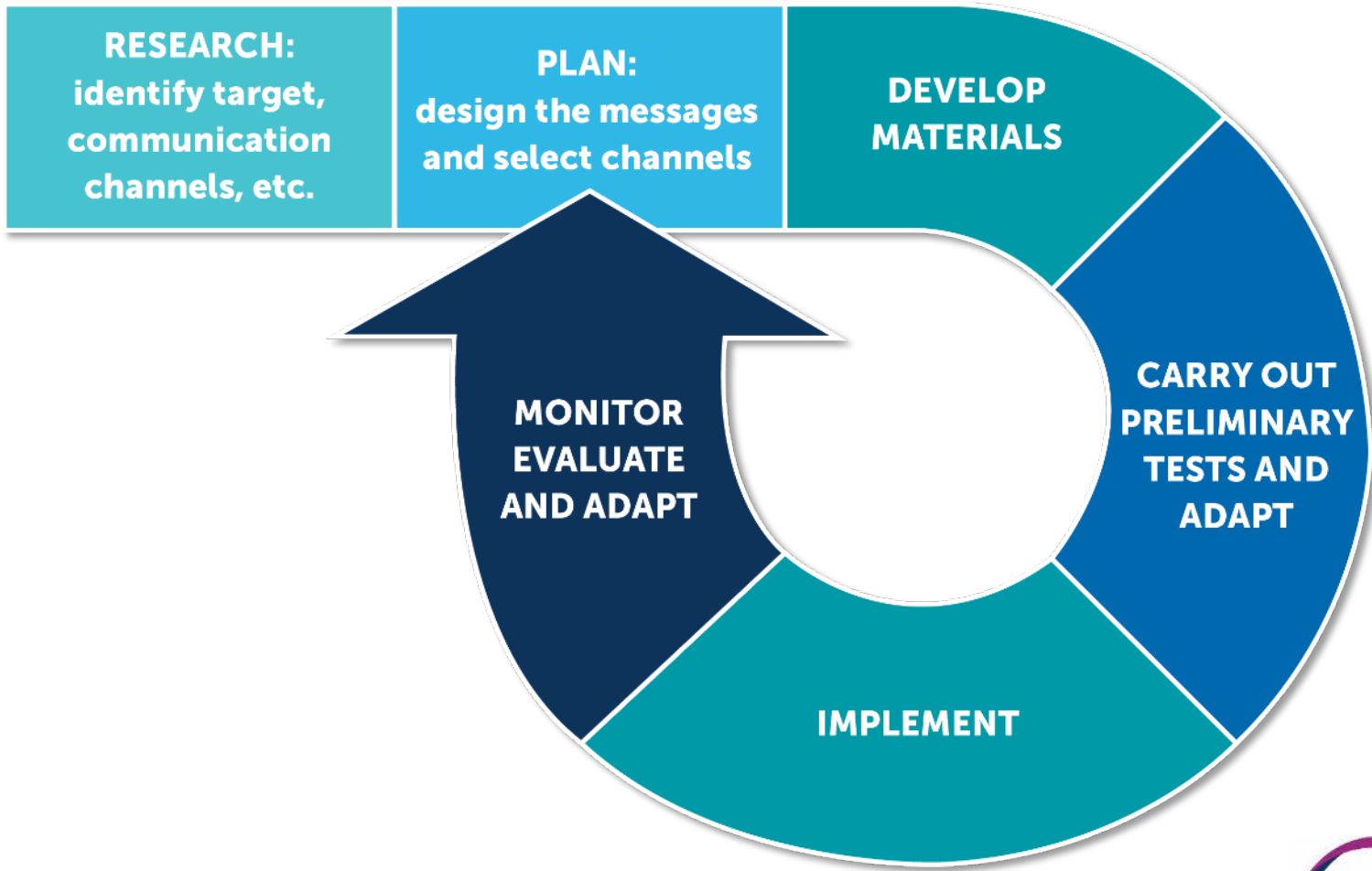
strategy

noun | strat·e·gy | \-jē\

- careful plan or method: a clever stratagem
- the art of devising or employing plans or stratagems toward a goal

➢ **Package and disseminate materials through a variety of channels that resonate with your target audience and position your program to fundraise most effectively.**

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✓ **A package of promotional activities and coordinated messaging supports your organizational goals.**

✓ **Integrated communications spread your message across a variety of media for maximum impact.**

✓ **Measurable objectives help track impact and determine effectiveness of your campaign.**

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Strategic Communications Campaign
What Do We Mean?

Before We Start…A Quick Survey

Help us better understand where you are in the process by marking one of the following:

✓ **We're very early in the process and haven't yet thought about our communications strategy.**

✓ **We have a concept in mind, but haven't developed it thoroughly.**

✓ **We're ready to finalize our communications strategy, but need additional guidance to execute it.**

✓ **We're well under way with our campaign, but hope this webinar will provide pointers for improvement or re-tooling.**

✓ **We have no plans to execute a communications strategy, but find this subject interesting.**

Today's Discussion in Six Parts

Part 1:
Identify your goals.

Part 2:
Know your audience.

Part 3:
Determine your messaging.

Part 4:
Plan your outreach strategy.

Part 5:
Launch your campaign.

Part 6:
Measure your success!

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- **Strong goals drive the entire campaign.**

- **To sharpen campaign focus, tie goals to organization's mission, values, and beliefs.**

- **Without effectiveness results, consider how you can use other data to inform your goals.**

Likely goals for TPP and PAF grantees:

- **Raise funds to ensure program sustainability**

- **Inform stakeholders about research and program**

- **Amplify your group's position as a leader in the field**

- **Explore opportunities to continue or expand evaluation research**

- **Remember to make your goals <u>concrete</u>**

Fundraising and program sustainability

- **Objective: secure meetings with 5 potential funders**

- **Objective: add 30 potential funders to stakeholder list**

- **Objective: add 40 new social media followers from funder community**

Know who you want to reach with your messages before you launch a campaign.

- **Funders**
- **Policymakers**

- **Researchers**
- **General public**
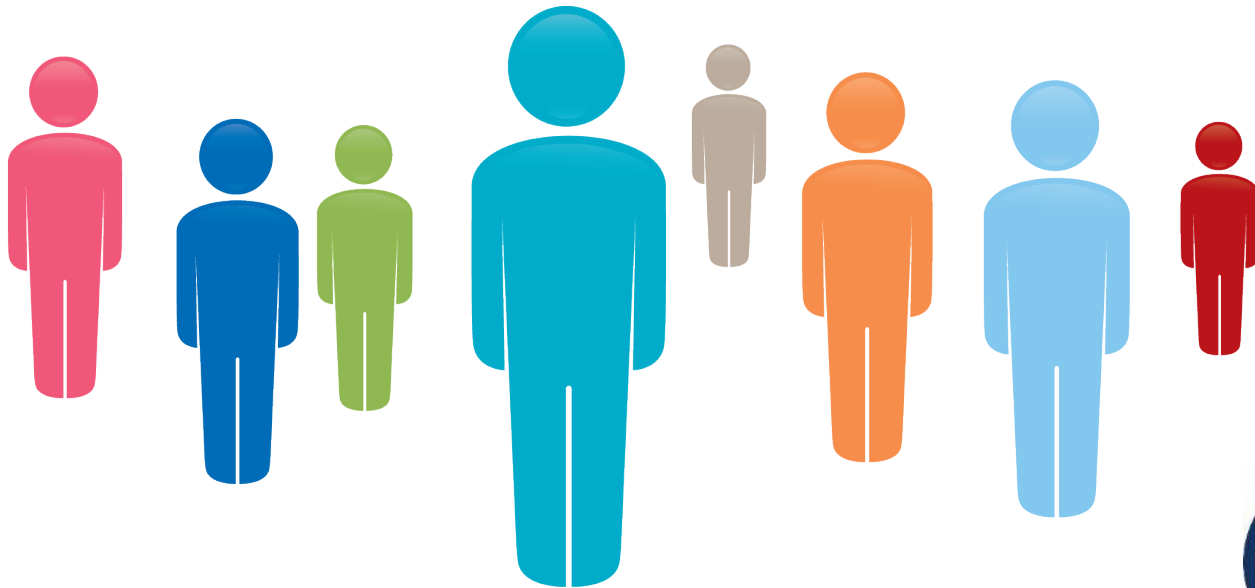
How Well Do You Know Them?

What do they already know?

- Are they new to the program? Do you need to build on existing knowledge?

Focus on appealing program elements:

- Funders find personal narratives in video format more moving than longer written products.

- Policymakers want bulleted, top-line information—at a glance.

- The general public likes human interest stories they can relate to.

What influences them?

- Follow them on social media to find out what they care about.

- Who do they follow? Who are their influencers?

- Know what media outlets they read.

Media list: Family Support

National Outlets				
	Outlet	Name	Email	Phone
National	Associated Press	Philip Elliott	FirstLast@email.com	
National	Hechinger Report	Sarah Garland	FirstLast@email.com	(202) 515-5559
National	Huffington Post	Joy Resmovits	FirstLast@email.com	(202) 515-5560
National	NBC Nightly News	Rehema Ellis	FirstLast@email.com	(202) 515-5561
National	New York Times	Motoko Rich	FirstLast@email.com	(202) 515-5562
National	New York Times	David Brooks	FirstLast@email.com	(202) 515-5563
National	Reuters	Stephanie Simon	FirstLast@email.com	(202) 515-5566
National	The Economist	Matthew Bishop	FirstLast@email.com	(202) 515-5567
National	Wall Street Journal	Lisa Fleisher	FirstLast@email.com	(202) 515-5571
National	Washington Post	Jay Mathews	FirstLast@email.com	(202) 515-5572
National	Washington Post	Lyndsey Layton	FirstLast@email.com	(202) 515-5573
Regional Outlets				
	Outlet	Name	Email	Phone
Bay Area	San Francisco Chronicle	Nanette Asimov	FirstLast@email.com	(202) 515-5555
Bay Area	San Francisco Chronicle	Jill Tucker	FirstLast@email.com	(202) 515-5556
Bay Area	San Jose Mercury News	Sharon Noguchi	FirstLast@email.com	(202) 515-5557
Bay Area	Oakland Tribune	Katy Murphy	FirstLast@email.com	(202) 515-5558
Bay Area	Contra Costa Times	Theresa Harrington	FirstLast@email.com	(202) 515-5559
Bay Area	San Francisco Business Times	Ron Leuty	FirstLast@email.com	(202) 515-5560
Bay Area	NBC Bay Area	Barbara Kunz	FirstLast@email.com	(202) 515-5561
Bay Area	ABC 7 News	Jennifer Olney	FirstLast@email.com	(202) 515-5562
Gaston	Roanoke Rapids Daily Herald	Jacqueline Hough	FirstLast@email.com	(202) 515-5563
Denver	Denver Post	Yesenia Robles	FirstLast@email.com	(202) 515-5564

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Compel your target audience to think, feel, or act.

- **Look at your data. Do they help you illustrate importance, urgency, or magnitude?**

- **Data should be relevant to engage stakeholders— i.e., deliver what they want and need.**

What rises to the top from your data?

Some examples:

- **An at-risk group will not get needed programming without additional funding.**

- **We've reached 2/3 of the youth in the county who need services and want to reach more, but we need your help.**

- **High quality materials translated into high attendance— youth are connecting with our program.**

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- **If you're meeting with a potential funder and you only have 5 minutes to make your pitch, what do you want them to remember?**

- **Summarize your program and boil down your key data points into straightforward messages that can be used across a variety of platforms.**

Consider tactics and products that best communicate key messages to your target audience, in the right formats:

- **Tell a story.**

- **Develop tools and marketing products.**

- **Disseminate across platforms.**

Storytelling uses words, images, video, and other media in a creative and intentional way for specific audiences.

- **Visual storytelling provides more impact in social media, email, and newsletters.**

- **Identify program participants who could be interviewed or featured as exemplar success stories.**

- **Find the right balance between data and storytelling.**

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Tell a Story: Video

- **Videos can be used across different platforms.**

- **They simplify storytelling, in a quick and compelling way.**

- **Lower-cost options are available (IPhone, Facebook).**

The MasterCard Foundation Scholars Program Learning Partnership

Tell a Story: Testimonial

- **A series of testimonials is an effective way to engage with some audiences by putting a human face on an issue.**

- **A picture and a headline can tell a story and evoke emotion.**

- **A series allows you to tell the story from a variety of angles, in short bursts, and keep your audience's interest.**

Activist Spotlight
NAME: NATHALIE
"I hope that one day everyone can understand what makes a healthy and safe relationship and that they know how to protect themselves when the time arrives."
FIND OUT MORE ABOUT NATHALIE

15 and Pregnant: Why I Chose To Put My Baby Up For Adoption
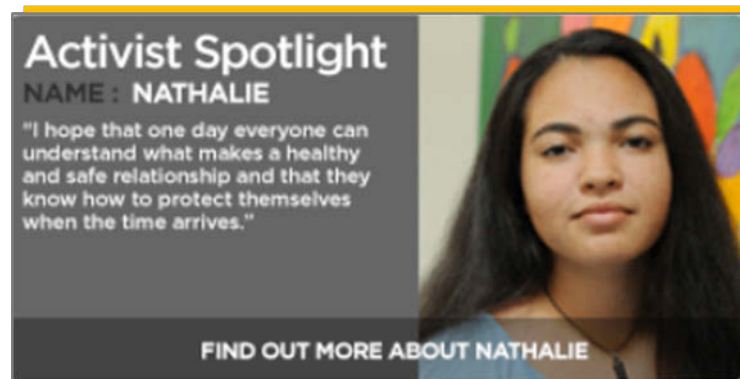
- **Fact sheets, newsletters, blog posts**

- **Infographics**

- **Podcasts, webinars**

- **Press the flesh—conferences, meetings, and presentations afford opportunities to connect with key individuals and groups**

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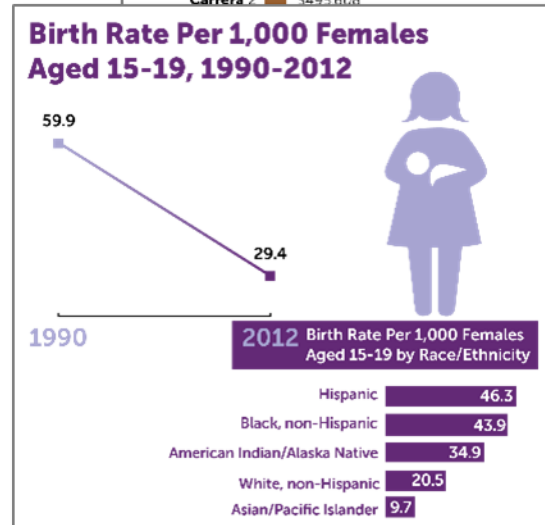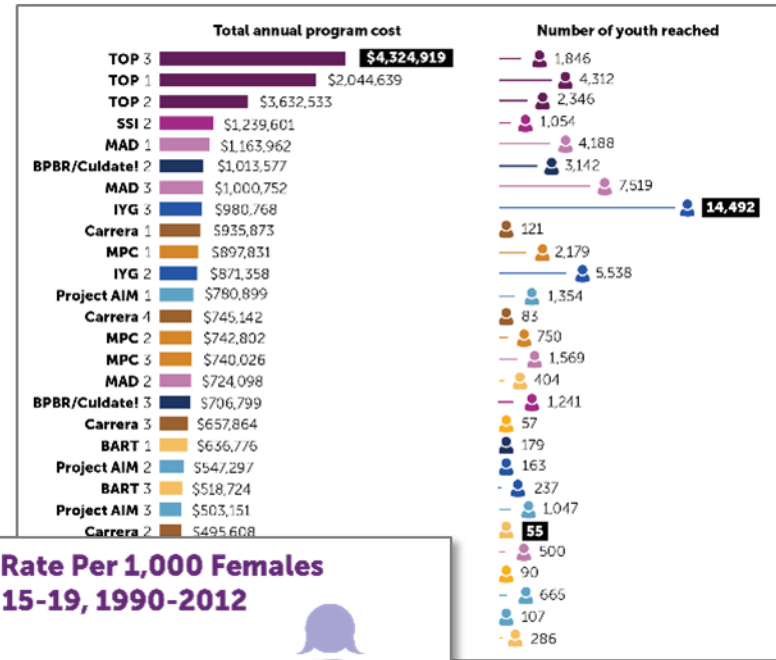
Use graphics or illustrations to show baseline measures and demographic information about target population.

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Infographics convey information that your audience cares about, at a glance.

The Needs of Teen Mothers

As part of the Positive Adolescent Futures study, Mathematica Policy Research is collecting data on expectant and parenting females in California; Washington, DC; and Houston, Texas, before they take part in programs to help them become self-sufficient. This fact sheet describes the great needs of these young mothers. Yet programs funded by the Office of Adolescent Health (OAH) are serving only about 9,500 youth annually—just 4 percent of the 250,000 teens who have babies each year.[1]

Expectant and parenting teens face challenges and need support.

Over 70 percent of these youth are under age 18.

14 years old	15 years old	16 years old	17 years old	18 years old	19 years old	≥20 years old
3.3	10.5	23.0	33.7	25.4	3.5	.6
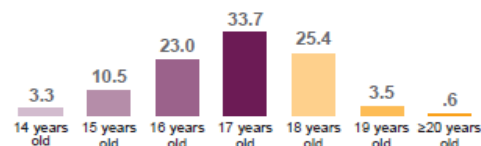
Almost 75 percent are Hispanic, and half report that they are nonwhite.

| Hispanic | 73 |
| Non-Hispanic | 27 |

| White | 50 |
| Nonwhite | 50 |

Almost 40 percent are overage for their grade level, putting them at **greater risk for not completing high school** even before they start raising a child.

At the time their children are born, most have not yet graduated from high school or are close to finishing. More than 90 percent **do not have a high school diploma or GED**, and more than half of these young mothers have less than an 11th grade education.

Housing instability is prevalent among these young mothers—more than 50 percent have changed residences two or more times in the year before they enter support programs.

Nearly 20 percent report being depressed for an extended period during their pregnancy or in the first few months after their baby was born.

These young mothers need a **positive adult role model.** Nearly one in three have a parent who had legal trouble or went to jail, and one in 10 has been in foster care.

[1] Hamilton, B.E., Martin, J.A., Osterman, M.J.K., & Curtin, S. C. (2015). Births: Final data for 2014. Hyattsville, MD: National Center for Health Statistics. Retrieved December 12, 2016, from http://www.cdc.gov/nchs/data/nvsr64/nvsr64_12.pdf.

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Use case studies to share program success!

- **Use data points and messages**

- **Balance with storytelling to be authentic**

- **Maintain consistent look and feel in all products (fact sheets, letters, infographics, briefs, slides, emails, press releases, podcasts)**
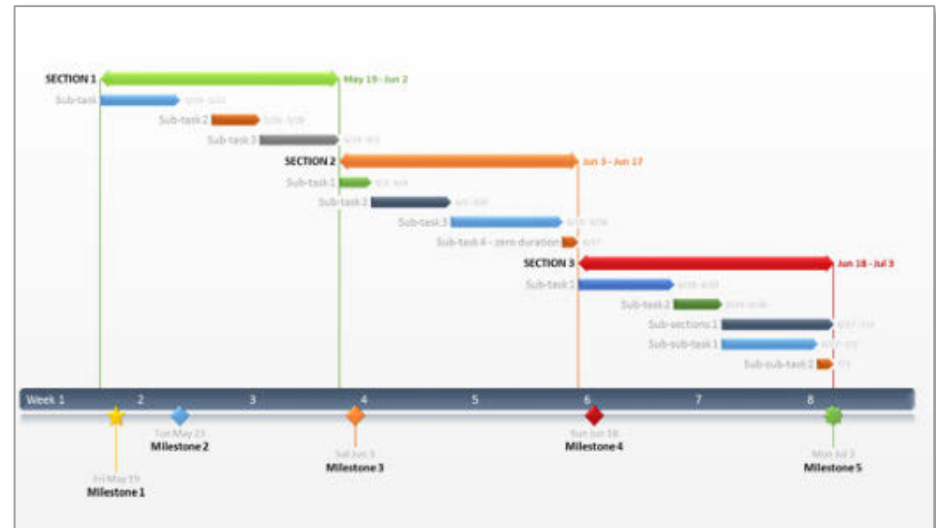
- **Use plain language**

Where do I begin?

- **Plan your work and work your plan**

- **Stagger various activities over a period of time; document critical deadlines and milestones**

- **Use timeline to track progress**

- **Schedule outreach around target events (conferences, observances, etc.)**

Where do I begin?

- **Disseminate messages directly to target audiences**

- **Cast a wide net via webinars and social media**

- **Create and frequently update website**

- **Conduct targeted outreach to media**

- **Develop spotlights in various formats**

Use consistent headers, photos, and colors!

Delivering Adolescent Pregnancy Prevention Services to High-Risk Youth

Implementing *Teen Choice* in New York

Aug 21, 2017

More than half a million adolescents in the United States attend alternative schools or other specialized education programs for youth at risk of academic failure. Many of these youth have emotional or behavioral health issues and might be at high risk for teen pregnancy and sexually transmitted infections (STIs). To date, there has been little research on adolescent pregnancy prevention programming designed to meet the needs of youth in alternative school settings. A new implementation report from Mathematica Policy Research helps address this research gap.

With funding from the Administration for Children & Families within the U.S. Department of Health and Human Services, Mathematica collaborated with the New York State Department of Health to rigorously evaluate the *Teen Choice* curriculum in alternative school settings in and around New York City.

Teen Choice is funded through the Personal Responsibility Education Program (PREP), which provides federal funding to educate youth on abstinence and contraception. The report is part of a multicomponent evaluation of PREP led by Mathematica for the Administration for Children & Families at the U.S. Department of Health and Human Services.

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Emerging Roles of Residential Treatment Centers in the Child and Adolescent Mental Health Services System >

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Spotlight: Social Media

- **Create your own tweets (use appropriate hashtags, i.e. #teenpregnancy)**

- **Link to interesting and related news articles**

- **Don't forget to re-tweet!**

- **Use graphics and images**

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- **Seek opportunities for guest blog posts (or comments)**

- **Consider timing around related events (Teen Pregnancy Prevention week)**

BLOG

GOALS & OBJECTIVES

- **Revisit your goals and objectives**

- **Calculate metrics (web hits, document downloads, meeting attendance, social media analytics)**

- **Retool your campaign based on results**

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For More Information

TPPHelpDesk@mathematica-mpr.com