

Association of University Centers on Disabilities

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>> DR. KLEIN WALKER: Thank you for being here today. As my experience as Title V director, or being in an academic program of Maternal and Child Health, know all your programs. It's wonderful to be here and talk with you about sharing your story. It's interesting, however, in my whole career, it's certainly changed in how you can tell your story because only recently did you have the many opportunities through the Internet, et cetera, that we didn't have when I was a Title V director.

Today, I'll briefly talk about why you tell your story, what is the story? Who are your stakeholders? Understanding that and taking time to know key answers to

those questions is really important. Next, you can decide how you're going to tell your story using either the traditional methods we've always used, which is writing, newspapers, et cetera, or going in to today's use of the Internet and social media. And then I have a few examples of some successful uses of these tools, resources and recommendations.

So first of all, why tell your story? Well, there's a lot of reasons. I think it's important to be clear on what your primary reason is and maybe what others are. There is a little bit of overlap in this list, but it includes everything from education and promotion, so people know who you are. The awareness, your visibility and your credibility. Accountability and evaluation. How would someone know that you really are using the resources that you have for your training program well, for instance?

It is also a mechanism for creating support. Support within your community maybe at the state and national level. Mobilizing resources. I think often we also like to tell a story, at least at the national level, because we want to assure these precious Title V funds remain there. You might also be telling it because it fosters an exchanges of promises practices and also communication and marketing. So there's a number of reasons you may be telling your story.

It's important to list them for your team, and maybe rank in order what are the most important ones?

I wanted to put this in as a maternal child health person. Remember these programs are about essential services about ensuring services for Maternal and Child Health. I think often we don't take the funds and what we're doing back to the core functions of public health so people understand them as well. That's my plug there.

Frequently asked questions about successful stories. Well, what should be included? What methods might you use? Traditional or social media. What should be the length of a written story? Which online and social media methods might be used, if any? And I'm going to encourage you all to use some of those, as well as just a written story. I know when I went to the website, some were using those effectively. What chart, graphs tables and pictures should be used? And what opportunity exist to share stories with others.

The next few slides are about, what are some of the components of the successful story? So again when you're trying to write a successful story, it would be good to go with your team into a place and do a white board where you list the different things you have. And actually address these different components of the successful story because oftentimes, people do them without thinking through the

whole process or all of the components.

A clear description of your program, what's its progress? What's the achievements and impact to date? The lessons learned and future directions. What is also important is to understand a little bit about where you are in the process of telling your successful story. If you're just in the first year, you may not have as much of this information. And I think the successful story should be clear about that. If you completed many years of your program, then you have a different story because you have a lot more information.

Each of these successful stories though should also include an ask. What would -- or a request for action. And to do that, you need to think about what was the purpose of telling your story, but also a little bit about what would you like that stakeholder audience to do after learning your story? Do you want them to hire your graduates? Do you want them to support more funding for Title V for these? Do you want them to know about who funded your project and why it's important? Do you want them to know, for instance, about what you're doing for key audiences in your community? Maybe key vulnerable populations?

So another way of looking at what is a success story is this is just another -- these next two slides is another

person's kind of view of how putting together the different components. And this is actually from the -- a person who did a review of successful stories for a journal in the extension magazine. At the end of it he concluded each successful story should have a rationale. What is the significant impact of the program to the clientele, community or state, what are objectives in methodology? What do you want to accomplish through in our program, and what methods do you use to collect information? What are the program results? What's happened as a result of the program, and what are the major significant findings?

I think this is an important thing to think through, especially where you are in the development of your program or the time that's elapsed because you will have results that are individual, like Lauren said at the beginning, which are great stories of graduates. But also, what is the overall impact and overall numbers? If you can protect into the program on what impacts it's going to have by what's going to be served by trainees, that is also good. But that's something hard to do.

In terms of the program impact, more questions. What impact about did your program have on participants families and communities? And again, you could do that on a one-on-one, but it would be best to actually put that

together with the overall impact.

Have people learned new things, and are they using them in their day-to-day life? That could be both for the trainees and also for the recipients. Members of the program. Members of the healthcare system and community. Are people doing anything differently than they used to do before because of your program? Those are all examples of program impact.

And then the future potential for your program. Especially if you're in the middle of a program or just started it, what potential do you have for the future with a program like yours? And what is your program's contribution to society?

So, again, that's a lot to think about and how you might summarize what your program has done, and you certainly will have responses and answers to some of these more than others, but it's good to keep pushing each of the programs to think about those future potential questions.

All right. Who are the stakeholders? You all have a better view of it probably right now. Let me just show you one other. I put this in because this is the institute of medicines graphic of who are the key stakeholders in assuring conditions of population health, which is in the future of public health. So those are the major circles of

folks that can be considered as stakeholders. But in a list format, it's everything from the general public to health providers, health systems, academic community, advocacy groups, business, businesses, policy makers, and that's at the local state and federal level. And I just want to make the point, even with policy makers, it's often important that you have to go to the general public because the general public are the ones who vote in the policymakers and put the influence on them.

Partners and who are the partners that you might have. In a network, an advisory committee, in a collaborative. Often time, the partners are closer to you. But, in fact, they don't often know your whole story and what you're doing. Public agencies, local state and federal level. I certainly hope that telling your story is clear to the Title V agency in your state. And that there's regular communication there in doing that.

Community organizations. What about consumers and families? And hopefully, you have consumers and families maybe on an advisory board for your program so that's an easier way to get that information out. The funders for sure. And maybe other folks. So there's a wide range of stakeholders. What I would encourage every program to do with this list as well is to consider prioritizing them.

What are the most important. And many of them overlap. Oftentimes, you have to reach the general public if you're going to reach policymakers and do it well. Sometimes, if you have a relationship with a policy maker at your local level, that's good. Maybe you don't have to take that route. But certainly at the national level, congress, or at the state level in legislation, using the general public is important.

The other kind of thing is to think about depending on what your goals for telling your story are, you may want to consider some of these stakeholders because they have bigger clout in your community about having -- being able to tell the story. Or maybe more clout to an on going television station or radio station where you can get the word out more regularly. So it's like thinking strategically of a strategic map of how all these different stakeholders are related.

Okay. The next is a little bit -- again, very many of these are like communication 101, but it's worth reviewing them because they're really important when you think about telling the story. Knowing your audience before you write or disseminate the story who is the audience? What is their perspective? What are their interests, needs, concerns and likes because you want to tell the story this

that framework where they might want to start on a lead with the interest they have or need they have or concern. Rather than doing it the way in academics, which is begin, and end in a linear method. What is the ask you're looking for after they learn about your story? And then what methods are available? So know your audience and what they need. And audiences vary.

In telling your story, there are traditional methods we used before which are project briefs which are one Page 2 pages or longer. Most people would recommend two pages or shorter. Fewer and fewer people use longer ones, but they can be helpful as a backup depending on who is the audience and how much detail they want. But I don't think you would ever use a longer one in place of a one or two pager. It's better to have one or two pagers as well.

Infographics. We have examples of those. Newspaper articles, press releases. Journal articles. Again, it's good to have journal articles for backup for the academic community and evidence based part of what we're doing. We want to use evidence based strategies in public health. But having a journal article alone will never do it. You have to have some shorter version of that.

Blogs and commentaries which are more frequently used today on the internet as a method of sharing information.

Conference presentations can be useful in getting the word out. The key is are you doing anything else with that conference presentation to continuously use the information? That's going to be one theme. It's not just one time once you do something, you want to keep getting that information out in a variety of platforms and ways.

In-person meetings can be effective with presentations. Again, sometimes you can be quite lucky with a one time, in person presentation, but it usually takes several times and on going trust relationship with that person. And then television and radio are the other traditional methods.

Okay. So let's just think about what the format of a written success story might be. Well, I said a little bit about it at the last slide, but everyone really actually should also have something that's really an elevator story. A one, to two sentence or 60 second presentation about your program. So if someone says what are you doing? What is that workforce program you're working for, what does it do? What you tell them the name of it you're ready to say, the program trains needy people in the community who ultimately work with people with disabilities to change their lives. Something, I just made that up. You have to think about it. But it should be something you can tell someone over a cup

of coffee in one minute. Or something you can tell your mother or best friend to really say what the program does. This is hard, we often don't do that. We have to do that with what is Maternal and Child Health and what is public health? You could have a paragraph spotlight. And those could be good for using them on a variety of different platforms. You'll need those if you use Facebook, Twitter or any of the social media. But then again, the one or two page success stories is the more traditional that might be placed on a website. And I already said a full brief can be very good, but as something itself in telling your story, it's not probably good enough. You need a shortened version. Especially true with a public article.

Okay. Components of that one to two page success story. It needs a title, short summary. Something like the issue or challenge. What's the intervention, results, sustainable success, and specific ask. They may be the exact headings but covering topics with these headings could be helpful. I'll show you a couple examples in a second. The title should be several, jargon free. That's something we do often, we put jargons this and people don't know what they are. Even people in the field, if they're not in the exact same program you are, often have times with the jargon so be careful. Capture the message and success of your

story. It would get attention and use action verb. Healthcare providers train, as caretakers of the future. Families with individuals with disability enjoy community events. Youth committed to healthcare careers. I'm sure you can think of better once. But have an action verb in it.

The four tips. One to two pages paragraphs should be short. Using bolds can be good. Using plain language is. References in data are important. You can put them at the bottom as a footnote or end but smaller type. Provide context information for your organization. How do you contact? Sometimes that's frustrating if you want to hear more. And connected to website and social media for further information. So you use this one to two page work sheet often.

All right. You will notice Laura and your staff, I picked this one. It doesn't show up as well, but I was pleased to see on the website there were briefs of your programs using similar formats. It was impressive and good because it brings the whole thing together. This was just an example where you had the program purpose's at the center and you clearly on the first page had the impact out front. I thought those were good examples. I know the people speaking after me will have other good examples.

Infographic s. Really important. More and more people are using them. In fact, if you look at any magazine like news week or Time, lots of infographic s. We like short bites of information, et cetera, our eyes are drawn towards those displays. They hold our attention. It works well in today's world with complex information. I think the MCHB infographic was a good example as well on the website. I thought that was good. The larger page of that looks like this. That's comes along, the Cincinnati LEND people will have a good way to show you as well. It's harder than you think to put all your information in an infographic, but it's worth it and it lasts a while.

I wanted to complement the Healthy Tomorrows program. It's on the website. This is the top half of their infographic, but I found this one appealing as well. They put a lot of information on here as a one pager that you look at it. It's probably just about right. But the more you put on there, it tends to get more congested. So I think you have to be careful. I think theirs was a really nice example.

All right. Newspapers and press releases. This is certainly old and traditional. But writing letters to the editors can be really good in getting parts of your story out and then referring and making sure if you do this, that

if they want to find out more information about your story, you have a website or some other place where they can go and get a really good one or two pager or connect to Facebook or Twitter, et cetera. Writing editorials can be really good. Again, sometimes it depends on the paper how easy it is to get these in, but oftentimes, the local papers like local stories. So I encourage you to try that.

Invite news people to program or special events, especially with your state and local federal policymakers. Take a picture with them. Get that in the paper. Make sure you have the key one sentence phrase you want in about your story. I have to say, sometimes it's tricky for those of you this other institutions because they like to pluck the bigger brand name of the university or hospital or et cetera, when we want to plug the workforce development program. There are ways to go around that so you are clear and get the plug for the workforce development and your host site get their credit, too. By I know that can be a struggle. Because frankly, when the time comes, you want the workforce development program to be known especially across the country. We can talk more about that if you would like.

Create a trusted relationship with a news reporter good method for local community awareness and support can be

used over time with social media. Once you get that article in the paper, you can keep using that on the website, Facebook, et cetera. All of that pays off. It's not a one time event.

Television radio is the same. Creating opportunities where you can be on or be interviewed about maybe there's a special cable TV show or there's -- in our market, they have Sunday shows about what's happening in our community. To do those, you need a trusted relationship with TV and radio personalities and once you have those, you can use those also on websites and your things. We could talk more about this. Sometimes in the past, people use PSAs to get out the word about their program. But PSAs are not that effective anymore because they're shown at weird times how we use TV and radio can be effective, but we can talk more about that.

Okay. The new technology -- first off, sorry, in-person meetings. They can be effective using your success story, but to do this, you really -- even though you may not have a written brief -- you got to do the same work for going into that in-person meeting as you would do for having a written brief or written two pager because you have to make sure what your messages are. Don't try to wing it. You want to maintain eye contact in a warm, conversational voice. Use a flexible approach depending what the person

you're meeting with finds most interesting, questions, et cetera, but there's a way to go back and tell the whole story this that meeting. You want to carefully listen and answer questions. And you want to leave a one to two pager behind. You want to leave something to say, in case you have more information, here it is. Because you may not have been able in that meeting to tell your story and the infographic or one pager you leave behind can do that. You can follow-up with an e-mail or a letter you send to the person to thank them for the interview. So the leave behind is really important. And follow-up with written notes.

Okay. All right. So now we're moving on to the next thing, which is really your e health. I use those methods because people are using e health as a way of using the emerging communication technology especially the Internet, to improve health and healthcare. You could call it electronic methods but oftentimes people shorten it to eHealth we'll talk about websites. That's a central place to have for telling your story so mantra -- many, traditional things can be placed there.

As you move to social media, I was going to focus on Facebook and Twitter, I wanted to make sure people knew these are used a lot today the they're interactive, and they're online communities. They provide timely

dissemination and leverage large audience networks. You can expand your reach through these methods more and more. You can get information quickly and share with others. You can react to on going things like maybe a threat to your program or dismantling it. On the whole, they're inexpensive. Getting the website up is not, but maintaining it can be. I want to make clear that you need someone with the skills who is interested in this to maintain it.

In M health, we talk about M health meaning those using mobile devices to get out the word. That's tablets, phones, et cetera. Least we have any concern, the numbers keep changing how many people use these mechanisms. When I put this together, it was 80% of Americans that are online. I would probably say 100% for professionals and policymakers. But I just saw another thing today that said, 96% of people own a mobile phone. And 72% who own a mobile phone or a cell phone use texts.

So these are more and more being used. I think the theory, even about old people myself not using it, is not really true. Even though people over 65 use them less, but more older people use them. Facebook is also used. More than two-thirds of Americans, specifically 68% use the service as of 2018. Google, that one, 47 million Americans use it and 20% have access to a smart speaker. 86% used it

overall. 13% once a day. And only 15% of Americans don't use Google. I think those are probably older, over 75.

So what are potential uses of these platforms for you? I'm talking about them as professional platforms. You may use these or decide not to use them, for your own personal life. But there are professional uses how many organizations are doing it, and personal uses. I'm talking about the professional use of these.

Okay. Websites on an Internet. This is a really important mechanism. And I didn't go to every one of your programs, but I went to a lot of them to see if there was a website with your program information on it. For some of you it's really easy when you Google it or find it. For others of you, you might Google it, but there's not a lot of information or it goes to the host service because you're part of a hospital or et cetera. Having a good presence on the Internet is important.

This can become the major source for putting down your success stories. Your YOUTUBE, if you do an interview with someone, et cetera. I would just say more and more, it's important. It's a necessity. It's important these also link back to social media. Often times on the website, it will give you a Twitter or Facebook account so people can follow you. Or you can follow them and do a number of

things.

It's important for many types of audiences. And must be maintained for updated information. And should be appealing to readers. So just a couple of examples. Went to one of your programs at the University of New Hampshire. This is after I googled all these, by the way. This was nice because it starts with a nice picture that draws you in. AUCD has an excellent example. I'm not just saying that because they're sponsoring this, but if you notice, they have Facebook, Twitter, and all the other things you can do right here. They show you their tweets right here as well. And they also have these other badges for other projects and things that they have.

So some of you that are in like a university, let's say you're at American University. If I went to the website of American University, would they have a piece over here that shows your training program? I mean, the more you can be on that front page, the better it is.

I know that there's challenges in doing it, but I want to point out that as your programs develop their stories, it's important for you advocate or find out what's possible within the website that you're using. If you don't have a website directly to yourself.

And then the last one is APHA, which is also -- a lot

of us are members of and they have appealing stuff there, too as you go through the website, as well.

Facebook is good for specific audiences. General public, professional groups and consumers. Again, I'm specifying that oftentimes if you're on Facebook personally, you may be following a number of the professional pages there she ways to control your use of Facebook. More and more people are using Facebook. You can create a specific page. I remember a colleague at Autism Speaks is on Facebook you can link written material to the website and other social media platforms. The ability to have a Facebook page for your program is also going to depend on the policy and rules of the program organization. You have to think if it's even possible. And you need an active person to triage the materials.

This is an example from AUCD. What I liked about that was they had all the affiliated things they're working with on the website. You can like any of these and start following their page. And this is their Facebook page. Now, usually, a Facebook feed only gives you what is in the middle --

[Lost connection]

>> A link for more information and often created to be shared with others. Badges are a small link to a web

page. They're using the ITAC for this. And John will speak at the end but there's one more MCH navigator. Women in the middle of the County love Pinterest and using it more than other social media. Most professionals have an LinkedIn account. They have a platform like Facebook and Twitter that came later. That's another place to share information.

In terms of general consumers a lot of other people, Facebook and Twitter are better. All these can be linked to each other. Okay. So in summary, there are many methods for telling a success story once you know what that story is. Make sure you do your work first. Know your audience and story before selecting the method. And there may be some methods better for some of your audiences than others.

Firsthand experience is a data visualization help to tell the story. Using multiple methods probably works best in telling a story over time and getting a positive response to your ask. Electronic and mobile methods are increasingly used and interconnected. And you should use a coordinated approach. I'll come back to that because it will be like telling the LEND story as opposed to you telling your individual story.

I want to point out, I love this graph that Julie Richmond who is the ex-Surgeon General and how well they did for telling a good story. And basically, they say even if

you have a knowledge base and have a good story, it take many sometimes of social strategy and political will to get the change you want. Don't get discouraged. It take a lot to make something happen. Or the ask you want to happen.

A set of recommendations, I would say prioritize those steps on telling your story on a regular base. Select the best methods for your audience. More than one method is needed for a repeated ask. And where I want to end up at the end, this is for the MCH bureau. If you're telling a story, which I would recommend for these programs. It would be good to have a standard badge or hashtag everyone can use to connect it together, like training works or something you can use. So every program when they told their individual story could use the same hashtag or badge for telling the whole story of the Title V workforce programs. I put Title V there because it's important the way people will recognize it in the future. We can talk more about that in the future, but there's a lot of potential looking at the website and what people are doing that could be used to tell the bigger story.

I put resources in the slides. CDC has excellent ones. Navigator has YOUTUBE, et cetera. And that's it. If anyone wants to contact me, here's my Twitter account and my e-mail and my phone number. Thank you very much.

[end of Dr. Klein Walker's presentation]