

New York State  
Department of Health

# Public Health Corps Summit



**Building Resilience in Public Health: Reimagining, Reinventing, and Rebuilding**  
**November 15-16, 2022**

***Breakout Session, Meeting Room 4***

**Developing a Comprehensive Communication Plan for Your  
County Health Department**

Presenters: Pauline W. Hoffmann, PhD; Julie A. Hall; Alyssa Dean, CHES

Moderator: Bridget Kasaoka, MPH

## LEARNING OBJECTIVES

- Upon completion, participant will be able to construct community resource documents in an easy to read and aesthetically pleasing way.






New York State Department of Health  
Health Corp Summit  
November 15-16, 2022



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*Building Resilience in Public Health: Reimagining, Reinventing, and Rebuilding*

# Communication Planning

A photograph of a desk setup. In the center is a white spiral-bound notebook with the word "Communication" written in black cursive and underlined with a thick black line. To the right of the notebook is a yellow highlighter. In the bottom right corner, a portion of a laptop keyboard is visible, showing keys for "tab", "caps lock", "shift", "fn", and "Ctrl".

Communication

Presented by:  
Cattaraugus County Health  
Fellows:

Dr. Pauline Hoffmann  
Senior Health Fellow

Julie Hall  
Graduate Health Fellow

Alyssa Dean  
Health Fellow



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What we will cover:

- Data-driven planning.
- Audiences/publics identification and differences.
- Demographic and psychographic research and use.
- Brand identity and consistency.
- Communication audits including social listening.
- Measurable communication strategies and tactics.
- Appropriate media and other communication channels.
- Internal communication and silo-busting.
- Advertising and public relations.
- Content calendars.
- Crisis communication.
- Disinformation and discussing ways to combat it.

**In 90 minutes.**

**(Challenge accepted)**



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# Communication Audit

# Research


Communication Audit - Understand and review all communication.

- Website
- Social media
- Traditional media
- Internal communication
- Communication with community partners
- Collateral materials
- Brand identity




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# Questions

 **What materials does our audience see/hear/feel?**

Have an understanding of information you share.

 **Do we have an identity?**

If our audience were to see/hear/feel something, would they know it is from us?

 **What do we know?**

Do we know what our audience thinks of us? Do we know how they gather and process information?



# Social Listening

# Research

Determine appropriate social media channels used by our audience.

Determine community opinion leaders and influencers.

Determine best communication channels/methods/messages.





# Questions

## What are people saying about us?

Social listening involves content analysis of social media channels as well as other outlets like focus groups, surveys, in-depth interviews.

## What is the tone/nature of the conversation?

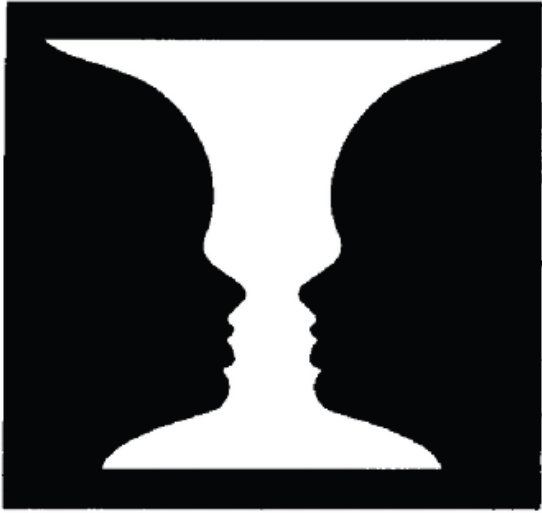
Should we respond?

Are people asking questions we should answer?

Should we not respond?



# Perceptions



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# Research

Do we know who our audience is?

- Demographics
- Psychographics


## Market Analysis



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# Questions


 What are the demographics of our audience?

Census.gov

NYS SPARCS Data

County Health Rankings

NYS Dashboard

 What are the psychographics of our audience?

ESRI Tapestry Segmentation Data

 Other considerations?

SES

Generations

Cultures

Race/Ethnicity

?



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Generational Comparison Chart

	Traditionalists	Boomers	Gen X	Millennials (Y)	Gen Z
<b>Born</b>	1927- 1945	1946-1964	1965-1980	1981-1996	1997-present
<b>Age today</b>	75+	56-74	40-55	24-39	23-
<b>Population (US)</b>	29,936,901	74,102,309	49,151,059	83,545,955	86,391,289
<b>Parenting and Childhood</b>	Strong nuclear families, parenting was associated with discipline.	Most Moms are home. Do it because I said so. Larger classrooms; more competition. Freedom, optimism	Divorce rates increase-single parent homes. Latchkey kids. Self-sufficient, first milk carton kids	Parent more involved-helicopter parents-safety. Amber alert. Participation Trophies. Video games and systems.	Both parents work; raised by grandparents and other caregivers. Constantly exposed to media.
<b>Leadership</b>	Command and control style influenced by strong military associations	Accept poor management and positional leadership. Competitive and value face time.	Prefer leadership styles that are comparatively more autocratic, directive, task oriented and transactional	Prefer leadership styles that are democratic, participative, relationship oriented and transformational.	View the internet as the authority. Prefer coaching style leadership.
<b>Early Communication</b>	Letter/memo. Rotary phones-phone calls are important, prefer one on one	Telephone/email Used touch tone phones-call anytime. Just fax it to me. Enjoy face to face.	Email/Text Used cell phone early. Call me only at work.	Text/Social Media/Smart Phones/Apps/ maybe email	Smart phones/ Apps/Snapchat/ Video/use images and symbols.
<b>Career Attitudes</b>	Job for life, Loyal to one employer. Anything worth getting is worth working for. Work is a privilege.	Large organizations provide whole careers. Competitive. Face time in office. Live to work!	Loyal to profession, not an employer. Emergence of the "knowledge worker." Work to live! "free agents."	First digital careers/work "with" organizations not "for" organizations. Work my way, not your way. Desire meaningful work.	Mobile workers, technology reliant. Multi-taskers. Want promotion, quick response, stimulation, fast promotions.
<b>Formative Life Experiences</b>	Depression, WWII and rationing, nuclear families and few divorces, gender roles	Cold War, Vietnam, Moon landing, Woodstock, communal living	Fall of Berlin Wall, Introduction of PCs and video games, rising levels of divorce	9/11 and rise of global terrorism, PlayStation, social media, reality TV, google	Economic downturn, mobile devices, global warming, environmental issues, Wiki-leaks



# SWOT Analysis

## Strengths

What do we do well?  
What has our audience told us they like about us?  
In what areas do we outpace our competition?  
What's unique about our products and/or services?  
What assets do we own (intellectual property, technology, capitol)?

## Opportunities

What emerging trends can we take advantage of?  
Which of our strengths might be valuable to potential partners?

Taken from SemRush.com

## Weaknesses

What can we improve?  
What is our audience dissatisfied with?  
Where do we fall behind our competitors?  
Where are we lacking in knowledge or resources?

## Threats

What is our competition doing?  
How could our weaknesses leave us vulnerable?  
What market trends are we unprepared for?  
What economic or political issues could impact us?



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# Objectives and Strategies

Actual results, data  
presentation, and analysis



# Questions

## What is a strategy?

How will you achieve your goal?

*Example: Persuade our audience to quit smoking.*

## What is an objective?

A measurable step to achieve your strategy.

*Example: Reduce incidence of smoking in our county by 2% over five years.*

## What is a tactic?

The tool you use to achieve your objective in pursuit of your strategy.

*Example: Provide education in high schools to dissuade young people from starting to smoke.*





# Internal Communication

# Consider

How can we improve internal communication?

- Newsletters (print/electronic)
- Emails
- Gatherings
- Lunch and Learns
- What is your organizational culture?
- What have you done in the past that has worked?
- What would you like to try?
- What do people suggest?
- Other programming?







# Advertising

# Consider

Advertising is paid media.

- Social advertising
- Traditional advertising
- Other outlets? (examples: church bulletins, school newsletters, local club newsletters)





# Consider

Develop relationships with media outlets (traditional, usually)

Promotional campaigns (events, health observances, clinics, education)

Collateral material (press kit, brochures, social media posts, website, videos)

# Public Relations



# Consider

A communication content calendar is key.

- It will keep you organized.
- It allows others to collaborate.
- It allows you to schedule appropriately.



## Calendar



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	Q1			Q2			Q3			Q4		
On-Going, Seasonal, and Campaign-Driven SM Activity Across Calendar	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Listen/Monitor/Respond												
Maintain Brand Presence												
Increase Brand Awareness – Paid												
Encourage Customer Reviews												
Seasonal Category Elements	New Year, New Year – Resolutions	Valentine’s Day	S.Party’s Day	Easter	Mother’s Day, Wedding Season	Graduation			Back to School	Halloween	Prepare for Holiday Parties	Christmas
Campaign Project – “Like a Pro”												
Campaign Project – “Sparkie”												
Support IMC												
Provide customer care upon alert												
Comments												

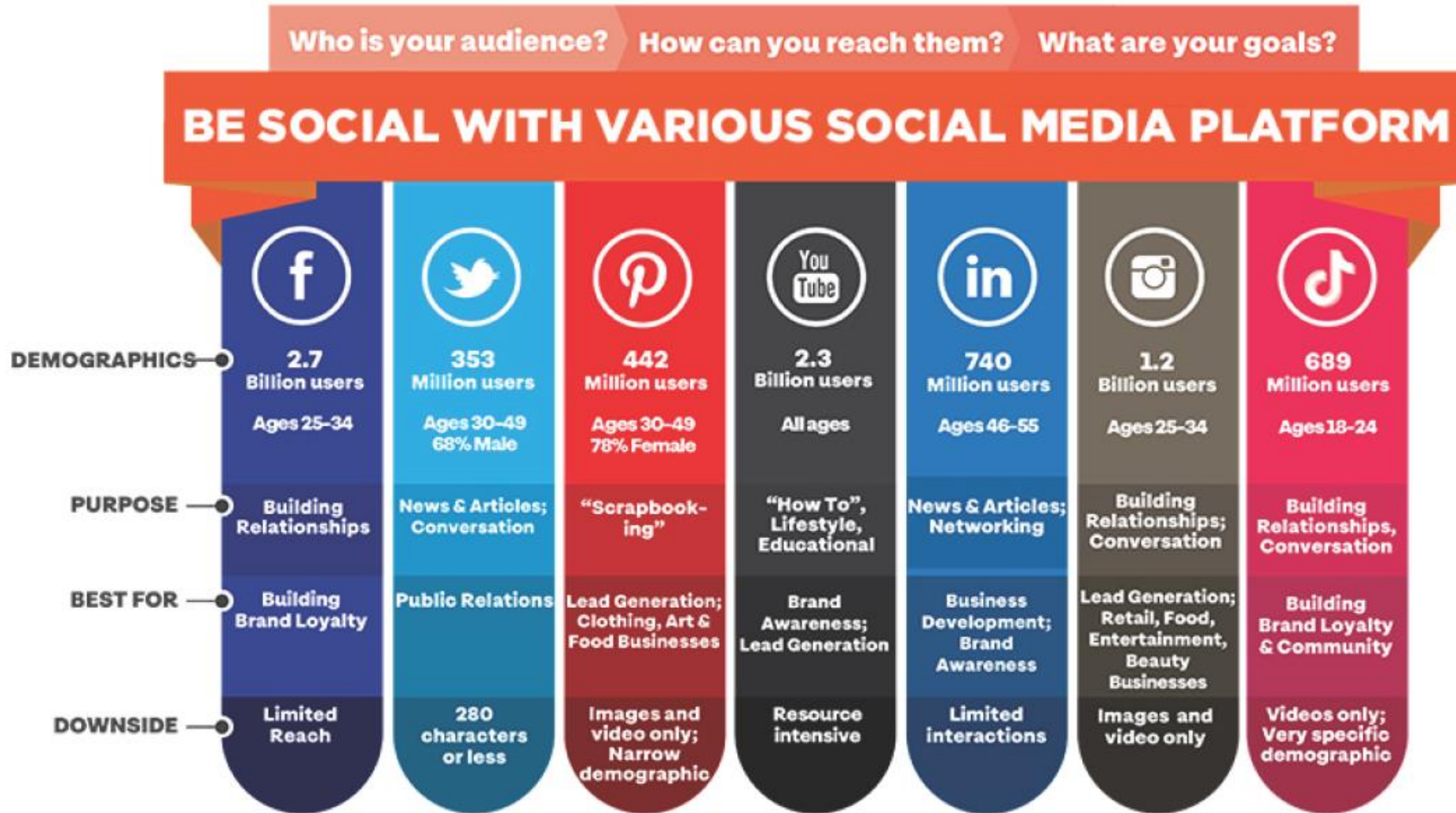
# Content Calendar (Example)

# Content Calendar (Example)

Blog/Video	Category	Topic	Headline/Title	URL	Publishing Site	Image/Thumbnail	KEYWORD(S) /hashtags	Description	OFFER/CTA	Social Promotion	Draft?
<b>Month: Week 1</b>											
Author: Shari Mooney	Educate/Build brand rep	Commuting	E solutions for the bike commuter		YouTube		bike commuting	Video description	how to select a commuter bike (ebook)	Twitter, Pinterest, Facebook, PAID post	yes FB post boost
Due Date: 10/20/2012											
Publish Date: 10/25/2012											
<b>Post 2</b>											
Author:											
Due Date:											
Publish Date:											
<b>Week 2</b>											
Author:											
Due Date:											
Publish Date:											
<b>Post 3</b>											
Author:											
Due Date:											
Publish Date:											
<b>Week 3</b>											
Author:											
Due Date:											
Publish Date:											
<b>Post 2</b>											
Author:											
Due Date:											
Publish Date:											
<b>Week 4</b>											
Author:											
Due Date:											
Publish Date:											
<b>Post 2</b>											
Author:											
Due Date:											
Publish Date:											



# Which Social Should you Use?







# Community RABIES CLINIC




Get Free Rabies Vaccinations For Your Pets!  
*Dogs, Cats, Ferrets*

**Tuesday, September 13th**  
Franklinville Highway Barn

**4:30 PM - 7:00 PM**

**FOR MORE INFORMATION, CONTACT (716) 373-8010**

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## FAMILY PLANNING SERVICES

The Family Planning Benefit Program provides services to males and females who might otherwise not be able to afford such services.

### What is Covered?




- **STI and HIV Testing**
- **All FDA approved birth control methods, devices, and supplies**
- **Breast and Testicular Exams**

+ so much more!

All services are **confidential**.  
Call to make an appointment today.

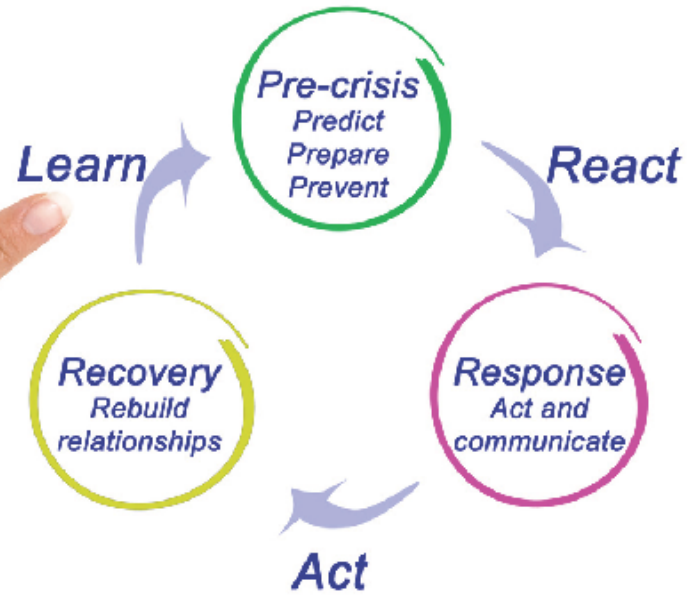
**(716) 373-8050**

[www.cattco.org/health](http://www.cattco.org/health)

@cattcopublichealth   



## Crisis Communications Cycle



# Consider

Work with your Emergency Preparedness Team to ensure you have appropriate communication tactics in place in case of emergency.

# Crisis Communication



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**FAKE EXPERTS**  
 Presenting unqualified individuals or institutions as sources of credible information.

**Bulk fake experts**  
 → Creating large numbers of sounding experts to argue that there are scientific consensus on topics.

**Magnified Minority**  
 → Magnifying the significance of a handful of dissenting scientists to cast doubt on an overwhelming scientific consensus.

**False Debate**  
 → Presenting unbalanced positions as an unbiased format to give the false impression of an ongoing scientific debate.

**LOGICAL FALLACIES**  
 Using arguments where the conclusion doesn't logically follow from the premises. Also known as a non sequitur.

**False analogy**  
 → Assuming that because two things are alike in some ways, they are alike in some other respect.

**Ambiguity**  
 → Using ambiguous language to avoid the need to make a clear choice.

**Jumping to conclusions**  
 → To make a wrong claim by ignoring relevant information.

**False Choice**  
 → Calculating the perceived options as being possible, when in fact other possibilities exist.

**ARGUMENT**

**Ad hominem**  
 → Attacking a person's personal attributes rather than addressing their arguments.

**Red Herring**  
 → Distraction by changing the focus to an irrelevant and unrelated format to divert attention from the most important point.

**Obviously false!**

**False Dichotomy**  
 → Assuming only two options or outcomes when there may be multiple other outcomes.

**IMPOSSIBLE EXPECTATIONS**  
 Demanding unrealistic standards of certainty before acting on the evidence.

**Moving goalposts**  
 → Demanding higher levels of evidence after receiving partial evidence.

**ANGER!**  
**Misrepresentation**  
 → Misrepresenting a situation or an expert's position in such a way as to make it unrecognizable.

**Streisand**  
 → Overreacting or suggesting an expert's position to make it easier to attack.

# DISINFORMATION 101

The reality of global warming, the effectiveness of vaccinations or the health risks of car exhausts have one thing in common: the scientific basics get regularly distorted in political discussions.

It happens on Facebook, Twitter & Co., as well as on internet blogs, in parliamentary speeches or in personal discussions. For lay people the rhetorical tricks used to manipulate public opinion are often difficult to detect.

This graphic explains the often-used strategies employed by the fog machine of disinformation.

**CHERRY PICKING**  
 Skillfully selecting data that appear to confirm one position while ignoring other data that contradict that position.

**Skilful induction**  
 → Ignoring relevant evidence when coming to a conclusion.

**Reddate**  
 → Using general expertise to make specific, instead of using specific expertise to explain general.

**CONSPIRACY THEORIES**  
 Proposing that a secret plan exists to implement a nefarious scheme such as hiding a truth.

# Disinformation

Why do people believe as they do?  
 How do you combat disinformation?



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# Conclusion

Communication is one of the most important activities.

It can seem daunting but doesn't need to be.

Collaboration, partnerships, relationship building are essential.

Rely on your fellow Fellows.







**Thank you!**

Do you have any questions for us?