







Strategic Communication: From Planning to Action

June 11, 2018, 2:30-3:45pm ET

- ✓ Welcome! We will begin shortly.
- ✓ While you wait, please chat in ***Your Name, Your Organization, and the names of anyone else on the phone line with you.***
- ✓ Please chat in ***your favorite childhood TV show or book.***
- ✓ Please do not put us on hold as you wait, as the hold music may play for everyone.

Technical Tips

- Technical problems? Call Adobe Connect at 800-422-3623
- Please type any questions or comments into the chat text box.
- To mute your line, click  and you will be muted.
- To unmute, click  and your line will be unmuted.
- To raise your hand, click .
Click  again to lower your hand.
- Click  on the upper right to make the presentation larger.
Click  again to return to normal view.



Strategic Communication: From Planning to Action

June 11, 2018

Suicide Prevention Resource Center



@SPRCTweets

EDC

Education
Development
Center





The Suicide Prevention Resource Center at EDC is supported by a grant from the U.S. Department of Health and Human Services (HHS), Substance Abuse and Mental Health Services Administration (SAMHSA), Center for Mental Health Services (CMHS), under Grant No. 5U79SM062297.

The views, opinions, and content expressed in this product do not necessarily reflect the views, opinions, or policies of CMHS, SAMHSA, or HHS.

SPRC Content Leads

Irene Cho



Ashleigh Husbands



SPRC Technology Leads

Chelsea Pepi



Sarah Almeida



Meeting Agenda

- ✓ Group norms
- ✓ Recap from last session
- ✓ Knowing your audience and how to reach them
- ✓ Presentation: Robert Cottingham
- ✓ Framework for Successful Messaging
- ✓ Presentation: Stephanie Craig Rushing
- ✓ Announcements & reminders



Group Norms

- ✓ Be engaged/talk
- ✓ Learn from each other
- ✓ Mute phone line when not speaking
(and never put us on hold!)
- ✓ Review the supplemental activity
before each session
- ✓ Ask lots of questions!



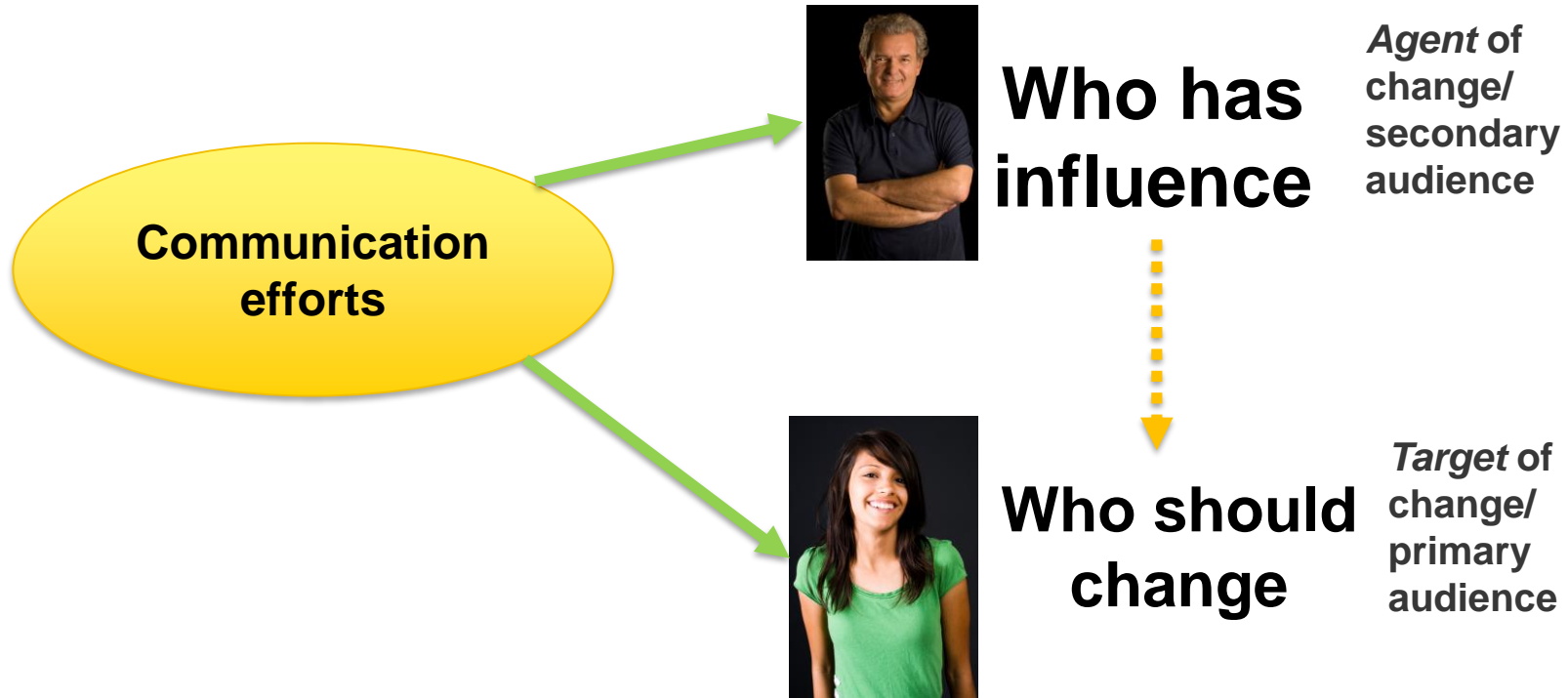
Please share your ideas in the chat pod!

Recap from last session

- ✓ Systematically planned
 - 'Formative Research'
- ✓ Communications tied to overall strategy
- ✓ Clear audiences and goals
 - Clear call to action
- ✓ Pre-tested
- ✓ Evaluated

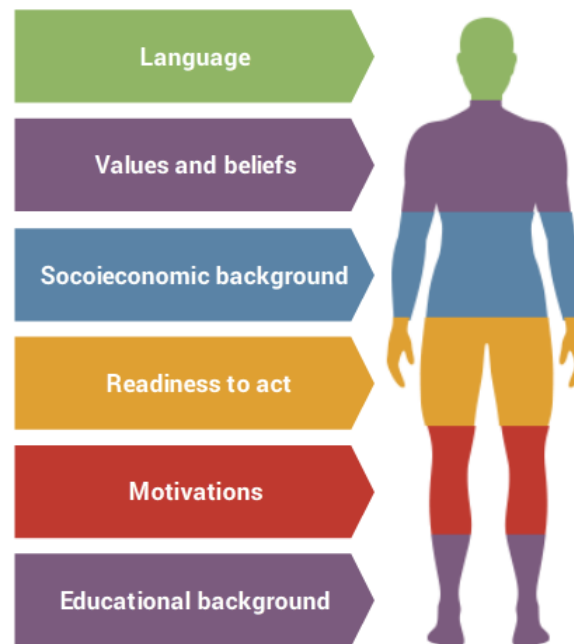


Who is your audience?



Audience research

- ✓ Community assessments
- ✓ Focus groups
- ✓ In-depth interviews
- ✓ Published literature and national surveys
- ✓ Polls
- ✓ Observation



Use audience research to build motivation

- ✓ Include content that will increase the likelihood that THIS audience would perform the THIS behavior.
- ✓ In general, include content that
 - Corrects erroneous beliefs or attitudes
 - Minimize barriers that are impeding the behavior
 - Enables the desired behavior
 - Motivates the audience to take the desired action
- ✓ Key benefits of performing the behavior— as defined by them!

Characteristics of good messages

- ✓ Appealing
- ✓ Culturally appropriate
- ✓ Audience's own language
 - Involve target audience/ individuals with lived experience in campaign development
- ✓ Clear -- don't trade cleverness for clarity
- ✓ Visuals/sounds match and support the message

Cultural and Linguistic Competency

- ✓ More than just translation!
 - Messages/images should reflect audience's health beliefs/practices
- ✓ Consider role of family, community
- ✓ Consider historical experiences
- ✓ Consider literacy/numeracy as well as spoken language



Culturally competent suicide prevention materials



Eight Steps:

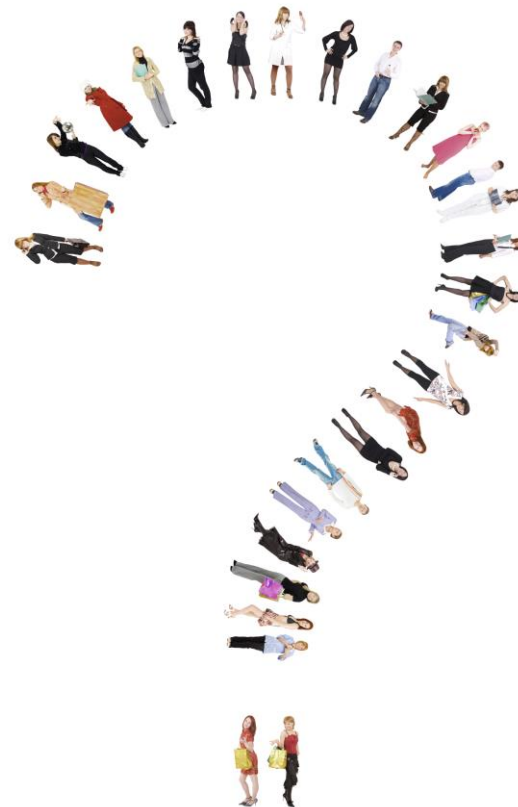
1. Choose a target population
2. Establish a work group
3. Understand the target population
4. Select appropriate messages and formats
5. Adapt materials into other languages
6. Design materials
7. Plan outreach and dissemination
8. Evaluate

Pre-Test Messages & Materials

- ✓ Ask target audience for reaction
 - Understandability, clarity, language
 - Does anything distract from the message?
- ✓ Use broad prompts (don't lead)
- ✓ Take pre-testing feedback with a grain of salt

Choosing your channel

- ✓ Based on audience research:
 - How does the audience typically get their information, news etc.?
 - What delivery channels best fit your audience and message?
 - Does this channel fit the content of your message?
 - How will you enable repeated exposure to messages?



Discussion Time: Understanding your audience activity



- ✓ How does your target audience access news and information?

Social Media Marketing



Robert Cottingham

Suicide Prevention Trainer/Coordinator
South Carolina Youth Suicide Prevention
Initiative- Department of Mental Health
robert.cottingham@scdmh.org

Rob Cottingham Interview



Who is your audience?

Audience

Primary audience: Youth aged 10-24

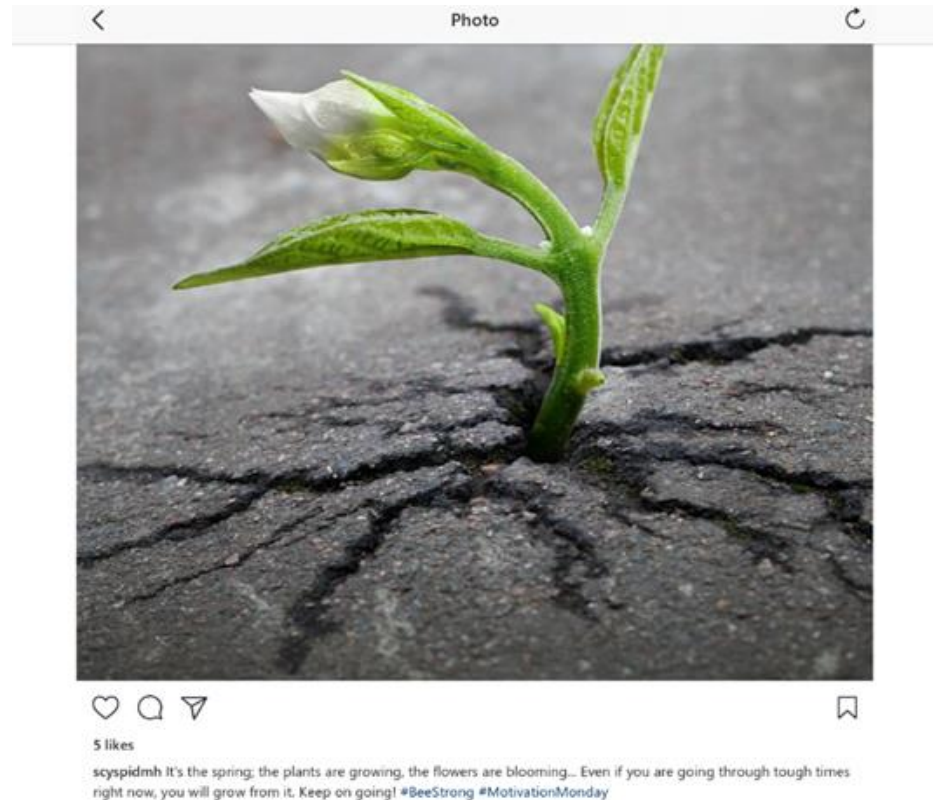
Secondary audiences:

- Adults who have direct contact with youth
- Populations at risk of suicide, in general

Specific audiences:

- LGBTQ+
- Veterans
- Youth with disabilities

**“It’s spring,
the plants
are growing,
the flowers
are blooming...
Even if you are
going through
tough times right
now, you will
grow from it.
Keep on going!
#BeeStrong”**



Rob Cottingham Interview



How have you engaged youth in the planning process?

Youth Engagement

The SCYSPI Youth Advisory Board

- Comprised of youth aged 10-24 who come from diverse walks of life (LGBTQ+, persons with physical disabilities or mental illnesses, etc.)
- Convenes at least once a month
- Serves as a focus group for SCYSPI endeavors, including social media, which they're more familiar with than we are
- Input has a direct effect on what we do as an agency

Rob Cottingham Interview



How have you incorporated cultural considerations into your work?

Cultural Considerations

Person-first language

- “We’re talking to people, not objects, categories or demographics.”

We say this...	...instead of this
Persons/people/individuals with serious mental illness	The mentally ill
Persons/people/individuals with physical disabilities	The handicapped, the disabled
Persons/people/individuals who identify as LGBTQ+	(insert list of misnomers here)

We also strive to avoid using other off-putting terms, such as “**Those** who suffer...” as these words imply a sense of isolation or abnormality. It’s also wise to research preferred terminology for a particular community before creating social media posts.

Cultural considerations – Resources

In addition to using person-first language and the proper terms for certain populations, it's vital to provide the appropriate resources for these audiences.

“@trevorproject is a valuable resource that provides a lifeline, a text line, a social networking site, and a support center for LGBTQ youth! There is also a section devoted to education, as well as volunteer opportunities! Their lifeline is 1-866-488-7386, and for the text line, text “trevor” to 1-202-304-1200. The call line is operational 24/7, and the text line is available Monday through Friday between 3pm-10pm Eastern Time, and 12:00pm-7pm Pacific Time. Please call or text if you need help!!!!!!”



Rob Cottingham Interview



**How did you choose
the channel you
utilize?**

Posting across multiple platforms - Facebook

Page Inbox Notifications Insights Publishing Tools Settings Help

**SOUTH CAROLINA
YOUTH SUICIDE
PREVENTION
INITIATIVE**
803.896.4352 // scyspi.org
DMH SAMHSA

South Carolina
Youth Suicide
Prevention Initiative
@scyspi

Home
About
Reviews
Posts
Photos
Videos
Events
Notes
Community

Liked Following Share ...

Exam season isn't over yet, and they can cause a lot of stress. Better study habits will make you more sure about yourself and might alleviate exam stress.

One tip for #studying is finding the right place to study. Being around a bunch of sounds, sights, and activities can be very distracting. Go to a quiet place like a library or a coffee shop and you might find studying a lot easier.

What are some strategies that you use to make studying more effective? #BeeStrong #examstr... See More

10 Highly Effective Study Habits | Psych Central
Students grapple with many issues in their lives, and because of all of the competing things for your attention, it's hard to concentrate on studying. And yet if you're in school, you have to do at least a little studying in order to progress from year to

[Learn More](#)

Carolina
5.0 ★★★★★
[Open Now](#)

Our Story
The South Carolina Youth Suicide Prevention Initiative is a program of the South Carolina Departmen...
[See More](#)

100% response rate, 21 days response time
Respond faster to turn on the badge

632 likes +2 this week
James Galgano and 27 other friends

651 follows

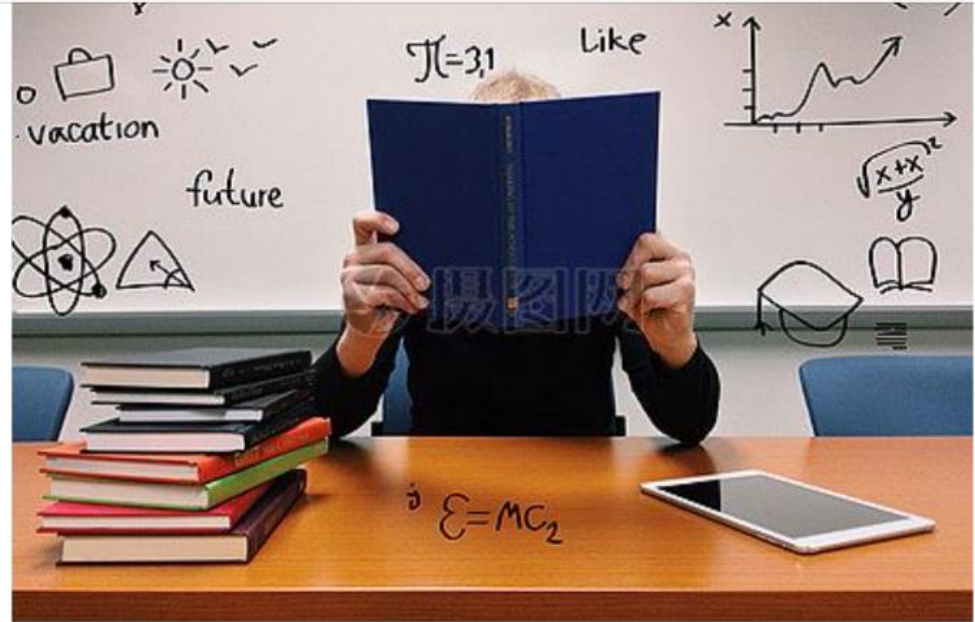
See Pages Feed
Posts from Pages you've liked as your Page

2 were here 0 this week

494 post reach this week **Chat (13)**

Posting across multiple platforms - Instagram

- Treat Instagram like a photo gallery
- More youth focused, so use language appropriate for teens to late 20's.
- Always include an appealing picture — something to catch the eye
- You can include links, but the only way people can click on them is through your Instagram profile.
- Try to shorten your posts from Facebook, a little.



3 likes

scyspidmh As you all know, exams cause a lot of stress. Better study habits will make you more sure about yourself and reduce the stress.

One tip for #studying is finding the right place to study. Being around a bunch of sounds, sights, and activities can be much more entertaining than what you are trying to pay attention to. Go to a quiet place like a library or a coffee shop and you might find studying a lot easier.

What are some study tips that you recommend? #BeeStrong #examstress

Posting across multiple platforms — Twitter

Because each “tweet” has a limited number of characters, it is important that you pare down your message to its most important components.

It’s also vital to use appropriate hashtags on Twitter — more so than the other platforms — because you can place more hashtags in the comments on Facebook and Instagram.



Rob Cottingham Interview



How do you know you are reaching the youth? What method(s) have you used to evaluate this?

Facebook insights

South Carolina Youth Suicide Prevention Initiative

Home

Page Inbox Notifications **Insights** Publishing Tools Settings Help

Overview

Promotions

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page

Posts

Events


Videos

Stories







People

Local

Messages

Page Summary Last 7 days ⁺ [Export Data](#) 

Results from **May 23, 2018 - May 29, 2018**
 Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account. ■ Organic ■ Paid

Actions on Page	Page Views	Page Previews
May 22 - May 28  We don't have data to show you this week.	May 22 - May 28 13 Total Page Views ▼ 52% 	May 22 - May 28 2 Page Previews ▼ 60% 
Page Likes	Reach	Recommendations
May 22 - May 28  We don't have data to show you this week.	May 22 - May 28 901 People Reached ▼ 63% 	May 22 - May 28  We don't have data to show you this week.

Instagram insights

scyspidmh ▾



Invite Facebook Friends to Instagram

See your 33 friends who aren't on Instagram yet and choose who to invite.

SEE FRIENDS

5 profile visits in the last 7 days



287

posts

150

followers

88

following

Promote

Edit Profile

SCYSPI

Mental Health Service

South Carolina Youth Suicide Prevention Initiative

SCYSPI

Mental Health Service

South Carolina Youth Suicide Prevention Initiative

Our vision is a South Carolina free of suicide in youth and young adults.

SCYSPI.org

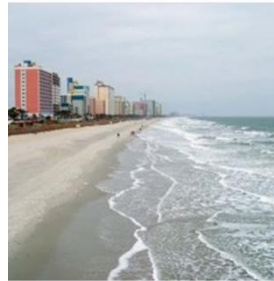
afsp.org/campaigns/talk-about-mental-health-awareness

2205 Main Street, Columbia, South Carolina 29201

Call


Email

Directions



Twitter analytics

Analytics Home Tweets Audiences Events More

SCYSPI  [Sign up for Twitter Ads](#)

Account home
SCYSPI @scyspi Page updated daily

28 day summary with change over previous period

Tweets 35 ↓10.3%	Profile visits 110 ↓52.4%	Mentions 1 ↓75.0%	Followers 112 ↑2
---------------------	------------------------------	----------------------	---------------------

May 2018 • 29 days so far...

TWEET HIGHLIGHTS


Top Tweet earned 331 impressions

The full discussion guide for 13 reasons why (provided by AFSP), is there to start productive conversations about some of the tough topics that he series raises and how these situations can be addressed if experienced. [#suicideawareness](#) [#13reasonswhy](#) [afsp.org/wp-content/upl...](#)

👤2 🍀1

[View Tweet activity](#) [View all Tweet activity](#)

Top mention earned 8 engagements

 **Foothills Alliance**
@FoothillsAlliy • May 8

Our thanks to all Prevention Education Round Table partners who joined today's Lunch-n-Learn. Taylor Davis of SC Youth Suicide Prevention Initiative provided amazing insight and inspiration! Let's bring these practices to our kids! @scyspi [#BeTheChange](#)

[ow.ly/juoz30jTNmC](#)
[pic.twitter.com/8acs75sB96](#)

ADVERTISE ON TWITTER

Get your Tweets in front of more people

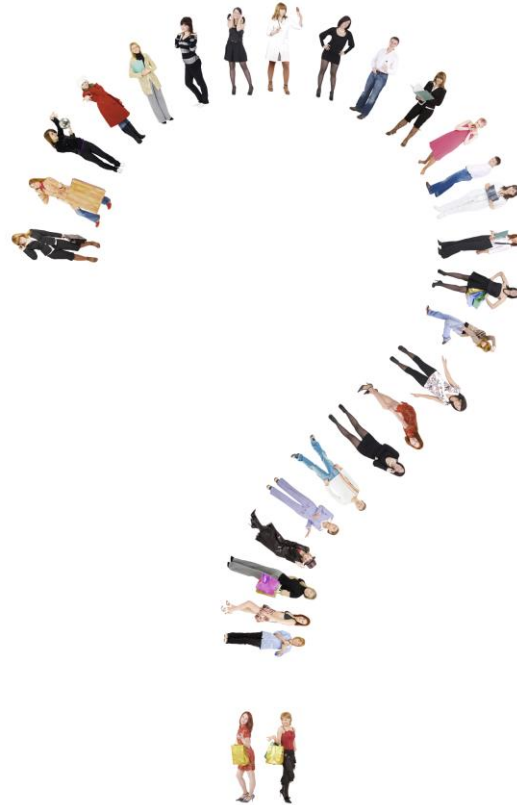
Promoted Tweets and content open up your reach on Twitter to more people.

[Get started](#)

MAY 2018 SUMMARY

Tweets 37	Profile visits 119
Mentions 1	New followers 2

Questions?



Garrett Lee Smith Suicide Prevention Grantee Meeting

- ✓ Closing Plenary featuring **John Draper** (National Suicide Prevention Lifeline), **Shelby Rowe** (Oklahoma Department of Mental Health and Substance Abuse Services), and **Craig Miller** (Massachusetts Suicide Prevention Coalition)

*Changing the Conversation from
Suicide to Suicide Prevention:
Messages that can Save Lives*



John Draper, Ph.D.
Lifeline Executive Director
GLS Plenary
March 2018

[Garrett Lee Smith Suicide Prevention
Grantee Meeting](#)

Convey a Positive Narrative

- ✓ Counter the "negative narrative"
- ✓ In every message: help the public to *envision* prevention



Convey a Positive Narrative

- ✓ What we know about successful prevention
- ✓ Stories of people who were helped/ your own story
- ✓ Concrete actions people can take
- ✓ Program successes

[“Make the Connection” campaign](#)
US Department of Veterans Affairs

Convey a Positive Narrative



But wait, aren't
statistics about
suicide
important?

Use Applicable Guidelines



Messengers

Best Practices for
Survivor/Attempt Stories

Channels

AAS Video
Guidelines

Working with
the Media

Social Media Guidelines
for Mental health & Suicide
Prevention

Goals

Increase help-seeking

Populations

Talking About Suicide &
LGBT Populations

And more!

Resources

- Creating Linguistically and Culturally Competent Suicide Prevention Materials: <http://www.sprc.org/sites/default/files/resource-program/CalMHSA-CulturalGuide-v10.pdf>
- Framework for Successful Messaging: www.SuicidePreventionMessaging.org
- 2018 Garrett Lee Smith Suicide Prevention Meeting (refer to the closing plenary): <http://www.sprc.org/events-trainings/2017-garrett-lee-smith-national-strategy-suicide-prevention-grantee-meeting>
- MassTAPP Communication Toolkit: <http://masstapp.edc.org/communications-toolkit>
- Using science to improve communications about suicide among military and veteran populations: Looking for a few good messages: <http://www.sprc.org/resources-programs/using-science-improve-communications-about-suicide-among-military-veteran>

Overview of *We R Native*



Stephanie Craig Rushing

Project Director

NW Portland Area Indian Health Board

scraig@npaih.org

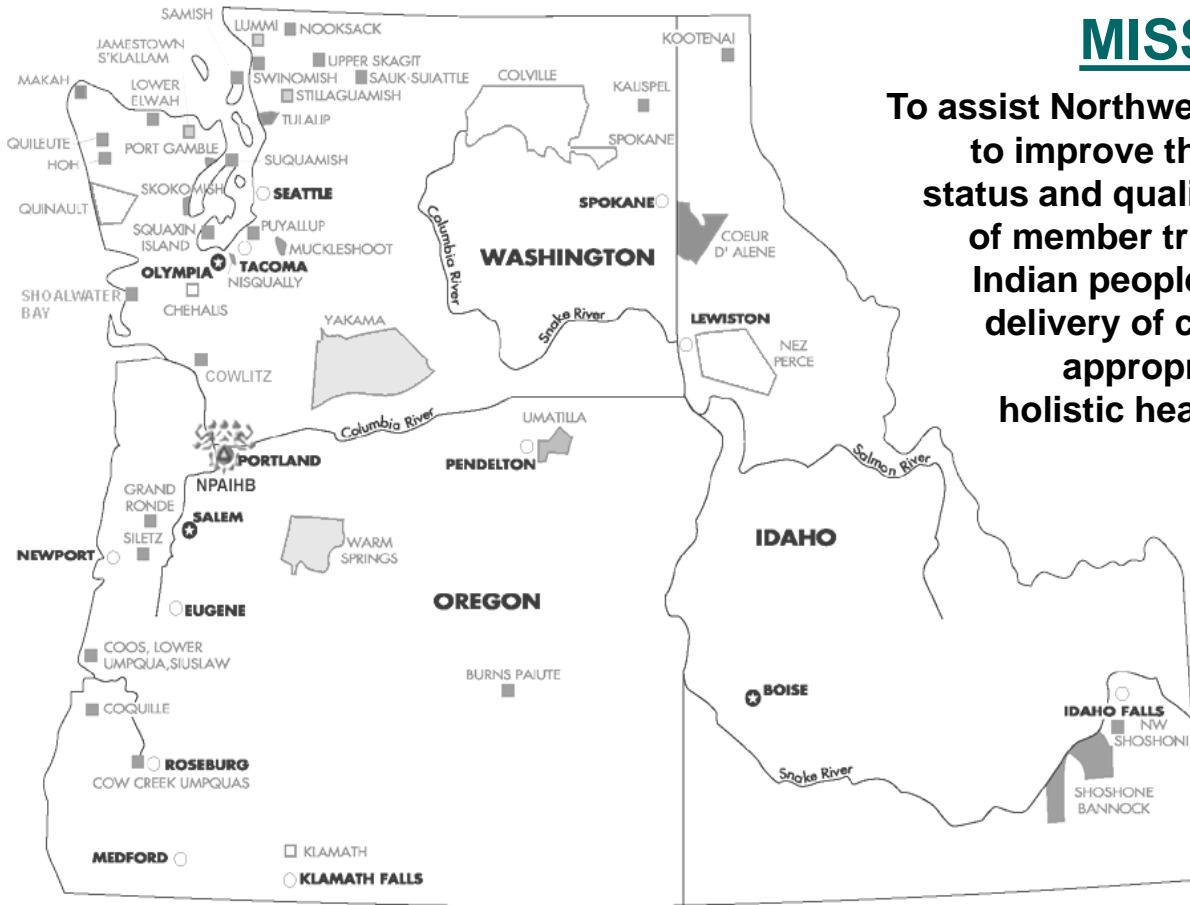
Northwest Portland Area Indian Health Board



Established in 1972, the Board is a non-profit tribal organization serving the 43 federally recognized tribes of Oregon, Washington, and Idaho.

INDIAN LEADERSHIP FOR INDIAN HEALTH





MISSION:

To assist Northwest tribes to improve the health status and quality of life of member tribes and Indian people in their delivery of culturally appropriate and holistic health care.

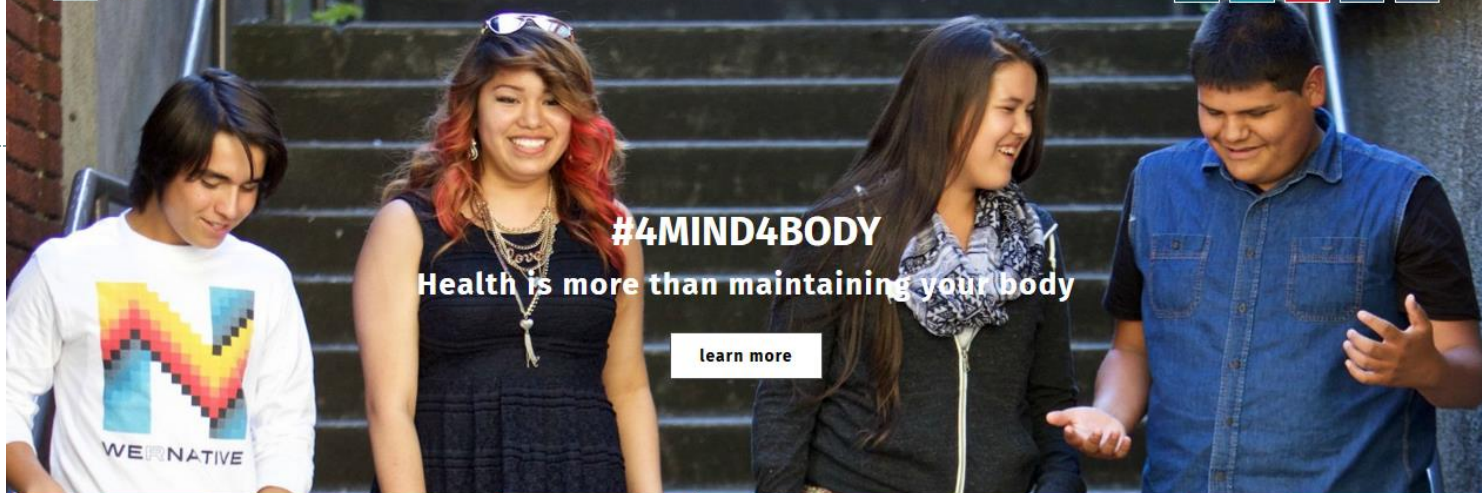


THRIVE





MENU



#4MIND4BODY

Health is more than maintaining your body

[learn more](#)

WE R NATIVE

For Native Youth, by Native Youth.



MY MIND

Join the We R Native team

Become a WRN Ambassador

Make a Plan

XYZ Tribe's/Organization's Social Marketing & Social Media Campaign

Development Plan



May 2017 – May 2018

1. What is your campaign's primary goal?





- Reduce underage drinking among American Indian and American Indian (AI/AN) youth.
- Reduce prescription drug abuse among young adults 12-25 years old.
- Improve cultural pride, self-esteem and resilience among AI/AN youth.
- Others:

Does your campaign have any secondary goals?

Consider other factors that are driving local prevalence.

- Change social norms surrounding house parties.
- Change social norms surrounding purchasing/serving alcohol to minors.

Timelines

	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Media Training	X												
Identify audience, goals, behaviors...													
Develop and test messages, slogans, designs...													
Produce materials													
Place materials; evaluate campaign													



LEARN A SKILL
how-to information



HELP TAKING ACTION
guidance for your work



CONNECT
link with others



ABOUT
the tool box



SERVICES
supporting collective impact

[Home](#) » [Table of Contents](#) » [Social Marketing and Sustainability of the Initiative](#) » [Chapter 45. Social Marketing of Successful Components of the Initiative](#)

[← Table of Contents](#)

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) [14](#) [15](#) [16](#) [17](#) [18](#) [19](#) [20](#) [21](#) [22](#) [23](#) [24](#) [25](#) [26](#) [27](#) [28](#) [29](#) [30](#) [31](#) [32](#) [33](#) [34](#) [35](#) [36](#) [37](#) [38](#) [39](#) [40](#) [41](#) [42](#) [43](#) [44](#) [45](#) [46](#)

Chapter 45. Social Marketing of Successful Components of the Initiative

Learn how to use social marketing to make behavior easier and more rewarding.

- [Section 1. Understanding Social Marketing: Encouraging Adoption and Use of Valued Products and Practices](#)
- [Section 2. Conducting a Social Marketing Campaign](#)
- [Section 3. Listening to Those Whose Behavior Matters](#)
- [Section 4. Segmenting the Market to Reach the Targeted Population](#)
- [Section 5. Promoting Awareness and Interest Through Communication](#)
- [Section 6. Promoting Behavior Changes by Making It Easier and More Rewarding: Benefits and Costs](#)
- [Section 7. Supporting and Maintaining Behavior Change](#)

Developing a Campaign

1. Define campaign goals & objectives.
2. Engage potential partners in the campaign.
3. Collect/Review Data:
 1. Select the target audience.
 2. Identify risk and protective factors related to the problem.
4. Identify messages that address risk/protective factors.
5. Tailor/design campaign materials to the audience.
6. Select *product* and *placement* strategies.
7. Pretest and revise materials if needed.
8. Implement the campaign.



Define your Target Audience

- ❑ Age, Gender, Behavior
- ❑ Location – Where are they?
- ❑ What are their needs? Wants? Interests?
- ❑ What do they think about this issue?
- ❑ Who influences the behavior?
- ❑ What are their barriers to the desired behavior?



Define Campaign Goals

- ❑ Reduce MH stigma among AI/AN youth 15-24 years old.
- ❑ Increase help-seeking among AI/AN youth.
- ❑ Improve cultural pride, self-esteem and resilience among AI/AN youth.



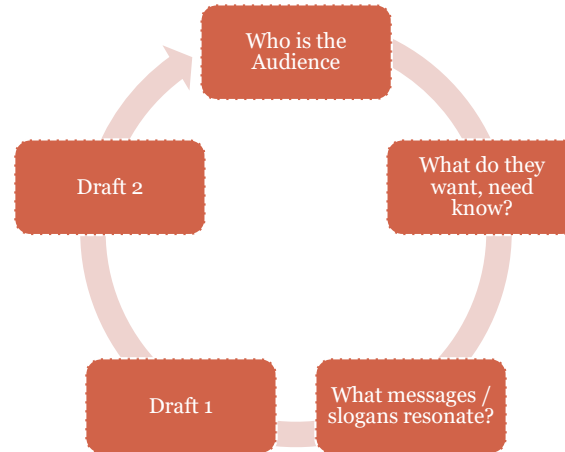
Developing a Campaign

1. Define campaign goals & objectives.
2. Engage potential partners in the campaign.
3. Collect/Review Data:
 - Select the target audience.
 - Identify risk and protective factors related to the problem.
4. Identify messages that address risk/protective factors.
5. Tailor/design campaign materials to the audience.
6. Select *product* and *placement* strategies.
7. Pretest and revise materials if needed.
8. Implement the campaign.



Gather Information

- Formal
 - ✦ Surveys
 - ✦ Key Informant Interviews
 - ✦ Focus groups
- Informal
 - ✦ Meetings attended by target audience or campaign stakeholders
 - ✦ Friends/Colleagues



YOUTH HEALTH TECH 2016

Thanks for your participation!!!



We had participation from 29 States with Arizona coming in with the highest # of participants.

Where do
Native youth
say they get "a
lot" of health
information
from?



36% social networking sites

 **36%** the internet

parents  **35%**

 **31%** friends/siblings

22% medical staff 

text messages  **21%**

 **19%** school & health class

What percent of Native youth say they do the following on a DAILY basis?



76%

Go online from a phone or mobile device



63%

Visit facebook

62%



use snapchat



53%

view instagram



45%

see references to drugs or alcohol on social media

44%

see people stirring up drama on social media



35%

see references to violence on social media

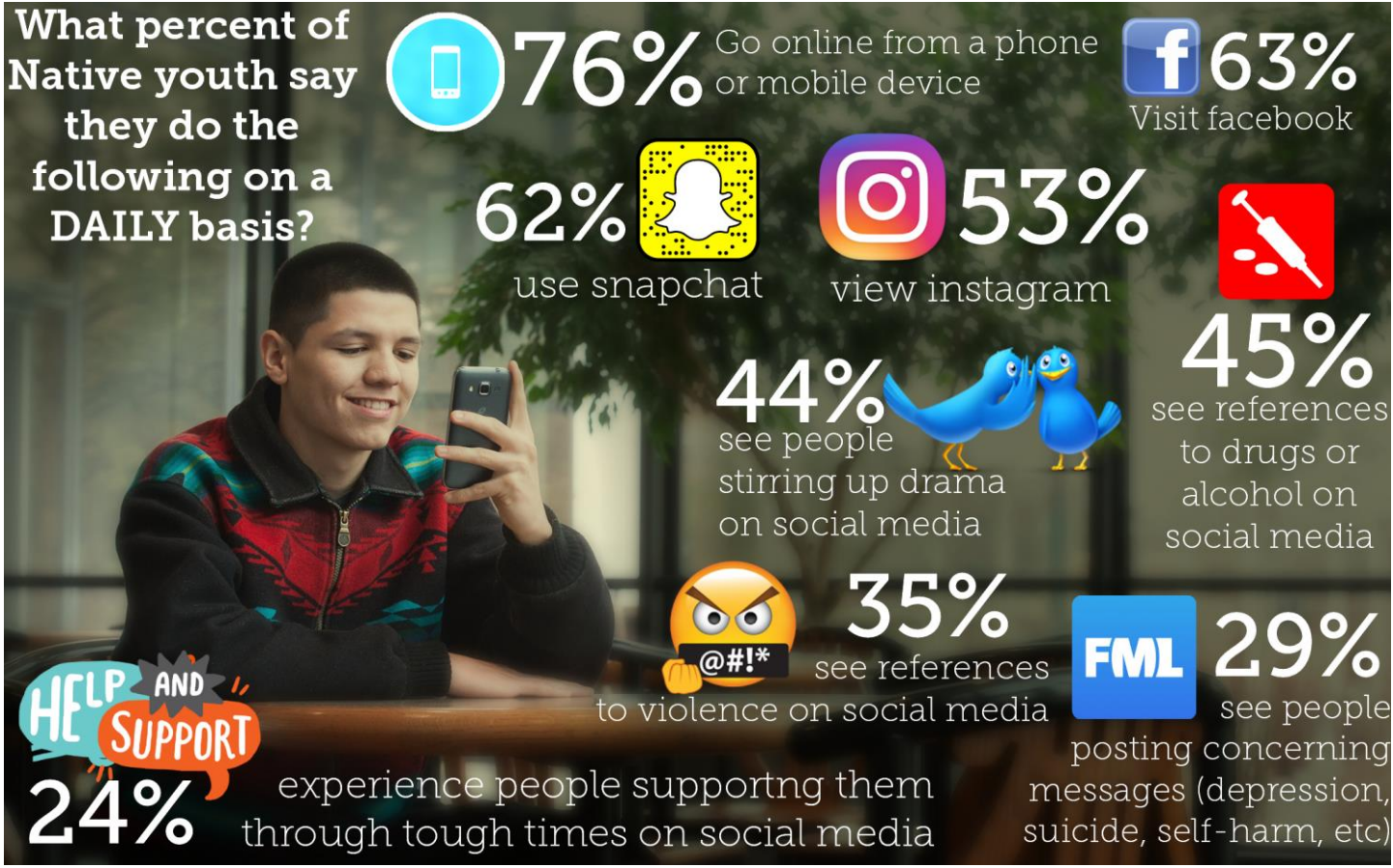


29%

see people posting concerning messages (depression, suicide, self-harm, etc)

HELP AND SUPPORT
24%

experience people supporting them through tough times on social media



Information Gathering: What?

- **Audience** – Needs, Wants, Behaviors, Readiness (Stage of Change)
- **Messages, Campaign Tone, Slogans**
- **Visual Concepts** – Mock ups
- **Final Drafts**
- **Completed Campaign** – Satisfaction, campaign reach, behavior change.



Information Gathering: WHEN?





MENU



#4MIND4BODY

Health is more than maintaining your body

[learn more](#)

WE R NATIVE

For Native Youth, by Native Youth.



MY MIND

Join the We R Native team

Become a WRN Ambassador



We R Native

August 6, 2016 · 🌐



Two Spirit: loved & accepted. #weneedyouhere
wernative.org/blog-posts/shea-norris



👤 73,577 people reached



🔄 View Promotion

👍❤️😂 891

50 Comments 507 Shares 30K Views



❤️ Love

💬 Comment

➦ Share



We R Native

@weRnative

Home

Posts

About

Videos

Photos

Events

Shop

Services

Notes

Groups

Offers

Jobs

Community

Promote

Manage Promotions

1

Like Following Share ...



We R Native

Published by Stephanie Craig Rushing [?] · May 19 at 11:00am · 🌐

We would like to recognize those who have served in the Armed Forces. We thank you Veterans, active duty, and the families. #ArmedForcesDay



Text
NATIVE
TO
97779



Fri, Sep 4, 2:02 PM

WE NEED YOU HERE. Together we can support each other & heal. What would your sign say to give hope? Enter to win up to \$75 <http://ow.ly/R3Sgd>

Fri, Sep 11, 2:01 PM

Take a walk - It's a wonderful way to blow off steam, talk

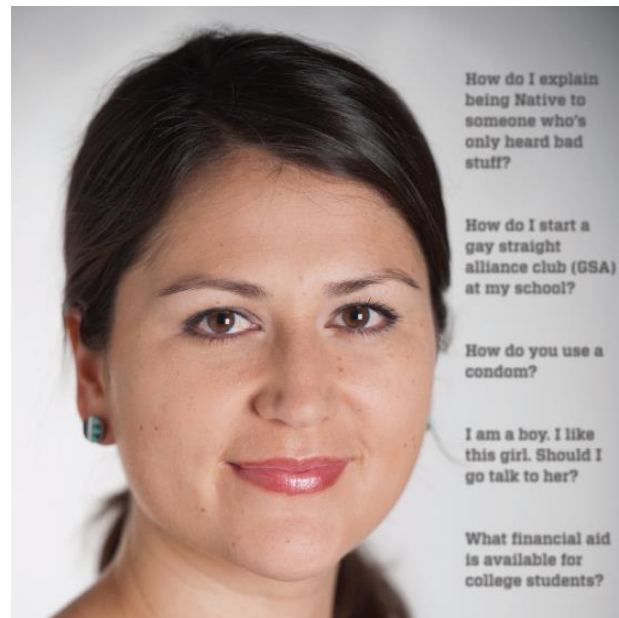
ASK AUNTIE QUESTIONS

I'm worried about a friend who keeps posting depressing music lyrics and sharing posts about dying. Do you think I should be worried?

Hey there. Thank you for caring enough about your friend to write in. If something is worrying you, listen to that, don't shrug it off. Trust your gut and have confidence you're doing the right thing.

It sounds like your friend might be reaching out by sharing posts around depression and death. Here are some other warning signs to look out for:

- Talking about wanting to die or to kill themselves
- Looking for a way to kill themselves, such as searching online or buying a gun
- Talking about feeling hopeless or having no reason to live
- Talking about feeling trapped or in unbearable pain
- Talking about being a burden to others
- Increasing the use of alcohol or drugs
- Acting anxious or agitated; behaving recklessly
- Sleeping too little or too much





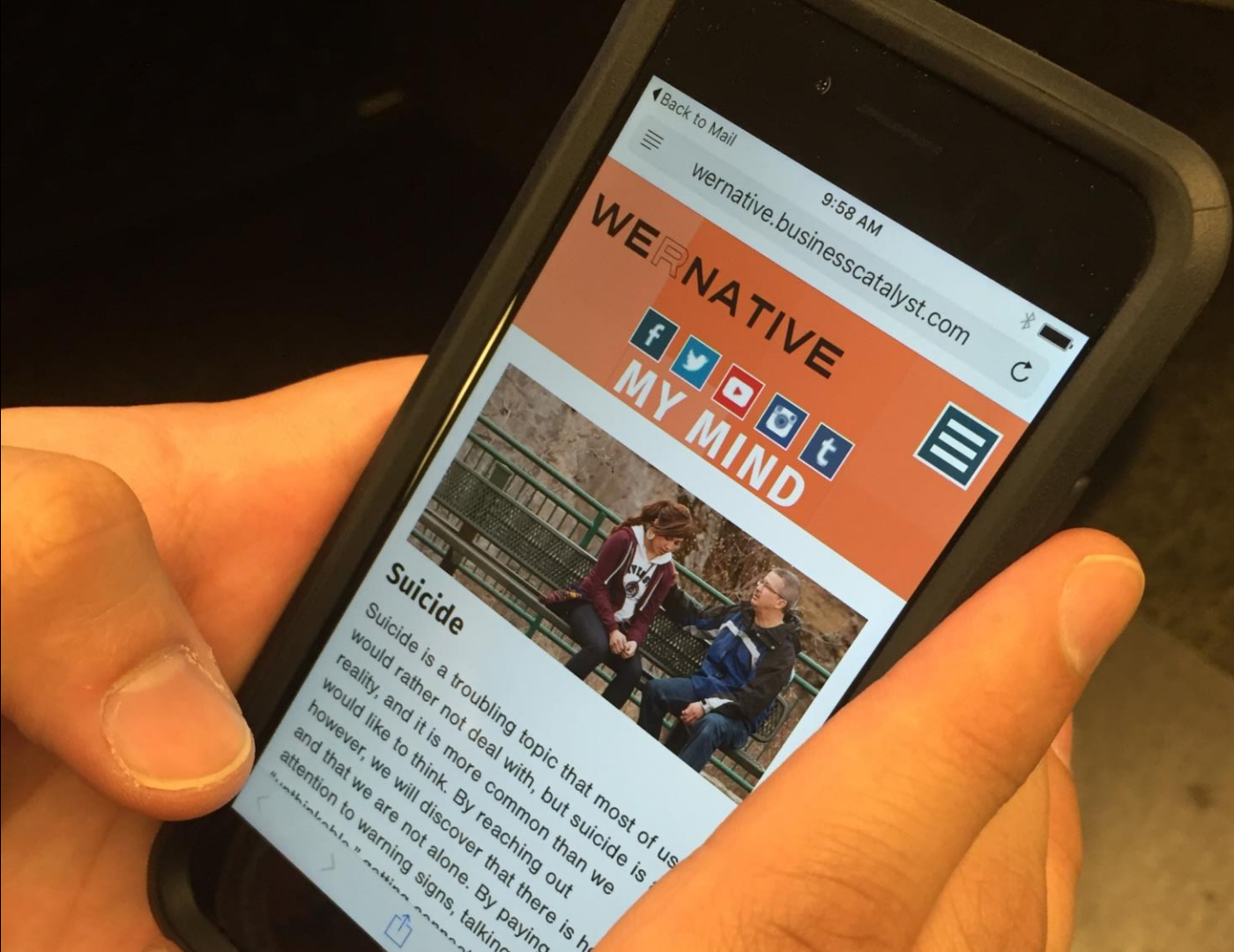


#RESPECTOURELDERS

#NATIVESTRONG

#KEEPITALIVE

#WERQUILEUTE



WERNATIVE

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning Post w/relation to the Content Calendar	Content Calendar Tommy	Content Calendar Tommy	Content Calendar Tommy	Content Calendar Tommy	Content Calendar Tommy	Content Calendar Tommy Scheduled Post	
Afternoon or Evening	Fun, Internships, Scholarships, Academic studying tips	Mental Health Tip, Stress, Pressure, Sleep, OR Youth Activism/Youth doing good things	#WellnessWednesday	Social Health Tip – Dating, Relationships, Parents, Friends, Promote Orgs we like..... W/GIF's	We R Native Contest	Physical Health, Nutrition, Activity Tip, Fun Misc Scheduled Post	Ask Auntie Scheduled Post
Non-Scheduled	Tana	Danica	Ethan + WW ladies	Celena	David	Tommy	David (Ask Auntie)

*** The morning post will be done by Tommy based off of that month's Content Calendar***

*** Sunday will be a scheduled Ask Auntie response***

*** If you would like an image w/your post, David, Celena, & Ethan are pros at Imagery Creation... Just give them a heads up***

*** No need to ask before posting. I trust your content will be relevant to the above calendar***

If a significant event is during your day, feel free to post the trending stories, same goes w/ Observance Days (i.e. Indigenous Peoples Day)

Social Media Analytics

- Breadth
- Depth / Viewing
- Engagement
- Loyalty
- Customer Experience
- Campaigns
- Strategic Outcomes





Google Analytics

weRnative - http://www.wernative.org
weRnative [DEFAULT]

Reporting Customization Admin Help

Find reports & more

My Dashboard

Jan 19, 2013 - Feb 18, 2013

Advanced Segments + Add Widget Share Email Export

Customize Dashboard Delete Dashboard

MY STUFF

- Dashboards
 - My Dashboard**
 - + New Dashboard
- Shortcuts
- Intelligence Events

STANDARD REPORTS

- Real-Time
- Audience
- Traffic Sources
- Content
- Conversions

Help

- About Dashboards
- Create/Edit/Delete Dashboards
- Add a Report to Your Dashboard
- Help center

Search help center Go

New Visits

New Visits

Date	New Visits
Jan 22	45
Jan 23	65
Jan 24	70
Jan 25	65
Jan 26	45
Jan 27	35
Jan 28	35
Jan 29	50
Jan 30	50
Jan 31	45
Feb 1	40
Feb 2	35
Feb 3	65
Feb 4	75
Feb 5	65
Feb 6	55
Feb 7	50
Feb 8	45
Feb 9	50
Feb 10	45
Feb 11	55
Feb 12	35

Unique Visitors

Unique Visitors

Date	Unique Visitors
Jan 22	45
Jan 23	65
Jan 24	85
Jan 25	75
Jan 26	45
Jan 27	35
Jan 28	45
Jan 29	65
Jan 30	65
Jan 31	55
Feb 1	50
Feb 2	45
Feb 3	85
Feb 4	90
Feb 5	75
Feb 6	65
Feb 7	55
Feb 8	45
Feb 9	65
Feb 10	60
Feb 11	55
Feb 12	35

Visits

1 1,325

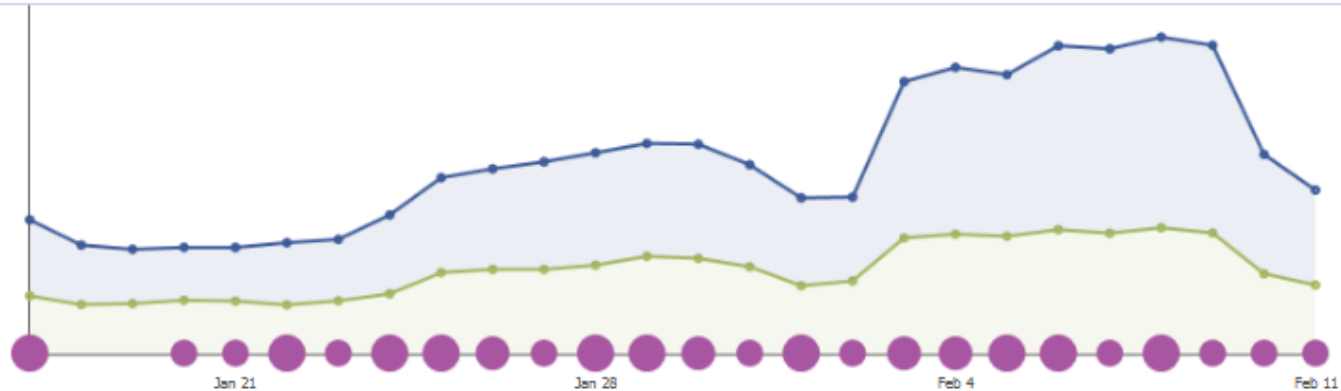
Visits by Browser

Browser	Visits
Internet Explorer	521
Chrome	358
Firefox	335
Safari	273
Android Browser	71
Safari (in-app)	38



We R Native

Timeline ▾



Page Posts (Updated 10 minutes ago)

All Post Types ▾

Date ? ▾	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?	
2/13/13	Are you making the announcement tom...	43	2	1	2.33%	
2/13/13	Tired of all this mushy Valentines talk? R...	62	1	1	1.61%	
2/12/13	The Violence Against Women Re-Autho...	264	32	24	9.09%	
2/12/13	Thank you to Aaron Paquette for shari...	284	214	137	48.24%	
2/12/13	I LOVE YOU <3 PROJECT	189	13	5	2.65%	



SOCIAL MARKETING CAMPAIGNS

To develop health promotion messages and campaigns that resonate with AI/AN communities, our team uses social marketing, an evidence-based planning process that improves the impact of health promotion messages. The model uses formative research to identify priority populations, segment the community into distinct audiences, pretest messages, materials and strategies with the audience, and then monitors the campaign to assess its effectiveness.

We've used this community-driven process to design social marketing campaigns addressing health topics important to AI/AN communities, including:

- Drug and Alcohol Use
- Sexual Assault



Northwest Portland Area Indian Health Board

*Indian Leadership for
Indian Health*

2121 SW Broadway, Suite 300
Portland, Oregon 97201
Phone: (503) 228-4185
Fax: (503) 228-8182

Stephanie Craig Rushing, PhD, MPH

Director – Project Red Talon & THRIVE

scraig@npaihb.org

Colbie Caughlan, MPH

THRIVE Project Manager

ccaughlan@npaihb.org

Celena McCray

THRIVE Coordinator

cmccray@npaihb.org

Amanda Gaston, MAT

Ask Auntie

agaston@npaihb.org

David Stephens, RN

STD/HIV Clinical Services Manager

Multimedia Project Specialist

dstephens@npaihb.org

Tommy Ghost Dog

PRT Assistant

tghostdog@npaihb.org

Jessica Leston, MPH

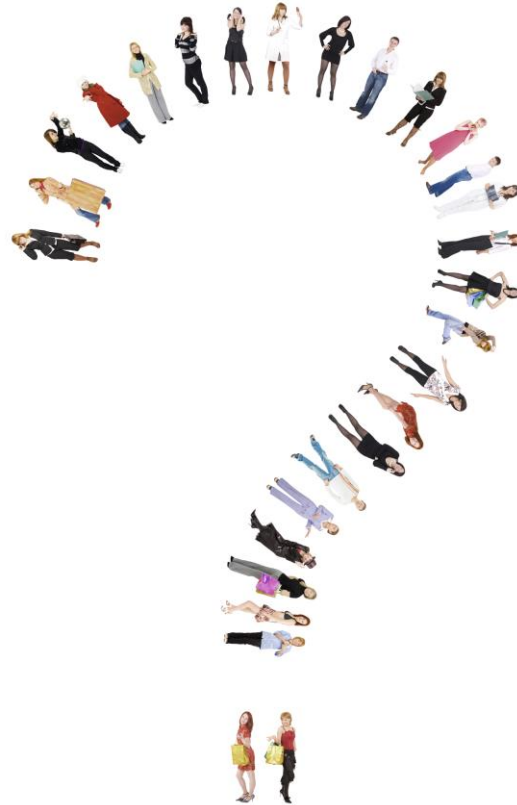
STD/HIV Clinical Services Director

jleston@npaihb.org

This project is funded by SAMHSA, and the Indian Health Service HIV and behavioral health programs. This work is also supported with funds from the Secretary's Minority AIDS Initiative Fund.



Questions?



Announcements & Reminders

Coming to you via email:

1. Session 2 Meeting Summary
2. Get Ready for Session 3 "Evaluating your communication efforts"
3. If you want to share any communication materials for feedback or to highlight how you have applied the concepts from the workshop series, please let Ashleigh Husbands (achusbands@edc.org) by 6/22

Next meeting: July 9, 2018, 2:30-3:45 PM ET

Thank you!

Irene Cho

icho@edc.org
617-618-2720

Ashleigh Husbands

achusbands@edc.org
202-572-3769

EDC Headquarters

43 Foundry Avenue
Waltham, MA 02453

EDC Washington DC

1025 Thomas Jefferson Street, NW
Suite 700
Washington, DC 20007



@SPRCTweets