#### CA HEALTHIER LIVING COALITION WEBINAR

## SHARE YOUR STORY: INTRODUCING CDPH'S CHRONIC DISEASE PREVENTION TOOLKIT

THURSDAY, MARCH 12, 2015 2:00 – 3:30 PM

#### Welcome!

Thank you for joining us today.

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## Agenda

Welcome Lora Connolly, CDA

Introduction
 Mary Strode, CDPH, CAPP

Share Your Story: Introducing CDPH's Mary Rousseve, CDPH, CDCB Chronic Disease Prevention Messaging

**Toolkit** 

Sharing Our Story
 Karol Matson & Barb Heinzel

Partners in Care Foundation

Questions and Answers All

Closing
 Lora Connolly, CDA

#### Share Your Story

Introducing the

#### Chronic Disease Prevention Messaging Toolkit

Mary N. Rousseve Communications Specialist Chronic Disease Control Branch March 12, 2015





#### Webinar Overview

- Presentation of the Chronic Disease
   Prevention Messaging Toolkit
- Steps to develop compelling messages
- How to use Storytelling Templates
- Where to publish your Story
- Resources



## Chronic Disease Prevention Messaging Project (Messaging Toolkit)

#### **Project Goal:**

Create a chronic disease prevention unifying tagline and marketing tools for local health departments and community-based organizations to utilize as part of their health promotion program or initiative.







## Introducing the

Chronic Disease Prevention Messaging Toolkit



## Messaging Toolkit

The Messaging Toolkit received the 2014
National Public Health Information Coalition **Silver Award** for Excellence in Public
Health Communications *Out-sourced Webcast/Podcast Based Training.* 





## Messaging Toolkit

- Provides information on how to craft compelling messages for:
  - Success Stories
  - Social Media
  - Publications
- Includes Storytelling Templates
- Information on how to use the Lifetime of Wellness unifying tagline

## Unifying Tagline Lifetime of Wellness

- Created for LHDs, CBOs, statewide partners
- A vision for public health and non-public health partners
- Defines our shared commitment to achieve equity in health and wellness



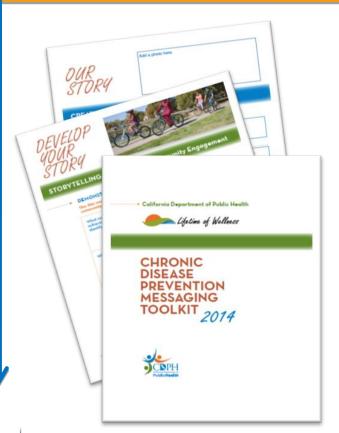


## Our Collective Goal Build an Effective Messaging Campaign

- Empower audiences with the knowledge that they can improve their own health and the health of their communities.
- Engage partners outside the public health field in health-oriented solutions.
- Promote inclusive dialogue with California's diverse communities.



#### How to Use the Toolkit



STEP 1: REVIEW Create Your Message, Talking About Chronic Disease Prevention Tipsheet which includes helpful tips on how to create compelling health messages.



#### How to Use the Toolkit

**STEP 2: IDENTIFY** the most effective and relevant methods of delivering your chronic disease prevention message. Types of communication forums may include:

- social media
- on-line newsletters, websites
- educational materials
- storytelling

## Focus on Storytelling

**STEP 3: DEVELOP** your story. Storytelling is a great way to share program successes in community engagement, partnership collaboration, program development and more.



## Focus on Storytelling

- STEP 4: PUBLISH your story. Use the storytelling template to publish your story.
- STEP 5: SHARE your story with state and community partners. Send it to CDPH Chronic Disease Control Branch at cdcb@cdph.ca.gov



## What's in the Messaging Toolkit

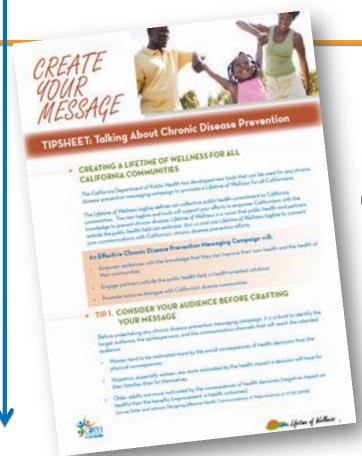
#### Tipsheets

- Talking about Chronic Disease Prevention
- How to develop Social Media messages

#### Storytelling Templates and Resources

- Worksheets and Templates
- Writing tips and helpful weblinks







**Tip 1:** Consider your audience before crafting your messages

- Target audience
- Spokespeople
- Communication channels





#### Tip 2: Message Matters

- Marketing research
- Engage the individuals and community you are trying to reach
- Develop messages that are culturally relevant, easy-to-understand, and in the audience's native language



#### Tip 3: Framing Wellness

- Start with the appropriate "frame"
  - Consideration of a person or community's past experiences, values, and judgments
- Build messages around concepts of opportunity and responsibility

Everyone deserves an equal opportunity to live well.



#### **Tip 4:** Components of an Effective Key Message

- Describes a shared value
- Attention-getting fact
- Problem statement
- Hopeful solution



**Tip 5:** Use Key Messages Consistently



## **Tip 6:** Messaging Do's and Don'ts Do

- use value-driven, emotionally compelling language
- use one strong and compelling fact
- use effective and credible spokespeople
- talk about solutions
- talk about the broad, positive impact



#### Do not

- use acronyms, jargon, or complicated terminology
- use so many facts that your message gets lost
- forget to conduct marketing research
- just focus on the problem
- single out a person or group



#### **Tip 7:** Demonstrate Public Health Commitment

- Coordinate with partners to leverage media and communications efforts
- Be an expert and/or provide referrals to state and local experts
- Share resources, technical assistance, and training opportunities





**PublicHealth** 

## **Success Story**

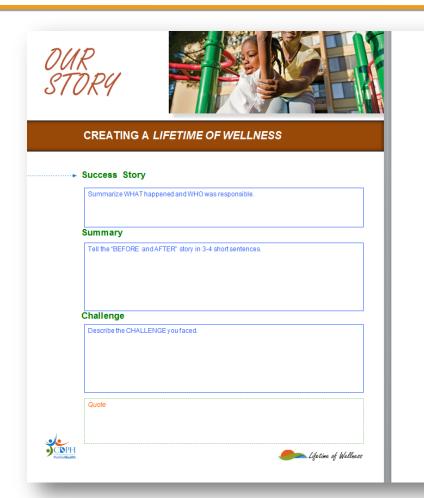
## Worksheets and Fillable Forms

#### Worksheets and Fillable Forms

- Success Story Worksheets and Fillable Forms
  - Innovative Partnerships
  - Community Engagement
  - Your Story
  - Our Story



#### Fillable Forms



**Public**Health

Describe WHEN, HOW, and WH	łY your solution came together.
Draw on your "lessons learned."	
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Results	
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#### Fillable Forms

the "BEFORE and AFTER" story in 3-4 short sentences.
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cribe the CHALLENGE you faced.

California Department of PublicHealth

#### Fillable Form

#### **Success Story**

#### Summarize WHAT happened and WHO was responsible.

The California Department of Public Health's (CDPH) Coordinated Chronic Disease Prevention Program (CCDPP) developed a Chronic Disease Prevention Messaging Toolkit (Messaging Toolkit) and *Lifetime of Wellness* tagline.

The Messaging Toolkit and Lifetime of Wellness unifying tagline is intended to assist local health departments and community-based organizations with crafting and publishing compelling chronic disease prevention messages for use in program development, policy, and marketing activities.

#### Summary

#### Tell the "BEFORE and AFTER" story in 3-4 short sentences.

In 2011, CDPH CCDPP received a three-year planning grant from Centers for Disease Control and Prevention (CDC) to develop a robust public health department infrastructure for coordination of programs that address chronic disease and its risk factors; create and/or participate in statewide coalition(s) that address chronic disease prevention broadly; develop a statewide burden of chronic disease baseline data report; develop a statewide chronic disease prevention plan known in California as the California Wellness Plan, 2014 (CWP); and develop chronic disease prevention health messages and a communications toolkit.

The Messaging Toolkit and *Lifetime of Wellness* tagline were developed to assist local health departments and community-based organizations to craft messages and success stories that support their program and the implementation of the CWP.

CWP is the result of a statewide process led by CDPH to develop a roadmap with partners to create communities in which people can be healthy, improve the quality of clinical and community care, increase access to usable health information, assure continued public health capacity to achieve health equity, and empower communities to create healthier environments.

See CWP.

#### Challenge

#### Describe the CHALLENGE you faced.

The original goal was to create a "one size fits all" messaging toolkit and accompanying tagline for CDPH chronic disease prevention and health promotion programs and partner organizations to use. After conducting research with stakeholders, it was determined that multiple toolkits are needed and



#### Final Version



**PublicHealth** 

#### **Publish**

- Email your story to partners, colleagues, stakeholders – or disseminate via a listsery
- Distribute copies at community events, meetings, etc.
- Incorporate your story into your program's newsletter
- Post on a bulletin board in your office, at a community site, etc.



#### **CA Online Partner Websites**

#### California Healthier Living Coalition website

http://www.cahealthierliving.org/

Contact person: Barb Heinzel, Partners in Care Foundation

bheinzel@picf.org

#### CDPH CA Arthritis Partnership Program webpage

http://www.cdph.ca.gov/programs/CAPP/Pages/default.aspx

Contact person: Mary Strode, CAPP Program Manager

mary.strode@cdph.ca.gov



#### **CA Online Partner Websites**



http://www.cdph.ca.gov/programs/cdcb/Pages/default.aspx

Contact person: Mary Rousseve, CDCB Communications Lead

mary.rousseve@cdph.ca.gov

[Your Organization Here]



#### National Online Websites

#### Centers for Disease Control website

http://www.cdc.gov/nccdphp/dch/success-stories/

Contact person: Mary Strode, CAPP Program Manager

mary.strode@cdph.ca.gov

#### NACDD Success Story Templates and Information

http://www.chronicdisease.org

Contact person: Mary Strode, CAPP Program Manager

mary.strode@cdph.ca.gov



## **CAPP Example**

#### NACDD Success Story – California





#### Resources

#### **Health Literacy**

http://www.cdc.gov/healthliteracy/pdf/Simply Put.pdf

#### **Plain Language Act**

https://plainlanguage.nih.gov/CBTs/PlainLanguage/login.asp

#### **Health Literacy and Communications**

http://www.health.gov/communication

## CDC Gateway to Health Communications and Social Marketing Practice

http://www.cdc.gov/healthcommunication

## Thank You!

## For more information, please contact:

Mary Strode, M.S., Program Manager California Arthritis Partnership Program Chronic Disease Control Branch California Department of Public Health mary.strode@cdph.ca.gov

Mary N. Rousseve, Communications Lead Chronic Disease Control Branch California Department of Public Health mary.rousseve@cdph.ca.gov

## **Sharing Our Story**

Karol Matson, RD, MS, CDE Barb Heinzel, MPH, CHES



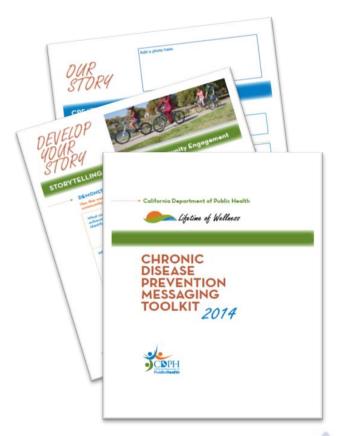
## Overview

- Orientation to Storytelling Toolkit
- Identified target audience
- Identified potential delivery methods
- Identified the "Success" to share
- Identified our Storytelling team and roles
- Identified the Storytelling worksheet and template to use



## Review the Resources

- Downloaded Chronic
   Disease Prevention
   Messaging Toolkit from website
- Toolkit explained by CDPH CDCB staff





## Consider the Audience For the Story?

- Potential participants
- Partnering organizations
- Potential funding sources





# Identify Delivery Method

- CDSMP recruitment flyers
- CA Healthier Living Website
- Partners in Care Foundation's webpage





# Identify the Success

- Participant success
- Organizational success
- New and innovative opportunity



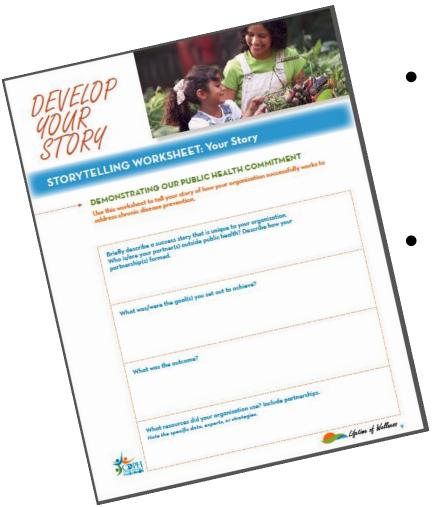


Storytelling Team

- Project Associate and Program Director
- CDSME Leaders
- Director of Advocacy & Outreach



# **Developing Our Story**



- Choosing the Storytelling Worksheet
  - Your Story
- Organized story ideas



# Briefly describe a success story that is unique to your organization



- Underserved population
- High Impact
- Improved quality of life



## What was the outcome?

- Increased participant engagement
- Enriched cultural sensitivity
- Physical and psychological benefits
- Accomplished individual achievements/goals due to the participants moving at their own pace and completing Action Plans



# Goal of this Project

- Partner two programs (Arthritis Exercise and Tomando Control de su Salud)
- Engage participants in the Latino community
- Neighboring organizations to pool participants for one self-management workshop



# What were the ingredients that made your project successful?

- Significant Community
   Outreach
- Building relationships
- Culturally appropriate
- Passionate staff
- Individualized





## Quotes

What are the benefits of having the programs available to your residents?



- "The benefit, first, when people like you, your organization, give the residents something to look forward to. Attitudes change. People look happy to be a part of an event"
  - "They have lots of issues and it helps them to deal with them. The exercise class improved their mental health. Buena mentalidad, Buen cuerpo physico" (Healthy mind, healthy body).
- "They became sad when the exercise class ended. They thought the class was very nice and it made them happy. I encourage them to continue the exercise Lucy taught them at home. I don't have the training or capacity to teach them myself."



# What did you learn from working on this project?

- Teamwork between leaders
- Importance of "Individualizing"
- Creative marketing
- Using incentives





Publishing



changing the shape of health care

# Putting the Pieces Together





**CREATING A LIFETIME OF WELLNESS** 

Choosing the template and picture



## SUCCESS STORY

Partners in Care Foundation, Inc., (Partners) coordinates Chronic Disease Self-Management Education programs throughout Los Angeles County. Partners collaborated with Mar Vista Community Center and Mar Vista Family Center to link two self-management programs to improve the quality of life of individuals living with chronic conditions, such as diabetes, arthritis and cardiovascular disease. This is an innovative idea, utilizing a dynamic exercise program (Arthritis Exercise) as a springboard to enrollment into a skill-based workshop (Tomando Control de su Salud) for the day to day management of a chronic condition.



## Challenge

## We faced two main challenges

- Introducing chronic disease self-management education to a population that was unfamiliar with these types of programs
- The need to develop multiple and unique marketing strategies to reach the target population



### Solution

- Staff devoted significant time to community outreach by recruiting during popular activities and programs
- Staff used their belief in the potential benefits of the programs to fuel their enthusiasm in the delivery of the program
- Staff individualized the programs resulting in strong engagement



#### Results

- Accomplished individual achievements/goals due to the participants moving at their own pace. They were not intimidated, felt comfortable to attend and were able to see their progress in each class. The self-paced aspect of the programs allowed people of all ages and abilities to participate.
- As a result of Tomando, the participants feel more aware of ways they can take care of their health. This makes them feel more in control of managing their chronic condition. Participants often commented on portion control and relaxation techniques.
- Completing action plans encourages participants to put into practice what they are learning in the workshop.



# Sharing

- CA Healthier Living Coalition
  - www.cahealthierliving.org
  - Living Your Best Life newsletter
- CDPH/Chronic Disease Control and Prevention Branch
- Centers for Disease Control and Prevention





# Thanks for letting us share..





**CREATING A LIFETIME OF WELLNESS** 



## QUESTIONS? COMMENTS? DISCUSSION?



# CA HEALTHIER LIVING WEBINAR & MEETING DATES

### **Webinars**

Tuesday, June 23, 2015 @ 2:00 – 3:30 pm Tuesday, September 15, 2015 @ 2:00 – 3:30 pm

### **In-person Annual Meeting**

Wednesday, November 18, 2015 9:30 am – 3:30 pm

#### **Lora Connolly**

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Lora.Connolly@aging.ca.gov

### Mary Strode, M.S.

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# **THANK YOU!**