

**Strategic Communication Workshop Series Session 2 Notes**  
**June 11, 2018**

**Topic:** Knowing your Audience and How to Reach Them

**Meeting Recording:** <http://edc.adobeconnect.com/plqedynou3xs/>

**Main Takeaways from the meeting:**

Topic	Takeaways	Contact
Welcome Back + Recap	<ul style="list-style-type: none"> <li>• During our last session we discussed the importance of messaging being informed by audience research and pre-testing. Research has shown that messages are more successful when they are developed as part of an overall prevention plan and work in sync with broader change goals.</li> <li>• We also discussed in-depth about the importance of having a clear audience that's as narrow as possible with a clear call to action about what we want people to do after seeing our messages. We also want the framing of the message to be tailored based on your specific audience and what you know about their motivations to encourage change.</li> </ul>	<p>Ashleigh Husbands  <a href="mailto:achusbands@edc.org">achusbands@edc.org</a></p> <p>Irene Cho  <a href="mailto:icho@edc.org">icho@edc.org</a></p>
Group Norms	<ul style="list-style-type: none"> <li>• We have many experts in the room and the more we engage with each other, the richer the learning experience will be. Thanks for staying engaged throughout the session.</li> <li>• Review the supplemental activity before each session. You can review Get Ready for Session 3 <a href="#">here</a>.</li> <li>• If you have any more suggestions for group norms, please send an email to Ashleigh or Irene.</li> </ul>	<p>Ashleigh Husbands  <a href="mailto:achusbands@edc.org">achusbands@edc.org</a></p> <p>Irene Cho  <a href="mailto:icho@edc.org">icho@edc.org</a></p>
Knowing Your Audience	<ul style="list-style-type: none"> <li>• Identifying your audience:               <ul style="list-style-type: none"> <li>○ Agent of Change (<i>Who has the influence?</i>) or Target of change (<i>Who should change?</i>)</li> </ul> </li> <li>• Use audience research to inform both <b>messaging</b> content and <b>channel</b>.</li> <li>• Include cultural competency in messaging. <a href="#">“Creating Linguistically and Culturally Competent Suicide Prevention Materials”</a> can be used as a guide.</li> <li>• Pre-test messaging by getting feedback from target audience.</li> </ul>	<p>Ashleigh Husbands  <a href="mailto:achusbands@edc.org">achusbands@edc.org</a></p> <p>Irene Cho  <a href="mailto:icho@edc.org">icho@edc.org</a></p>

<p>Discussion: How target audience accesses information</p>	<ul style="list-style-type: none"> <li>• Website, social media</li> <li>• Billboards</li> <li>• Email blasts</li> <li>• “Moccasin telegraph”</li> <li>• Newspapers, Newsletters</li> </ul>	<p>Ashleigh Husbands (<a href="mailto:achusbands@edc.org">achusbands@edc.org</a>)</p> <p>Irene Cho (<a href="mailto:icho@edc.org">icho@edc.org</a>)</p>
<p>South Carolina Social Media Marketing Campaign</p>	<ul style="list-style-type: none"> <li>• Audience- youths ages 10-24 as well as adults with direct contact with youths</li> <li>• Youth engaged in the planning process via youth advisory boards</li> <li>• Cultural considerations include use of person-first language and resources for specific populations</li> <li>• Facebook, Instagram and twitter are the platforms being used to reach different audiences.</li> <li>• Social media analytics are used to measure audience reach and when users share a post with friends, an even larger reach is possible.</li> </ul>	<p>Robert Cottingham (<a href="mailto:robert.cottingham@scdmh.org">robert.cottingham@scdmh.org</a>)</p> <p>Brandon Parker (<a href="mailto:brandon.parker@scdmh.org">brandon.parker@scdmh.org</a>)</p>
<p>Positive Narrative</p>	<ul style="list-style-type: none"> <li>• <a href="#">Closing plenary for Garrett Lee Smith Suicide Prevention Grantee meeting</a>-Dr. John Draper</li> <li>• Counter negative narratives with concrete messages of hope, resilience and recovery</li> <li>• Words matter- <a href="#">SAMHSA blog post</a> on how the word stigma tends to create or even reinforce discrimination</li> <li>• VA's Make the Connection campaign- stigma reduction campaign that doesn't mention the word stigma</li> <li>• Statistics may be more useful when conveying messages to policy makers and healthcare providers than other audiences.</li> </ul>	<p>Ashleigh Husbands (<a href="mailto:achusbands@edc.org">achusbands@edc.org</a>)</p> <p>Irene Cho (<a href="mailto:icho@edc.org">icho@edc.org</a>)</p>
<p>Northwest Portland Area Indian Health Board “WeRNative” site</p>	<ul style="list-style-type: none"> <li>• Audience- Native teens and young adults 15-24</li> <li>• Goals to increase help seeking, cultural pride, self-esteem and resilience</li> <li>• Audience research involved both formal (surveys, focus groups) and informal (meetings, friends/colleagues) methods</li> <li>• Youth are engaged in the process at every stage</li> <li>• Social media analytics are used to measure audience reach, engagement and track likes, comments etc.</li> </ul>	<p>Stephanie Craig Rushing (<a href="mailto:scraig@npaih.org">scraig@npaih.org</a>)</p>