Leveraging Partnerships to Take Communication Efforts to the Next Level

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Sierra Health Foundation – Healthy Sacramento Coalition
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Overview of Session

- Review of the importance of strategic communications
- Further discussion of getting the word out
- Partnerships as a method of communication
- Activity: Expanding your partnership network
- Activity: Developing an Action Plan
Use Communication Strategically

- Communication Planning: understand our objectives, audiences, channels, and strategies

- Audience Research: segment our audience by age, ethnicity, gender, life stage, etc.

- Evaluation: measure changes in attitudes, beliefs, intention, and awareness
Partnerships and the Communication Process

Strategic Program Communication Planning Model

1. Assess current situation
2. Set communication goals & objectives
3. Identify intended audience
4. Develop & pretest messages
5. Select channels, activities, materials, & partnerships
6. Develop action plan
7. Adapt or develop materials & test
8. Implement, evaluate, & modify plan
Types of Communication Channels

- **Broadcast**
  - Television and radio
  - Mass media, community and ethnic

- **Print**
  - Newspapers, magazines, newsletters
  - Mass media, community and niche

- **Outdoor**
  - Billboards, transit shelters, trains, buses

- **Digital**
  - Web, social, and mobile
  - Yours and partners

- **Community**
  - Salons, supermarkets, places of worship
The Benefits of Partners

- Expand reach to key audiences
- Divvy up the work (and cost)
- Build/leverage credibility by association
- Diversify your messengers
- Leverage partner networks (and contacts)
- Increase sustainability
Potential Challenges

- Reduced autonomy in decision making
- Unexpected conflicts of interest/differences of opinion
- Potential drain on resources
Building the Ideal Network of Partners

- Consider which levels of collaboration is appropriate
- Understand a partner’s organizational culture before engagement
- Leverage shared values to create lasting partnerships
- Establish mutually beneficial partnerships
## Levels of Collaboration

<table>
<thead>
<tr>
<th>Level</th>
<th>Purpose</th>
<th>Structure</th>
<th>Process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking</td>
<td>Share information</td>
<td>Loose, flexible, nonhierarchical</td>
<td>Little conflict, informal communication</td>
</tr>
<tr>
<td>Alliance</td>
<td>Limit duplication of services</td>
<td>Semiformal, communication hub</td>
<td>Facilitative leaders, complex decision making</td>
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<tr>
<td>Coordinating</td>
<td>Share resources</td>
<td>Defined roles, central body of decision makers</td>
<td>Autonomous leadership, group decision making</td>
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<tr>
<td>Coalition</td>
<td>Share ideas and resources</td>
<td>Formal defined roles, all members are decision makers</td>
<td>Shared leadership, formal decision making</td>
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<tr>
<td>Collaborating</td>
<td>Build interdependent system to address common goals</td>
<td>Consensus decision making, formal roles and time</td>
<td>Ideas and decisions equally shared, highly developed communication</td>
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</tbody>
</table>

Understand Organizational Culture

CTG

Service providers

Businesses

Decision makers

Faith based orgs

Community orgs

Public health

Education
Leverage Shared Values
Building the Ideal Network of Partners

• Consider which levels of collaboration is appropriate
• Understand a partner’s organizational culture before engagement
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Activity

Maximizing Partnerships
Maximizing Partnerships

Choose which partner sector you would like to strengthen.

- Business
- Education
- Decision makers
- Housing (e.g., landlords, managers, etc.)
- Non-Profit / Community Organizations
- Faith-based Organizations
- Cultural Organization (specify): [ ]
- Other: [ ]

What do you know about the mission of this partner? What do you know about their corporate or organizational culture? How might they measure success?

What are some ways to find information?

What are some specific organizations you might consider that fall within this sector?

Identify areas of common interest.

Based on your knowledge, what values, goals, or mission does your program align with this sector?

How would a partnership with this partner sector benefit your initiative (benefit to you)?

How would a partnership with your initiative benefit this partner sector (benefit to them)?

What might be the barriers to partnering with you (e.g. too much time, money, resources, or how it affects their reputation)?

What support and/or actions would you ultimately like the organization to take on behalf of your initiative?
Developing an Action Plan

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References:
Activity

Communication Planning Worksheet
Communication Planning Activity

• Break out into Healthy Sacramento Coalition’s three disciplines:
  • Healthy Eating, Active Living
  • Tobacco Free
  • Clinical Prevention

• Discuss and complete the Communication Planning Worksheet

• Report back to the larger group

• Identify next steps
## Communication Planning Activity Worksheet

### Program Objective:

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<th>Audience</th>
<th>Audience Understanding</th>
<th>Format/Channels</th>
<th>Evaluation</th>
<th>Task Lead and Timing</th>
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<td>Why do you need to reach this audience? How will they use the information?</td>
<td>Describe the specific audience segment</td>
<td>Where can you find more information about this audience’s needs and interests?</td>
<td>What are ways you can reach this audience? What formats and channels do they prefer?</td>
<td>How can you be sure you reached the audience?</td>
<td>Who can do this work for you? What are the immediate timelines?</td>
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# Communication Planning Activity Example

**Program Objective:** Increase the number of community leaders in Madison County who support smoke-free multi-unit housing from 1 to 75 by September 2013.

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<td>Engage opinion leaders and educate them about second-hand smoke.</td>
<td>Opinion leaders who can shape public opinion and live in your county</td>
<td>Opinion leaders have close followers (assistants, deputies, etc.)</td>
<td>Presentations Newsletter One-on-one Community forums Twitter Letters to the editor</td>
<td>How many opinion leaders are supportive of your efforts?</td>
<td>John Doe, Public Information Officer; By August 2013</td>
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Your Turn

Report Back
How Did It Go? What Are Your Next Steps?

- What was easy for you?
- What was challenging?
- What can be done to overcome those challenges?
- Are there some nuances related to your work that were not captured? Why?
- What are your next steps?
- How will you apply this to the work you’re doing?
Thank You!

Questions or Comments?