

How to Tell Your Program's Story to Key Stakeholders

Deborah Klein Walker, EdD

*September 26, 2018
DMCHWD Grantee Virtual
Meeting*



Outline of Presentation

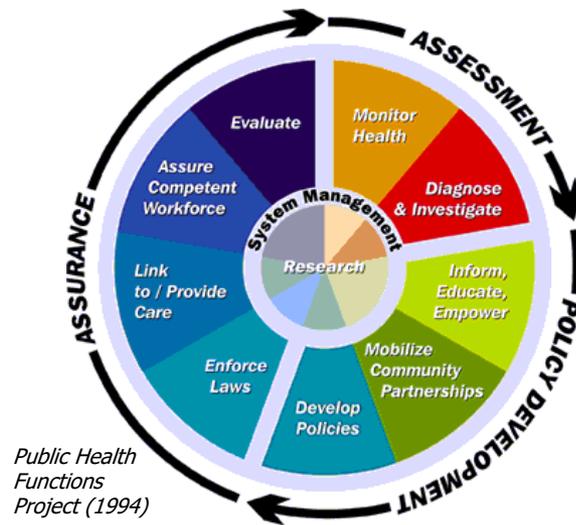
- Why tell your story? What is the story?
- Who are the stakeholders?
- Vehicles for telling your story?
 - Traditional methods
 - E-health, including social media
- Examples of successful stories
- Resources
- Recommendations

Why Tell Your Story?

- Education and promotion
- Visibility and credibility
- Accountability and evaluation
- Create support
- Mobilize resources
- Foster an exchange of promising practices
- Communication and marketing

CDC Office on Smoking and Health (2016)

Public Health Functions/Essential Services



- *The Future of Public Health* (IOM, 1988)
- Relationship of 3 core functions to 10 essential services

Frequently Asked Questions about Successful Stories

- What should be included?
- What methods should be used for telling the story?
- What should be the length of a written story?
- Which online and social media methods should be used, if any?
- What charts, graphs, tables, pictures, etc. should be included?
- What opportunities exist to tell stories with others?

What is a Success Story?

- A clear description of your program's
 - Progress
 - Achievements and impact
 - Lessons learned
 - Future directions
- A request for action: What would you like the stakeholder audience to do after learning about your story?

CDC Office on Smoking and Health (2016)

Contents of Successful Stories

- ***Rationale (problem or issue)*** – significance of program to clientele, community, state, etc.
- ***Objectives and methodology*** – What do you want to accomplish through your program and what methods did you use to collect information?
- ***Program results***
 - What happened as a result of the program?
 - What are the major or significant findings/results of the program.

Contents of Successful Stories

- ***Program impact***

- What impact did your program have on participants, families and communities?
- Have people learned new things and are they using them in their day-to-day life?
- Are people doing anything differently than they used to do before?

- ***Future potential***

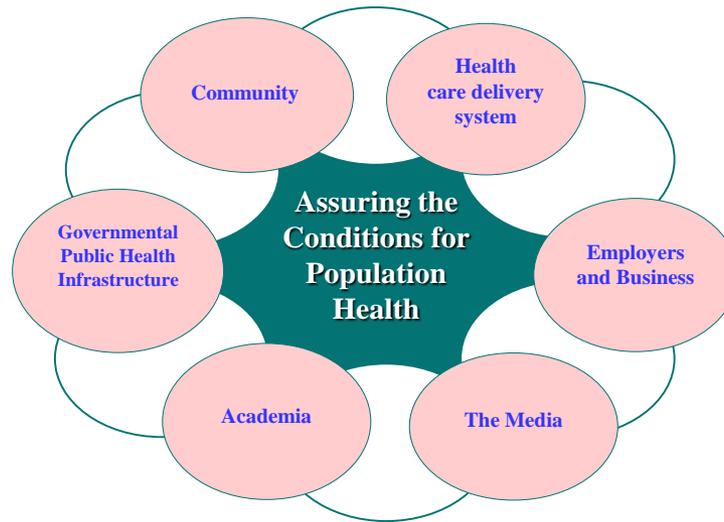
- What potential does your program have in the future?
- What is your program's contribution to society?

Radhakrishna, R.B. (2002) *Journal of Extension*, 40 (2)

Who Are the Stakeholders?

- General public
- Health providers
- Health purchasers
- Health systems
- Academic community
- Advocacy groups
- Business
- Policy-makers
 - Local
 - State
 - Federal
- Partners
- Public agencies
 - Local
 - State
 - Federal
- Community organizations
- Consumers and families
- Funders
- Other

The Public Health System



Institute of Medicine (2003). *The Future of the Public's Health*

Know Your Audience

- Know your audience before you write and/or disseminate your success story?
- What is their perspective?
- What are their interests, needs, concerns, likes and dislikes?
- What is your ASK or what you would like them to do after learning your story?
- What methods of telling your story work best for your audience?

Telling Your Story: Traditional Methods

- Project briefs (1 page, 2 pages, longer)
- Infographics
- Newspaper articles (news article, editorial, letter to the editor, etc.); press releases
- Journal articles
- Blogs/commentaries
- Conference presentations
- In-person meetings with presentations
- Television and radio

Format of Written Success Story

- Elevator story (1-2 sentences or 60 seconds)
- Paragraph spotlight
- One-page success story
- Two-page success story
- Full brief
- Published article

Components of 1-2 Page Success Story

- Title
- Summary
- Issue/challenge
- Intervention/solution
- Results/impact
- Sustainable success
- Specific ASK

CDC Office on Smoking and Health (2016)

Title of Success Story

- Simple, jargon free
- Captures overall message and success of story
- Should get one's attention
- Use action verb to bring a story to life
 - “Health Care Providers Trained as Caretakers of Future”
 - “Families of Individuals with Disabilities Enjoy Community Events”
 - “Youth Committed to Health Care Careers”

Formatting Tips

- 1-2 pages or less work best
- Keep paragraphs short (and maybe use bullets)
- Use plain language – no jargon
- Use data visuals (infographic, “call-out” box, etc.)
- Include references for data and a few cited publications at the end or as a footnote
- Provide contact information for your organization
- Connect to website and social media sources for further information

HRSA MCHB Centers of Excellence

HRSA
Maternal & Child Health

Centers of Excellence in MCH in Education, Science, and Practice Fact Sheet

PROGRAM PURPOSE
The mission of the Centers of Excellence in MCH in Education, Science and Practice (Centers of Excellence) is to improve the health of women, infants, children, youth, and their families. Administered within accredited schools of public health, these programs support graduate education at the masters and doctoral levels. Centers of Excellence programs prepare students for leadership in MCH through exposure to the knowledge and skills needed to build public health capacity, through practical experience, and through collaboration with communities and Title V MCH partners.

CENTERS OF EXCELLENCE GRADUATES
Centers of Excellence (COE) graduates work as leaders in public health agencies, community-based organizations, policy organizations and other not-for-profit organizations aimed at improving the health of women, children, and families. COE graduates are able to:

- Demonstrate the MCH Leadership Competencies.
- Incorporate the public health principles of health promotion/disease prevention into professional activities.
- Demonstrate understanding of public and private systems of care.
- Demonstrate skills in management and strategic planning.
- Participate in policy development.
- Apply principles of coordinated, family-centered care to practice.
- Apply principles of culturally competent care to practice.
- Establish and maintain community-based linkages.
- Apply interdisciplinary team skills to solve public health problems.
- Demonstrate effective communication skills, and
- Utilize information resources and technology.

PROGRAM IMPACT
Trainees
In FY 2015, COE programs trained:

- 577 long-term trainees,
- 716 medium-term trainees, and
- 9,051 short-term trainees.

Over 34% of long-term trainees are from underrepresented racial groups and 9% are Hispanic/Latino.

Leadership
In FY 2015, of COE Program graduates (5 years following completion of program):

- Over 86% demonstrated field leadership in academic, clinical, public health practice and/or public policy activities and
- Over 78% were working with MCH populations.

Title V
In FY 2015, 13 COE programs reported collaborating with state Title V (MCH) agencies or other MCH-related programs on over 1,100 activities in areas of service, training, continuing education, technical assistance, product development and research.



Photo Credit: © Monkey Business Images / Shutterstock

Program Contact: Michelle Tissue, (301) 443-6853, MTissue@hrsa.gov
DMCHWD Training Website: <https://mchb.hrsa.gov/training>

Centers of Excellence in MCH in Education, Science, and Practice Fact Sheet



DIVISION OF MCH WORKFORCE DEVELOPMENT (DMCHWD)
DMCHWD, part of HRSA's Maternal and Child Health Bureau, provides national leadership and direction in educating and training our nation's future leaders in maternal and child health (MCH).
Special emphasis is placed on the development and implementation of inter-professional, family-centered, community-based and culturally competent systems of care across the entire life course with experiences in one life stage shaping health in later stages.
DMCHWD supports programs established in federal legislation (Title V of the Social Security Act and the Autism CARES Act) to complement state and local health agency efforts. DMCHWD collaborates with state MCH programs, academic institutions, professional organizations, and other health training programs of the federal government to ensure that MCH initiatives are unique and based on evidence-based practices.
In FY 2016, DMCHWD awarded 161 grants, an investment of approximately \$47 million. Grants are awarded to develop trainees for leadership roles in the areas of:

- MCH teaching,
- Research,
- Clinical practice, and/or
- Public health administration and policy making.

PROGRAM LOCATIONS

Alabama

- University of Alabama at Birmingham

California

- University of California at Berkeley
- University of California at Los Angeles

Florida

- University of South Florida, Tampa

Georgia

- Emory University, Atlanta

Illinois

- University of Illinois at Chicago

Louisiana

- Tulane University, New Orleans

Maryland

- Johns Hopkins University, Baltimore

Massachusetts

- Boston University
- Harvard University, Boston

Minnesota

- University of Minnesota, Minneapolis

North Carolina

- University of North Carolina at Chapel Hill

Washington

- University of Washington, Seattle

Program Contact: Michelle Tissue, (301) 443-6853, MTissue@hrsa.gov
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Last Reviewed April 2018



Centers of Excellence in MCH in Education, Science, and Practice Fact Sheet

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Title V

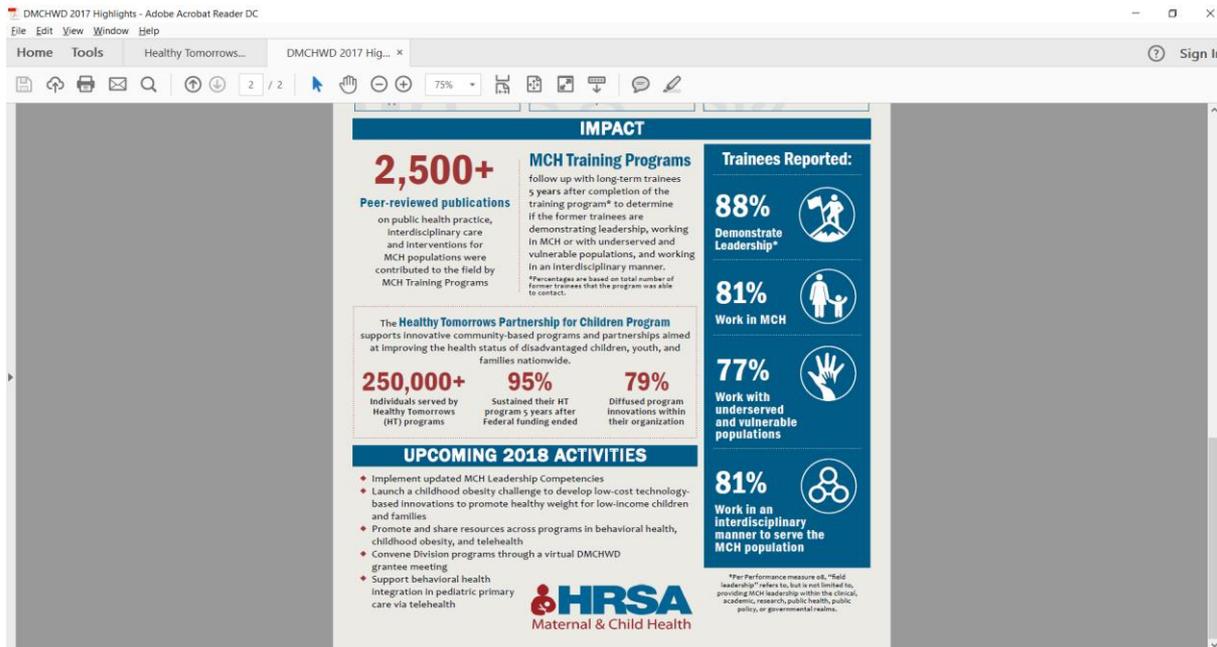
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Infographics

- Pictorial visual display of success story
- Increasingly popular and used in major newspapers and magazines
- Captures and holds attention
- Works well in today's complex world with growing bits of information

Infographic MCHB MCH Workforce Development



THE DIVISION OF MATERNAL AND CHILD HEALTH WORKFORCE DEVELOPMENT

2017 HIGHLIGHTS

The Division of Maternal and Child Health Workforce Development (DMCHWD), part of the Health Resources and Services Administration's (HRSA), Maternal and Child Health Bureau (MCHB), provides national leadership and direction in educating and training our nation's current and future leaders in maternal and child health. Each year, DMCHWD reviews impact related to 4 thematic areas:

- MCH Workforce Development
- Interdisciplinary/Interprofessional Training and Practice
- Science, Innovation, and Quality Improvement
- Diversity and Health Equity

DMCHWD uses this information in considering program planning and priority activities in the upcoming year.

Learn more about activities and performance measures at mchb.hrsa.gov/training.



SUPPORT

\$47M invested in **161** DMCHWD MCH leadership training and workforce development grants:

Supported 2,190 long-term trainees from diverse racial and ethnic groups. 39% of trainees were from an underrepresented racial group and 50% were Hispanic/Latino.	Health Professional Support Program for Children with Congenital Zika Virus (ZIKV) Infection. Funding was provided to 3 LEND programs to expand the capacity of health professionals to provide appropriate interdisciplinary care for children with congenital ZIKV infection and increase access to pediatric specialty care for these children and families.
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30+ Disciplines engaged in interdisciplinary training across DMCHWD's programs including medicine, nursing, psychology, social work, family, and public health	2,000 Medium-term trainees* were reached—258 were from diverse races and 98 identified as Hispanic/Latino	29,000+ Short-term trainees who participated in training opportunities to expand their academic credentials including internship, practicum, fellowship, or residency activities, or a course of study in a certificate program	290,000+ Professionals who participated in continuing education activities designed to enhance knowledge and/or maintain credentials and/or licensure of professional providers who directly serve the community
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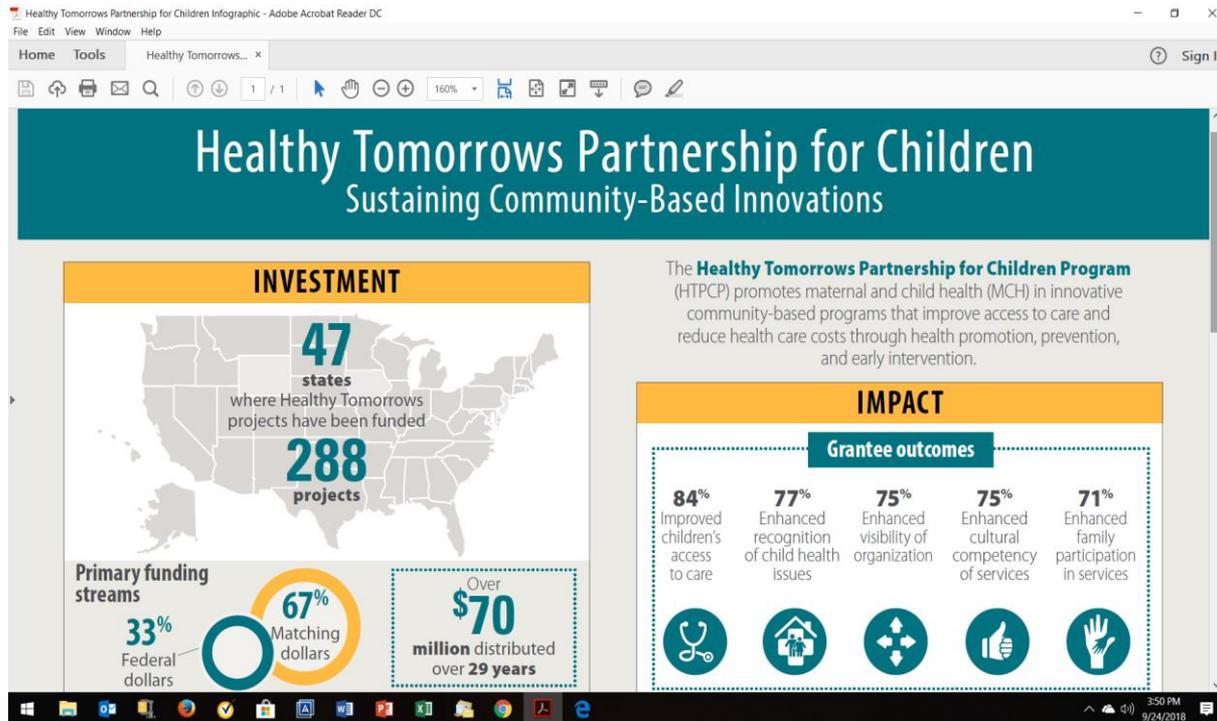
*This includes medium-term trainees (MTT) receiving 150-299 training hours during a 12-month period. Race & ethnicity data aren't collected for MTT receiving 60-149 training hours in a 12-month period.

TECHNICAL ASSISTANCE

8,191 TA EVENTS provided by 97 grantees on MCH topics such as developmental screening, adolescent health, and program evaluation	50 STATES AND 2 TERRITORIES Title V programs received TA to advance health transformation. 12 states participated in intensive TA models	13,895 COLLABORATIVE EFFORTS achieved between DMCHWD training programs and Title V MCH-related agencies through activities such as training, TA, and research
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INNOVATION

Infographic Healthy Tomorrows



Healthy Tomorrows Partnership for Children Sustaining Community-Based Innovations

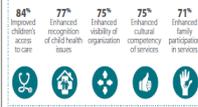
INVESTMENT



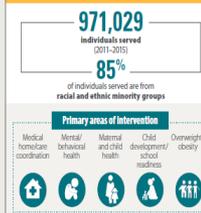
The Healthy Tomorrows Partnership for Children Program (HTPCP) promotes maternal and child health (MCH) in innovative community-based programs that improve access to care and reduce health care costs through health promotion, prevention, and early intervention.

IMPACT

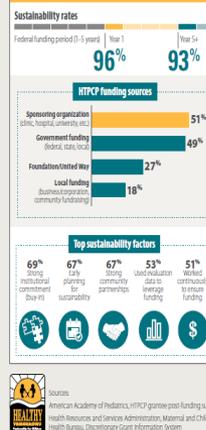
Grantee outcomes



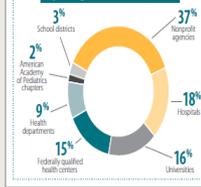
REACH



SUSTAINABILITY



Types of organizations funded by HTPCP



Newspapers/Press Releases

- Write letter to editor
- Write editorial
- Invite news people to program for special events (especially those with local, state and federal policy-makers)
- Create a trusted relationship with news reporter
- Good method for local community awareness and support; can be used over time with social media and other methods

Television and Radio

- Invite to special events for coverage (especially those with local, state and federal policy-makers)
- Create opportunities for consumers and clients to tell their personal stories
- Develop a trusted relationship with TV and/or radio personalities
- Can use radio and TV coverage on website and on social media

In person Meetings

- Come prepared with success story (following outline of 2 page summary)
- Maintain eye contact and a “warm” conversation voice
- Use flexible approach to presenting your story in response
- Listen carefully and answer questions or promise to get the answer if more information is needed
- Leave a 1-2 pager behind
- Follow-up with written note and/or e-mail to the individual

Telling Your Story: E-Health Methods

- Website
- Social media
 - Facebook
 - Twitter
 - Linked in
 - You Tube, Instagram, Pinterest, etc.
- Apps on mobile devices (phone and tablet)

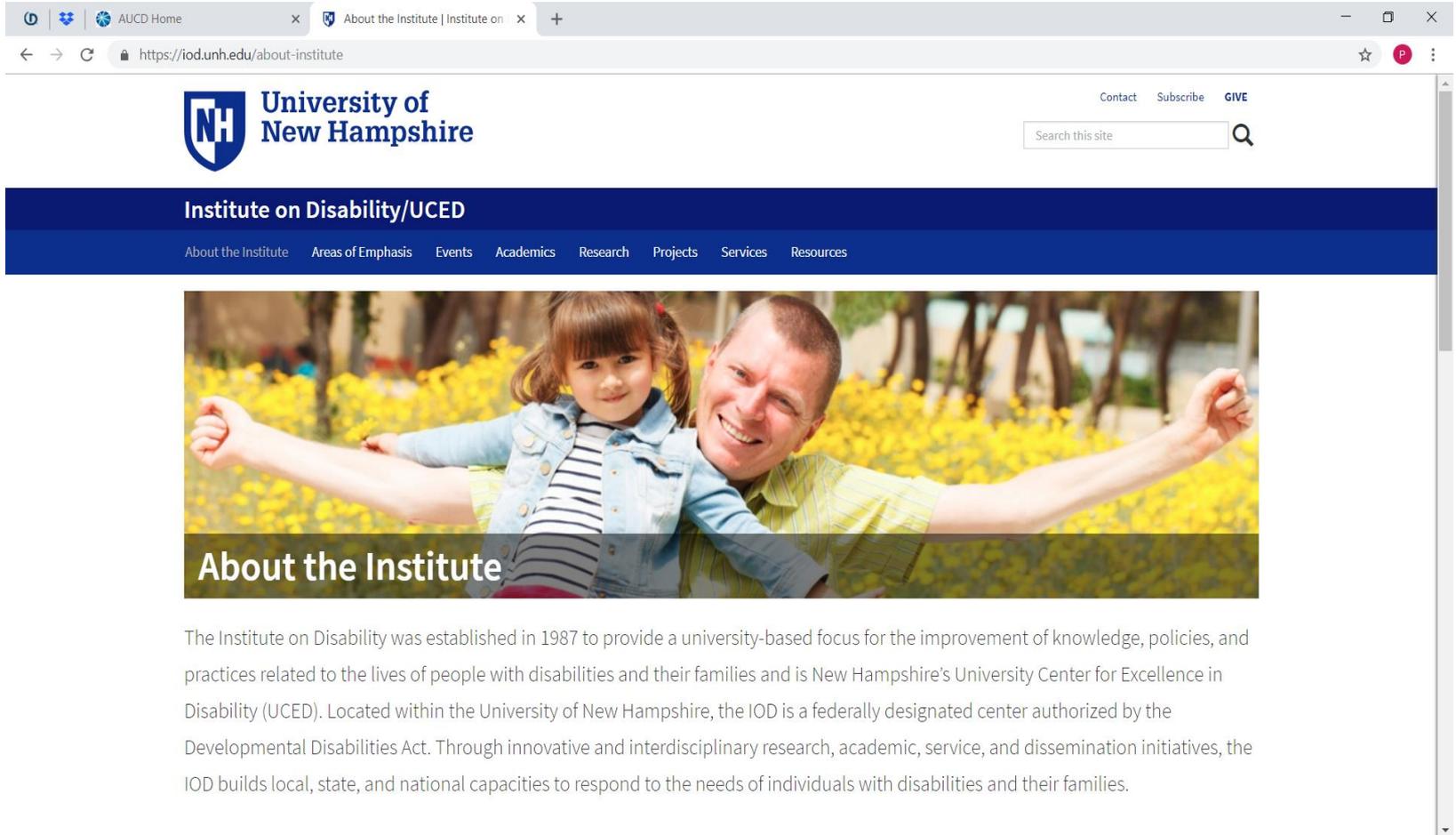
Electronic Story Telling

- 80%+ of Americans are online; higher % for professionals and policy-makers.
- Could use Facebook; More than two-thirds of Americans, specifically 68%, use the service, a (Pew Research Center, Mar 1, 2018).
- Could use Google; 47.3 million U.S. adults or 20% have access to a smart speaker in March 2018; 86% overall used Google in October, 2017 (54% used it several times a day and 13% once a day).
- What are potential uses of these platforms for telling your story?

Website on the Internet

- Necessary in today's communication and professional world
- Major source of information for many; access to written success stories
- Linked to social media and other forms of sharing information
- Important for many types of audiences
- Must be maintained with updated information
- Should be appealing to readers (i.e., visually gets your attention and easy to navigate)

Website Example on the Internet



The screenshot shows a web browser window with two tabs: 'AUCD Home' and 'About the Institute | Institute on Disability/UCED'. The address bar shows the URL 'https://iod.unh.edu/about-institute'. The website header features the University of New Hampshire logo and name, along with links for 'Contact', 'Subscribe', and 'GIVE', and a search bar. A dark blue navigation bar contains the text 'Institute on Disability/UCED' and a menu of links: 'About the Institute', 'Areas of Emphasis', 'Events', 'Academics', 'Research', 'Projects', 'Services', and 'Resources'. The main content area features a large photograph of a smiling man holding a young girl in a field of yellow flowers. Below the photo is the heading 'About the Institute' and a paragraph of text.

University of New Hampshire

Contact Subscribe GIVE

Search this site

Institute on Disability/UCED

About the Institute Areas of Emphasis Events Academics Research Projects Services Resources

About the Institute

The Institute on Disability was established in 1987 to provide a university-based focus for the improvement of knowledge, policies, and practices related to the lives of people with disabilities and their families and is New Hampshire's University Center for Excellence in Disability (UCED). Located within the University of New Hampshire, the IOD is a federally designated center authorized by the Developmental Disabilities Act. Through innovative and interdisciplinary research, academic, service, and dissemination initiatives, the IOD builds local, state, and national capacities to respond to the needs of individuals with disabilities and their families.

Website Example on the Internet

The screenshot shows the homepage of the Association of University Centers on Disabilities (AUCD). At the top, there is a navigation bar with links for HOME, INITIATIVES, NETWORK CENTERS, RESOURCES, NEWS, EVENTS, PUBLIC POLICY, ISSUES, COUNCILS, and ABOUT US. The main content area is divided into three columns. The left column contains links to Find Network Members, AUCD Technical Assistance, URC, ITAC, AUCD Emerging Leaders Community, AUCD Diversity & Inclusion Toolkit, NIRS, and AUCD Federal Partners. The middle column features a news article titled "Registration Now Open!" for the AUCD Conference 2018, with a sub-headline "WE ALL BELONG HERE!". The right column includes a "DONATE to AUCD" button, a "JOIN US" button, a "SHARE Your STORY" button, a "LEARN ABOUT AUCD" button, a video player, and a Twitter feed. The footer contains the AUCD logo and a statement of opposition to Judge Brett Kavanaugh's nomination to the Supreme Court.

AUCD
ASSOCIATION OF UNIVERSITY CENTERS ON DISABILITIES
Research, Education, Service

A network of interdisciplinary centers advancing policy and practice for and with individuals with developmental and other disabilities, their families, and communities.

HOME INITIATIVES NETWORK CENTERS RESOURCES NEWS EVENTS PUBLIC POLICY ISSUES COUNCILS ABOUT US

Find Network Members
UCEDDs LENDs IDDRCs

AUCD Technical Assistance
URC UCEDD Resource Center
ITAC Interdisciplinary Technical Assistance Center on Autism and Developmental Disabilities
AUCD Emerging Leaders Community
AUCD Diversity & Inclusion Toolkit

NIRS National Information Reporting System
Login
Search for Network Projects and Products

AUCD Federal Partners
Maternal and Child Health Bureau
Administration on Developmental Disabilities
CDC National Center on Birth Defects and Developmental Disabilities
National Institute of Child Health and Human Development

NEWS

Registration Now Open!
WE ALL BELONG HERE!
AUCD CONFERENCE 2018

Join us at AUCD2018 as we come together, celebrate our achievements, and to recharge our commitment to achieving inclusive communities! We welcome network members, non-network organizational partners, experts from all across the disability field, individuals with disabilities, family members, and trainees to learn and grow together during this exciting event.

Register for #AUCD2018 today at www.aucd.org/conference.

9/12/2018
AUCD 2018 Registration is Open!
Deadline: October 26

Join us at AUCD2018 as we come together, celebrate our achievements, and to recharge our commitment to achieving inclusive communities! We welcome network members, non-network organizational partners, experts from all across the disability field, individuals with disabilities, family members, and trainees to learn and grow together during this exciting event.

AUCD 7/31/2018
AUCD Opposes the Nomination of Judge Brett Kavanaugh to the Supreme Court of the United States
Plain Language Summary Available
The Association of University Centers on Disabilities (AUCD) is a national organization that

DONATE to AUCD
JOIN US
SHARE Your STORY
LEARN ABOUT AUCD

AUCD Conference 2018

Tweets by @AUCDNews

AUCD Retweeted
UD CDS @UCCDS
Jon Kane, a JPMorgan Chase employee, on his experience with Autism at Work: "The program provided support and mentorship. The importance of that cannot be understated." #UDat

AUCD Retweeted
Embed View on Twitter

AUCD 2018 CONFERENCE

Website Example on the Internet

The screenshot displays the APHA (American Public Health Association) website. The browser's address bar shows the URL <https://apha.org/events-and-meetings>. The page features the APHA logo and tagline "AMERICAN PUBLIC HEALTH ASSOCIATION For science. For action. For health." at the top left. A navigation menu includes links for "About APHA", "Join", "Renew", "Annual Meeting", "Careers", "Contact Us", and "Store". A search bar and a "LOGIN" button are positioned to the right of the logo. Below the navigation, a horizontal menu lists various categories: "What is Public Health?", "Topics & Issues", "Policy & Advocacy", "Publications & Periodicals", "Professional Development", "Events & Meetings", "News & Media", "APHA Communities", and "APHA Membership". The main content area is titled "Events & Meetings" and features a large banner for the "APHA 2018 ANNUAL MEETING & EXPO" in San Diego, scheduled for November 10-14. The banner includes the text "CREATING THE HEALTHIEST NATION: HEALTH EQUITY NOW" and a call to action: "Join us in San Diego for APHA 2018!". To the right of the banner are three prominent buttons: "Become a Member", "Donate Now", and "Newsletter sign up". Below these buttons is a section for "Upcoming Events", featuring a "Public Health Event: Positive Culture Framework Training" scheduled for September 25-27, 2018. At the bottom of the page, there are social media links for Facebook and Twitter, a "PH Jobs" link, and a "SUPPORT PUBLIC HEALTH DONATE TO APHA" button. The Windows taskbar at the bottom shows the system tray with the time 3:19 PM and date 9/24/2018.

Facebook

- Good for specific audiences (i.e., general public, professional groups, etc.)
- Can create special page for groups (i.e., AutismSpeaks, American Public Health Association, AUCD, etc.)
- Can link written material to website and other social media platforms
- Ability to have a Facebook page depends on policy and rules of the program's organization
- Needs an active user plan to release new material and/or triage material on group page

Facebook Examples

The screenshot shows a web browser window with the URL https://www.facebook.com/search/str/aucd/keywords_pages. The search bar contains the text 'aucd'. The page displays a list of search results for Facebook pages related to 'aucd' (Association of University Centers on Disabilities). On the left side, there is a 'Filter Results' section with 'VERIFIED' (checked) and 'CATEGORY' (Any category selected). The search results list includes:

- Association of University Centers on Disabilities**: 8.2K likes, Silver Spring, Maryland · Nonprofit Organization. Laura Glascock Kavanagh and 4 other friends like this. 10+ Matching Posts. ...vision. Values [AUCD](#) values the participation of people with disability...
- AUCD Emerging Leaders Community**: 2K likes, Silver Spring, Maryland · Nonprofit Organization. A community of emerging [AUCD](#) leaders dedicated to making a differen...
- Institute on Disability**: 3.5K likes, Durham, New Hampshire · Nonprofit Organization. 10+ Matching Posts. ...the Association of University Centers on Disabilities ([AUCD](#)), a netwo...
- Research on Disability**: 2.1K likes, Durham, New Hampshire · Nonprofit Organization. ...the Association of University Centers on Disabilities ([AUCD](#)), a netwo...
- UIC Department of Disability and Human Development**: 1.1K likes, Chicago, Illinois · School. The UIC Department on Disability and Human Development (DHD) is h...
- Center on Disability Studies**: 1.8K likes, Honolulu, Hawaii · Public & Government Service. ...University Centers, the Association of University Centers on Disability...

At the bottom right, there is a chat notification for 'Chat (22)'.

Facebook Example

The image shows a screenshot of the Facebook page for the Association of University Centers on Disabilities (AUCD). The page features a blue and white starburst logo, the name "Association of University Centers on Disabilities" with a verified checkmark, and the handle "@AUCDnetwork". A navigation menu on the left includes links for Home, About, Posts, Events, Jobs, Videos, Photos, Community, Reviews, and Info and Ads, along with a "Create a Page" button. The main content area displays a post from the AUCD page, which is a video recording of a panel discussion. The video frame shows two men seated on a stage; one is speaking while the other listens. A banner at the top of the video reads "to be in environments where people laugh and celebrate each other" with the hashtag #Disat. The video caption identifies the speakers as Michael Murray and Andy Imparato, posted 28 minutes ago. The video description begins with "Tips for creating a disability inclusive culture: 'I like environments where people...". To the right of the video, there is a rating of 4.6 out of 5 based on 38 opinions. Below the video, the "Community" section shows options to invite friends, with 8,297 likes and 8,319 followers. The "About" section provides the organization's address (1100 Wayne Ave, Ste 1000, Silver Spring, MD 20910), phone number (301) 588-8252, website (www.aucd.org), and identifies it as a nonprofit organization. The top of the page features a large banner image of a man and a woman in conversation, with text overlays: "Grow Diverse and Skilled Leaders" and "Advance Policies that Improve".

Facebook Example

The screenshot displays the Facebook page for Autism Speaks. At the top, the browser's address bar shows the URL <https://www.facebook.com/autismspeaks>. The page header includes the Autism Speaks logo, a search bar, and navigation options like 'Home', 'Create', and 'Send Message'. The main content area features a post from Autism Speaks, dated 1 hour ago, with the text: "Our thoughts are with Maddox's family during this difficult time... We have wandering preventions tips and resources available here: <https://www.autismspeaks.org/wandering-prevention-resources>". Below the text is a photograph of a young boy with blonde hair, wearing a plaid shirt. The post is attributed to FOX2NOW.COM and has the headline "FBI joins search for missing 6-year-old with autism". The post's engagement statistics show 1.2K reactions, 117 comments, and 1.1K shares. The right sidebar contains sections for 'Community' (1,943,166 likes, 1,758,660 followers), 'About' (typically replies within an hour, website: www.autismspeaks.org), and 'Pages Liked by This Page' (including 'Rescue Me' and 'Autism Speaks Minne...'). The left sidebar shows the page's profile information and a navigation menu with options like 'Home', 'Fundraisers', 'Posts', 'Videos', 'Photos', 'About', 'Events', 'Community', 'Instagram feed', 'Family Resources', 'Info and Ads', and 'Autism Speaks Social Lo...'. A 'Create a Page' button is visible at the bottom left.

Twitter

- Good for specific audiences (i.e., general public, professional groups, etc.)
- Can connect for twitter chats
- “Research” tool that is more immediate than listservs and e-mail
- Can share information from other social media platforms and link to internet webpage
- Ability to have a Twitter handle (@twitter) depends on policy and rules of the program’s organization
- Often used in meetings to share learnings
- Needs to have an active user plan on release of material

Twitter Example

Twitter, Inc. [US] | https://twitter.com/CincyChildrens

Home Moments Notifications Messages Search Twitter Tweet

Cincinnati Childrens @CincyChildrens
Cincinnati Children's Hospital Medical Center. News, safety info, research, and community updates.
Cincinnati, Ohio USA
cincinnatichildrens.org
Joined May 2009
Tweet to Cincinnati Childrens
64 Followers you know

Tweets Tweets & replies Media

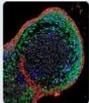
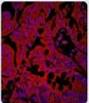
Cincinnati Childrens @CincyChildrens · 38m
Chevy, our facility dog, helped Katie through #cancer treatment and was with Katie on her last day. When no doctor, nurse, or radiation could heal her, Chevy could do what no one else could. He could just be with her. chldrns.org/2pxiGu9 #ChildhoodCancerAwarenessMonth



2 7

Cincinnati Childrens Retweeted

Doug Millay @doug_millay · Sep 6
Excited to share our work in @Dev_Cell about a novel way membranes can fuse. Fun collaboration between our lab @CincyChildrens and the Chernomordik lab @NIH



Myomaker and Myomerger Work Independently to ...
Myoblast fusion is essential for muscle development,

Who to follow · Refresh · View all

- Children's Hospital @Chil... Follow
- Boston Children's @Bosto... Follow
- Nationwide Children's Ho... Follow

Find people you know

Trends for you · Change

- #BelieveSurvivors
HarvardPublicHealth, Kamala Harris, and 2 more are Tweeting about this
- Massachusetts
9,370 Tweets
- Marcus Smart
1,622 Tweets
- Rod Rosenstein
314K Tweets
- #MondayMotivation
PSR, Nuclear Weapons Abolition, Paul F. Walker,

Twitter Example



Tweets **17.6K** Following **2,591** Followers **10.2K** Likes **6,360** Lists **14**

Following

AUCD

@AUCDNews Follows you

The Association of University Centers on Disabilities (AUCD); supporting interdisciplinary research & training University Centers & people with disabilities.

Silver Spring, MD

aucd.org

Joined November 2009

Tweets Tweets & replies Media

AUCD @AUCDNews · 10m
"In light of overwhelming scientific trends pointing to the increasing frequency and strength of extreme weather..."



Who to follow · Refresh · View all

Followed by Christine Liao and others
Pablo Juárez @APabloJuar...
Follow

Followed by Rylin Rodgers and others
Alison Barkoff @AlisonBar...
Follow

Followed by Mark Crenshaw and others
CAPDisability @CAPDisabi...
Follow

Twitter Example

Twitter, Inc. [US] | https://twitter.com/DKWpublichealth

Home Moments Notifications Messages Search Twitter Tweet



Deborah Klein Walker
@DKWpublichealth

Advocate for healthy children, youth, families & communities. RTs not necessarily endorsements @all4bhjustice @wfpha_fmasp @publichealth @familyvoices

huffingtonpost.com/deborah-klein-...
Joined March 2009
629 Photos and videos

Tweets	Following	Followers	Likes	Lists	Moments
9,616	1,906	1,488	2,818	2	0

Edit profile

Tweets Tweets & replies Media

You Retweeted
Westat @westat · 7h
Our own @socialbriumm co-authored a chapter in a new book on environmental health. It explores the potential for new & emerging digital communications to raise environmental health literacy. westat.com/articles/ameli... #HealthLiteracy #EnvironmentalHealth

You Retweeted
Bruce Lesley @BruceLesley · 6m
"If our American way of life fails the child, it fails us all." - Pearl S. Buck #quote

Deborah Klein Walker @DKWpublichealth · 5m
Workforce training is key to future @PublicHealth @aphamch @DC_AMCHP success and health for #CYSHCN & individuals with #disabilities @AUCDNews @HRSAGov @MCHNavigator

Your Tweet activity
Your Tweets earned 1,053 impressions over the last week



View your top Tweets

Who to follow · Refresh · View all

- Sallie Porter** @DrSalliePNP Follow
- Mary Lou McDonald** @... Follow
- Andrea M. Ducas** @andre... Follow

Website Example on the Internet

← → ↻ <https://sph.unc.edu/mch/national-maternal-and-child-health-workforce-development-center/>

GILLINGS SCHOOL OF GLOBAL PUBLIC HEALTH DEGREES STUDENTS DEPARTMENTS DISCOVER GILLINGS GIVE **FULL MENU**

Accessibility

CONTACT US

Student Services Manager: [Carrie Aldrich](#)
Assistant to Chair: [Julie Theriault](#)
[Looking for someone else?](#)

135 Dauer Drive
401 Rosenau Hall, CB #7445
Chapel Hill, NC 27599-7445
(919) 966-2017

Maternal and Child Health Home
Apply
Students
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Research

National Maternal and Child Health Workforce Development Center



National MCH Workforce Development Center
Advancing Health Transformation



The [National Maternal and Child Health Workforce Development Center](#) at UNC Chapel Hill (the Center) offers state and territorial Title V leaders and their partners training, collaborative learning, coaching and consultation in implementing health transformation using a variety of learning platforms.

Visit the Center website for more information <http://mchwdc.unc.edu>

The Center was created in 2010 through a cooperative agreement with the Maternal

Facebook Example

← → ↻ 🔒 https://www.facebook.com/UNCpublichealth

UNC Gillings School of Global Public Health

Deborah Klein Home Create 2 9



UNC Gillings School of Global Public Health ✓
@UNCpublichealth

Home
About
Photos
Reviews
Pinterest
Videos
Events
Posts
Notes
Community
Info and Ads
Create a Page



Like Follow Share ... Send Message

Photos



Hull Prize
@hullprize

Team PHYTA from @UNC spent 6 weeks in

4.7 out of 5 Based on the opinion of 56 people

Ask UNC Gillings School of Global Public Health

"What are your hours?" Ask
"Where are you located?" Ask
"What services do you offer?" Ask

Type a question... ▶

Community Chat (18)

3:41 PM 9/24/2018

Twitter Example

Twitter, Inc. [US] | https://twitter.com/uncpublichealth (9) Association of University Centers on Disabilities - Home

Home Moments Notifications Messages Search Twitter Tweet



Tweets 7,366 Following 406 Followers 13.5K Likes 4,194 Following

UNC Public Health
@UNCpublichealth
The Gillings School of Global Public Health at UNC provides exceptional teaching, ground-breaking research and dedicated service to N.C. and the world.
Chapel Hill, North Carolina

Tweets Tweets & replies Media

UNC Public Health Retweeted
UNC Global Solutions @GillingsGlobal · 5h
Interested in the intersection of #publichealth and medicine in a global setting? We've got the practicum for you! The Honduran Health Alliance is seeking students to lead a cervical cancer screening program in rural Honduras. Learn more on 9/27 in1303 McGavren-Greenberg @ 5:30

Who to follow · Refresh · View all

- UNC IGHD** @uncglobalhe... Follow
- UNC HPM** @unchpm Follow
- MichiganPublicHealth** @... Follow

Windows taskbar: 3:40 PM 9/24/2018

Buttons and Badges

**Interdisciplinary
Technical Assistance
Center**



MCH Navigator



**Association of
University Centers
on Disabilities**



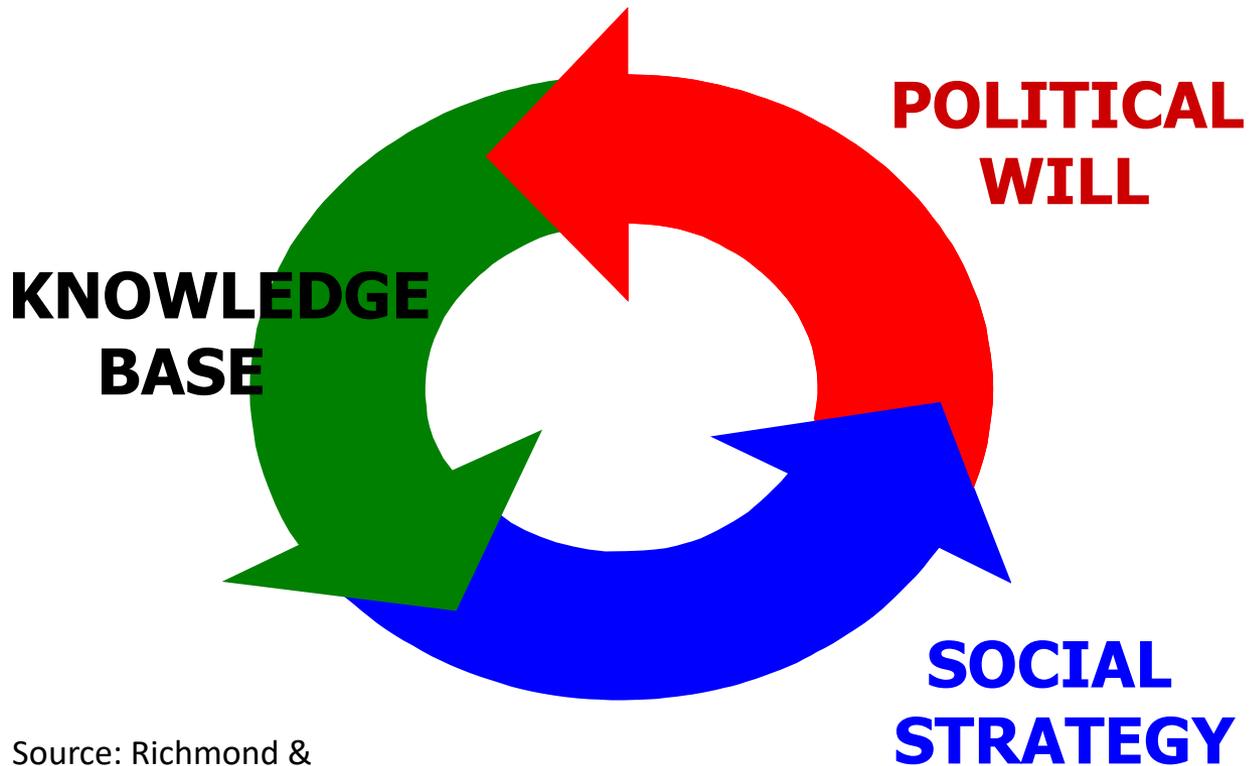
Other Social Media

- Instagram, You Tube, Pinterest, etc.
 - Good for general and professional audiences
 - Link to website and other social media
 - Needs a person to monitor content
- Linked in
 - Professional network
 - Now has platform for information sharing (similar to Facebook and twitter)
- Ability to use social media platforms depends on policy and rules of the program's organization

Summary and Conclusions

- There are many methods for telling a success story
- Know your audience and story before selecting the method(s)
- First hand experiences and data visualization help to tell the story
- Using multiple methods work best in telling your story and getting a positive response to your ASK
- Electronic (e-health) and mobile (m-health) methods are increasingly used today
- Telling the story of a group of programs should use a coordinated approach

Shaping Effective Public Health Programs and Policies



Source: Richmond &
Kotelchuck, 1983

Recommendations

- Prioritize the steps in “telling your story” on a regular basis
- Select the best method(s) for a specific audience
- More than one method repeated over time about the story will be needed to get your ASK
- A coordinated systemic approach with written materials (in standard formats), website linkages and social media (with a common badge/logo) is needed to make an aggregate ASK for a set of programs

Resources

- MCH Navigator <https://www.mchnavigator.org/about/>
- Social Media: Changing Communication and Interventions in Public Health (University of Albany SPH)
<https://www.youtube.com/watch?v=arcN4pewlCA>
- Health Communicator's Social Media Toolkit
https://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf
- CDC Site on Telling Success Stories and Communication Tools
<https://www.cdc.gov/nccdphp/dch/success-stories/index.htm>
- Impact and Value: Telling Your Program's Story
https://www.cdc.gov/oralHealth/publications/library/pdf/success_story_workbook.pdf

Resources

- CDC Office on Smoking and Health (2016). Success Stories: Combining Storytelling and Data to Show Your Program's Impact (Gomez & Marshall)
http://www.tacenters.emory.edu/documents/netconference_docs/SE2016/0524126_Success-Stories-Coffee-Break.pdf
- National Collaborating Center for Methods and Tools (McMaster University) <http://www.nccmt.ca/knowledge-repositories/search/133>



National Collaborating Centre
for Methods and Tools

Centre de collaboration nationale
des méthodes et outils

Thank You for Telling Your Story

Deborah Klein Walker EdD

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@DKWpublichealth

617-240-3810