The Community Engagement Toolkit Companion Guide

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The Community Engagement Toolkit Companion Guide
Module 2 - Communication Strategies

Module 2 - Communication Strategies

Creating awareness, changing attitudes and helping create systemic change requires effective strategies for outreach and sharing impact. This module will focus on how to:

- Identify and map stakeholders.

- Create and use a messaging strategy matrix.

- Engage stakeholders in ongoing dialogue and feedback.

Module 2 - Communication Strategies

- Chapter 2.1 - Channels of Communication

Goal:
This chapter will look at the variety of communication channels you may use to keep stakeholders aware of your efforts and impact, and how to set them up prior to your initial outreach efforts.

Big Idea:

Research shows that people need up to seven exposures to a message before they will act.[18]

Module 2 - Communication Strategies

- Chapter 2.1 - Channels of Communication

There are multiple channels you can use to communicate with your stakeholders. The most effective communication strategies will involvement a combination of these:

- **Digital Communication** - the use of websites and social media platforms.

- **Print Media** - the use newspaper and magazine coverage and designed publicity materials for specific audiences and stakeholders.

- **Television and Radio coverage** - the use of paid or public service announcements.

- **Convenings** - meetings with current and potential stakeholders to raise awareness and share stories of impact and data.

Module 2 - Communication Strategies

- ## Chapter 2.1 - Channels of Communication

Digital Channels:

- **Websites** - one of the most crucial digital channels to communicate both impact and to connect.

- **Social Media** - uses a variety of channels to connect to unique audiences.

  - o **Facebook**[19] - is useful for sharing content with individuals as well as for promoting business.

  - o **LinkedIn**[20] - is useful to engage with current and potential stakeholders to raise awareness and share stories of impact and data.

  - o **Twitter**[21] - has carved out a unique to share news with stakeholders.

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Module 2 - Communication Strategies

- Chapter 2.1 - Channels of Communication

Digital Channels:

- **Social Media** - uses a variety of channels to connect to unique audiences.

  o **Instagram**[22] - is best used to share pictures or video content.

  o **YouTube**[23] - is best used to promote an archived video and as a support tool for one of the other digital channels.

  o **Blogs, Digital Newsletters, and Emails -** are also useful tools that can be used to highlight the work of individuals and organizations and progress toward goals.

Module 2 - Communication Strategies

- Chapter 2.1 - Channels of Communication

Print Channels:

- **Print Media** - Newspaper and magazines can highlight your cause through a story of interest or at least share your planning meetings in the public service announcements.

- **Designed Print Materials** - creating and producing promo folders, graphically rich information sheets or cards that share your project's purpose, call to action, and intended impact.

Module 2 - Communication Strategies

- Chapter 2.1 - Channels of Communication

Convenings:
Convenings are useful ways to engage both those who are involved in the efforts and the community at large. Organizers should consider using a mix of the three types of convenings for effectiveness:

- In-person meetings.

- On-line meetings.

- A mix of these methods.

Module 2 - Communication Strategies

- Chapter 2.1 - Channels of Communication

Television and Radio Coverage
Both television and radio reach vast audiences. The cost to plan, produce, and place an awareness piece on either of these channels will be expensive. Investigate local stations to determine if your project may have free exposure through public service announcements.

Module 2 - Communication Strategies

You have completed Chapter 2.1 Module 2 of the C-TAC Toolkit.

Please complete the exercises in your C-TAC Toolkit Companion Guide before continuing Module 2.

Module 2 - Communication Strategies

- Chapter 2.2 - **Developing Communication Strategies for Outreach**

Big Idea
The success of your communication strategies is measured by:
- The number of people who become aware.
- The number who then engage.
- The degree to which stakeholders share the message.
- The demonstrated changes in attitudes and actions.

Module 2 - Communication Strategies

- Chapter 2.2 - **Developing Communication Strategies for Outreach**

Stakeholder Mapping
Developing outreach strategies begins with understanding individuals and organizations who have a stake in the outcome and who may benefit from being involved.

Action Step
Complete the Stakeholder Mapping Grid in the Companion Guide:

- Identify and list individuals and organizations who are actively involved in advanced illness care. Include their contact information.

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Module 2 - Communication Strategies

- Chapter 2.2 - **Developing Communication Strategies for Outreach**

Stakeholder Mapping

Action Step

Complete the Stakeholder Mapping Grid in the Companion Guide:

- Record their priorities, their values and the resources they can contribute to the overall effort.

- Record their priorities, their values and the resources they can contribute to the overall effort.

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Module 2 - Communication Strategies

- Chapter 2.2 - **Developing Communication Strategies for Outreach**

Stakeholder Mapping Grid

As you consider others to add, key stakeholders could include those individuals and/or organizations who:

- Provide medical care from the time of diagnosis until death.

- Determine what medical care can be provided.

- Provide social support from the time of diagnosis until death.

- Determine what social supports can be provided.

- Provide mental healthcare from the time of diagnosis until death.

Module 2 - Communication Strategies

- Chapter 2.2 - **Developing Communication Strategies for Outreach**

Stakeholder Mapping Grid

As you consider others to add, key stakeholders could include those individuals and/or organizations who:

- Support the faith of the person with an advanced illness.
- Provide legal counsel.
- Pay for services and supports.

Module 2 - Communication Strategies

- Chapter 2.2

Stakeholder Mapping Grid

- Consider the role that each stakeholder plays. These include:

Role	Definition
Budget Holder	Those who hold ultimate budget responsibility
Payor	Those who determine the value of care and process payments to care providers
Provider	Those who provide direct patient care
Navigator	Those who provide navigation through the system, and provide answers to questions
Supporter	Those who provide support for the person and the family throughout the illness.
Influencer	Those who influence care delivery including patient advocacy groups and professional medical organizations

Module 2 - Communication Strategies

- Chapter 2.2 - **Developing Communication Strategies for Outreach**

Stakeholder Mapping Grid

The value of stakeholder mapping is that it helps you understand the connections that exist between stakeholders and how they can influence one another to take action. In prioritizing make the following considerations:

- Who can positively impact your goals?

- Who has an interest in advanced illness care?

- Who can influence others to take action?

- Who may have unique knowledge or relationships that can benefit the effort?

Module 2 - Communication Strategies

- Chapter 2.2 - **Developing Communication Strategies for Outreach**

Stakeholder Mapping Grid

Once the relationship column has been completed:

- Rate each stakeholder's impact, interest, influence, and knowledge on a scale of 1-10 with one being lowest and ten being highest.

- Total the Scores for a priority score.

- Rank the stakeholders in order of priority.

- Analyze the highest scores for individuals and organizations that score the highest, as well as, the stakeholder roles.

Module 2 - Communication Strategies

Please complete the Reflection Questions and Action Step in your C-TAC Toolkit Companion Guide before continuing Module 2.

Module 2 - Communication Strategies

- Chapter 2.2 - **Developing Communication Strategies for Outreach**

Messaging and the Messaging Strategy Matrix

The Messaging Strategy Matrix helps you determine what and how you will communicate with prioritized stakeholders. Its structure enables you to look across audiences, and plan messaging, supporting evidence, the call to action and ways to engage.

Module 2 - Communication Strategies

- Chapter 2.2 - **Developing Communication Strategies for Outreach**

Messaging and the Messaging Strategy Matrix

In creating your Messaging Matrix, you will want to consider:

- The information you wish to share.

- The information you would like to learn.

- The actions that you want to encourage by:
  o Identifying the role played by your primary stakeholder group(s).
  o Having a clear objective.
  o Describing what each of your groups need to know.
  o Understanding what supporting evidence may be required for stakeholders to confidently make a decision.
  o Knowing the actions, you would like to stakeholders take.
  o Using a channel(s) that effectively communicates with your stakeholders.

Module 2 - Communication Strategies

- Chapter 2.2

Messaging: Identifying the Stakeholder Audience

Use the Messaging Matrix in the Companion Guide to complete this part of the Module.

Messaging Strategy Matrix

Stakeholder Group	Patient/ Family	Payor	Provider	Supporter	Influencer	Funder
Objective						
Pt/Family Need						
Message						
Supporting Evidence						
Call to Action						
Channel						

Module 2 - Communication Strategies

- ## Chapter 2.2 - **Developing Communication Strategies for Outreach**

Messaging: Identifying the Stakeholder Audience

As you start to develop the messaging matrix,

- It is important to first determine your primary stakeholder audience.
  - The best approach is to look at the stakeholder grid you completed earlier and choose the one you which is the highest priority.
  - This is also the group you should communicate with most frequently.

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- Chapter 2.2 - **Developing Communication Strategies for Outreach**

Messaging: Identifying the Stakeholder Audience

As you start to develop the messaging matrix,

- Most often, those who are represented will include the payor, the provider, the supporter and the influencer. You will also want to include the patient/family and funders.
- Then order them on the grid based on the level of priority. If a stakeholder group is not a priority, you should omit it from the matrix

Use the Reflection Questions in the Companion Guide to help you in this process

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Module 2 - Communication Strategies

- Chapter 2.2 - **Developing Communication Strategies for Outreach**

Messaging: Identifying Your Objectives and Message

Follow along in the Companion Guide through this exercise.

- Once you have chosen the primary stakeholder audience, you will want to determine your objective for outreach and communication. The easiest way to do this is to think about what it is you want those who hear the message to do.

- The Present/Future grid and the patient journey, along with your overarching goals, are helpful in guiding your choice of objective.

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Messaging: Identifying Your Objectives and Message

Follow along in the Companion Guide through this exercise.

In the patient journey excerpt below, there seems to be a clear need for a patient navigator.

Edna has been diagnosed with stage-3 metastatic breast cancer. She wants to take an active role in her care and would like to know more about what she can do. Since multiple organizations provide resources, she and her family need help to navigate through the system.

This is reflected in the objective section of the message strategy matrix as well as the patient/family need.

Module 2 - Communication Strategies

- Chapter 2.2 - **Developing Communication Strategies for Outreach**

Messaging: Identifying Your Objectives and Message
Follow along in the Companion Guide through this exercise.

The Present/Future grid and the patient journey will also be helpful as your craft your messages. The message you choose needs to:

- Connect with your audience on an emotional level.

- Should describe a particular decision point or challenge for the patient, their family or the provider.

- Each message should describe the patient, their family or the provider; the action taken, the result and the impact.

Module 2 - Communication Strategies

- Chapter 2.2 - **Developing Communication Strategies for Outreach**

Supportive Evidence

Follow along in the Companion Guide through this exercise.

Supporting evidence is an important part of the messaging strategy because it brings in data from outside sources to support the claims being made.

- Evidence being drawn upon may help define the concept or be used to demonstrate value.

- Evidence that includes quantitative data and focuses on patient satisfaction or cost reduction is best. When used correctly, qualitative data can also be effective.

Module 2 - Communication Strategies

- ## Chapter 2.2 - **Developing Communication Strategies for Outreach**

Supportive Evidence

Follow along in the Companion Guide through this exercise.

Supporting evidence is an important part of the messaging strategy because it brings in data from outside sources to support the claims being made.

- Evidence obtained from well-known healthcare sources like the New England Journal of Medicine may be perceived as being stronger and harder to refute.

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- Chapter 2.2 - **Developing Communication Strategies for Outreach**

Call to Action

Follow along in the Companion Guide through this exercise.

In the example you have seen here, Edna needs help navigating the system.

- The oncology center where she receives care has assigned her a patient navigator.

- The supporting evidence helps describe what patient navigators are, and what value they provide to the patient, their family the provider.

Now that you have built the case, with the key message and supporting evidence, you want your target audience to take action.

Module 2 - Communication Strategies

- ## Chapter 2.2 - **Developing Communication Strategies for Outreach**

Determining Frequency

Follow along in the Companion Guide through this exercise.

Receiving no response or a negative response may reveal that
- The message isn't strong enough.
- The supporting evidence is lacking.
- The target audience needs time to consider the ask.

Research shows that messages often have to be delivered up to seven times to get traction. [20]

Having patients and families tell their story, or showing visuals, will generally help reinforce your case. Providing additional data may also increase your odds of success.

Module 2 - Communication Strategies

- ## Chapter 2.2 - **Developing Communication Strategies for Outreach**

Messaging Follow-Up

Follow along in the Companion Guide through this exercise.

After you go through the message with its intended audience, it is important to be prepared with some follow-up questions. It can be useful to ask:

- Is the issue as a compelling problem?
- What additional information might be helpful?
- Are there are others who could also benefit from hearing the message?

Module 2 - Communication Strategies

- Chapter 2.2 - **Developing Communication Strategies for Outreach**

Engaging in Ongoing Dialogue

Follow along in the Companion Guide through this exercise.

Engaging communities requires more than messaging:

- Ongoing dialogue and feedback are required through a one-to-one meeting, focus groups, task forces and other convenings.
- Questions should be clear and focused on things that you plan to act upon.
- Have plans for data you gather.
- Establish trust and an ongoing commitment to the community by demonstrating how stakeholder feedback is used.

Module 2 - Communication Strategies

- Chapter 2.3 - **Developing Communication Strategies for Sharing Impact and Growing the Effort**

Big Idea

Communicating impact starts with keeping it front and center. To maintain and grow the effort requires continuous care and feeding. This chapter will look at how to keep stakeholders aware of your efforts, and how to use digital channels to help achieve this.

Module 2 - Communication Strategies

- ## Chapter 2.3 - **Developing Communication Strategies for Sharing Impact and Growing the Effort**

Revisiting Your Outreach Communication Strategy

Your impact communication strategy will use the same channels as your outreach communication. These should include:

- Convenings of stakeholders

- Email and/or eNews updates

- Print Materials

- Use of Digital Channels

Revisit Chapter 2.1 to review the Communication Channels and their use.

Module 2 - Communication Strategies

- Chapter 2.3 - **Developing Communication Strategies for Sharing Impact and Growing the Effort**

Messaging

Use your impact communication to highlight one or two of the following ideas:

- Share stories of progress and impact.

- Revisit the project objective and "Call to Action."

- Highlight partners alliances that move the project's completion and impact.

Module 2 - Communication Strategies

- ## Chapter 2.3 - **Developing Communication Strategies for Sharing Impact and Growing the Effort**

Reconvening

Reconvene your stakeholders to share stories, either in testimonies or video form. This sharing will display that your project is moving forward with its desired impact. Use these events to acknowledge and thank stakeholders and partners for their participation.

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- Chapter 2.3 - **Developing Communication Strategies for Sharing Impact and Growing the Effort**

Emails and eNews Updates

Sending out periodic emails or eNews updates to your stakeholders and partners keeps them connected to you, your and your project's progress and impact on its target audiences.

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- Chapter 2.3 - **Developing Communication Strategies for Sharing Impact and Growing the Effort**

Print Materials

You can also send "Thank You" notes to your stakeholders and partners. Handwritten notes provide a personal touch. Sending a prepared and printed "fact sheet" update with a short-handwritten note is another option.

Module 2 - Communication Strategies

- Chapter 2.3 - **Developing Communication Strategies for Sharing Impact and Growing the Effort**

Digital Channels

Use the different social media platforms to tell your stories and to share data and impact. Continue to reinforce the need and "call to action." Use your social platforms to drive your audience to your website where you can give more details about your projects.