



HENNEPIN COUNTY
PUBLIC HEALTH

Making sure your message is heard and understood

Session agenda

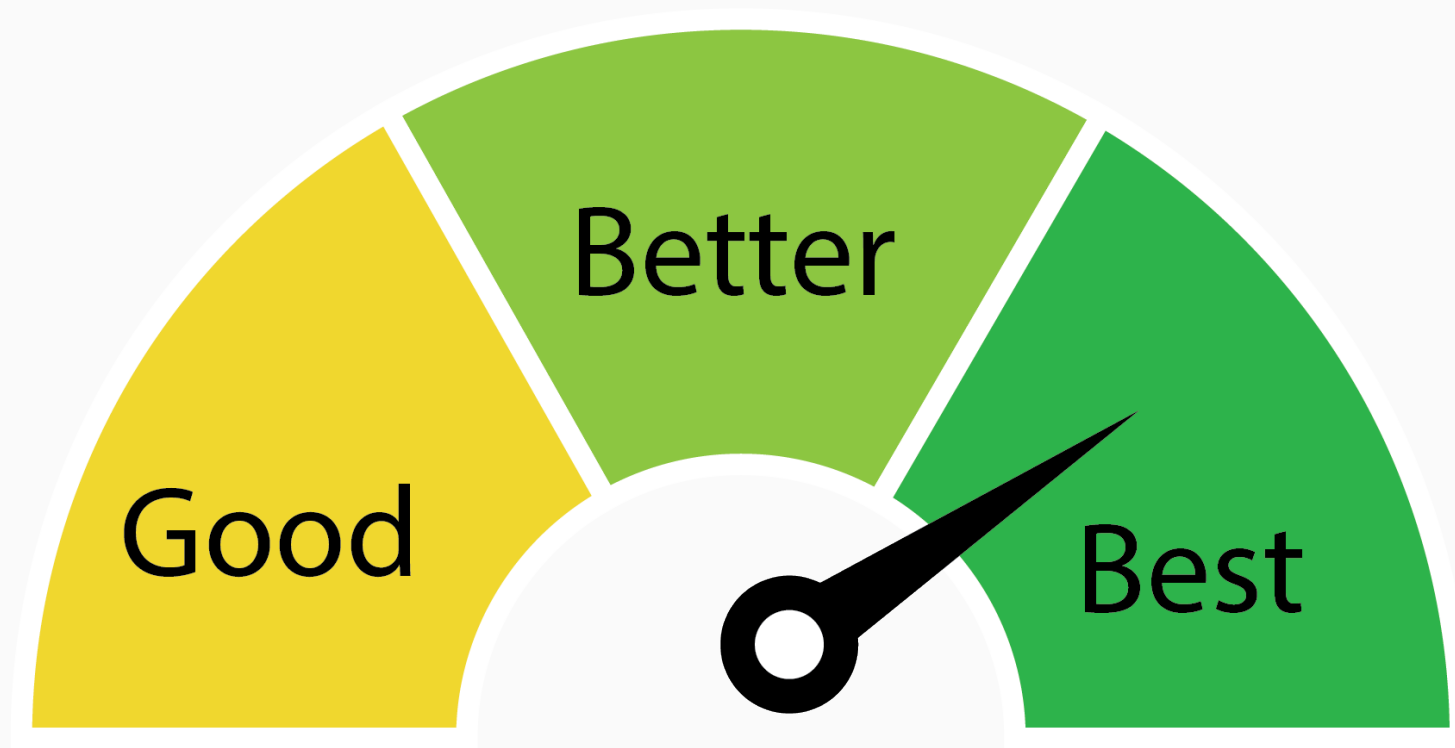
- Engaging audiences in each phase of the communications life cycle
 - Background information
 - Demonstrations
 - Discussion (Sharing + Q&A)

Communications life cycle

- Initiation
- Planning & development
- Execution
- Closure



Good, better, best.



Initiation phase

Planning



Identify

- Objectives
- Audiences



What does success look like?

- What do you need to communicate and why?
 - What's at stake if you don't?
- Who do you need to reach?
- What do you think you need to tell them and why?
- What do you want them to think, feel or do?



Live consultation

1. Who are the main groups of people you need to reach?
2. What do you need to tell them?
3. What do you want them to think, feel or do?
4. Do you have ideas about gathering audience input?
5. Any ideas on how you've reached these groups in the past and what worked?



Real talk

To plan or not to plan...
That is the question



Good, better, best:

- Jot down objectives, audiences, messaging ideas, tactics
- Use the basic example template
- Use a detailed communications and project plan



Planning & development phase

- Developing messages
 - *Testing messages*
- Developing strategies, tactics, and channels
 - *Seeking more input...*



Ways to engage your audience in message development

Good

Draw upon experience with audience, look at data

Better

Talk with someone who knows the audience

Best

Work with audience to develop messages

A/B testing: which do you prefer?



Option A



Option B

Paraphrase testing

- What do readers think of your content?
- How do they interpret your message?
- Works best for short documents.



Whole Person Care – paraphrase example



Whole Person Care

with Red Door Clinic and YAP

We provide culturally sensitive and trauma-informed sexual health services & case management support to connect folks with local resources.

Before



After

Execution & closure phases



Assessing success during and after

- Can inform work mid-stream or future efforts
- Doesn't have to be overly complex
- Can be qualitative, quantitative or both
- Goal is quality improvement



Audience input in later phases

- Ask personal contacts for feedback
- Clicks and engagement (campaigns, social media)
- Collect comments from community
- Drawings/giveaways at events with “how’d you learn about this”
- Exit survey
- Poll online



Just try it!

How much is enough?

- Some is better than none!
 - Qualitative: What themes emerge? What's new?
 - Quantitative: accuracy vs. rigor
- Focus on outcome vs. process or surrogate data points where possible
- Ask data experts for guidance when needed



Wrap up

- How well was your message heard? Was it well received?
- Share your successes.
- Identify take aways that can help future efforts.
- Celebrate!



Discussion time

- Questions for us?
- How have you gotten audience input?
- What worked or didn't?
- Tricky issue, let's ask the hive mind!



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