



Behavioral Health is Essential To Health



Prevention Works



Treatment is Effective



People Recover



SAMHSA-HRSA CENTER for INTEGRATED HEALTH SOLUTIONS

Branding and Marketing to Enhance External Collaborations Community of Practice (CoP)

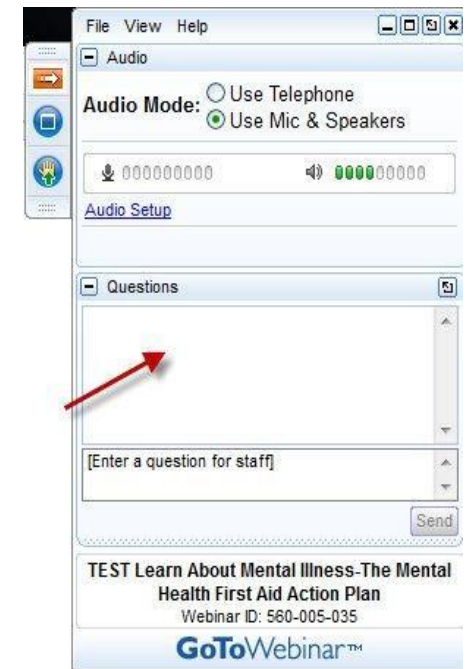
Thursday, June 16, 2016

How to ask a question during the webinar



If you dialed in to this webinar on your phone please use the “raise your hand” button and we will open up your lines for you to ask your question to the group. **(left)**

If you are listening to this webinar from your computer speakers, please type your questions into the question box and we will address your questions. **(right)**



**SESSION IS
BEING RECORDED**

**Slides for today's CoP are available on
the CIHS website at:**

<http://www.integration.samhsa.gov/mai-coc-grantees-online-community/communities-of-practice>



SAMHSA-HRSA CENTER for INTEGRATED HEALTH SOLUTIONS

**Branding and Marketing to Enhance
External Collaborations: Community of
Practice (CoP)**

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Today's Agenda

1. Welcome and Introductions
2. Developing Clear and Concise Messages that are Aligned, Relevant, and Motivate Action
3. Using Social Media To Effectively Enhance Your Program's Brand and Marketing Campaign
4. Q&A (15 min)
5. Wrap-up and Next Steps

What Are You “Selling”?

Developing Clear and Concise Messages that
are Aligned, Relevant, and Motivate Action

Key steps in message development

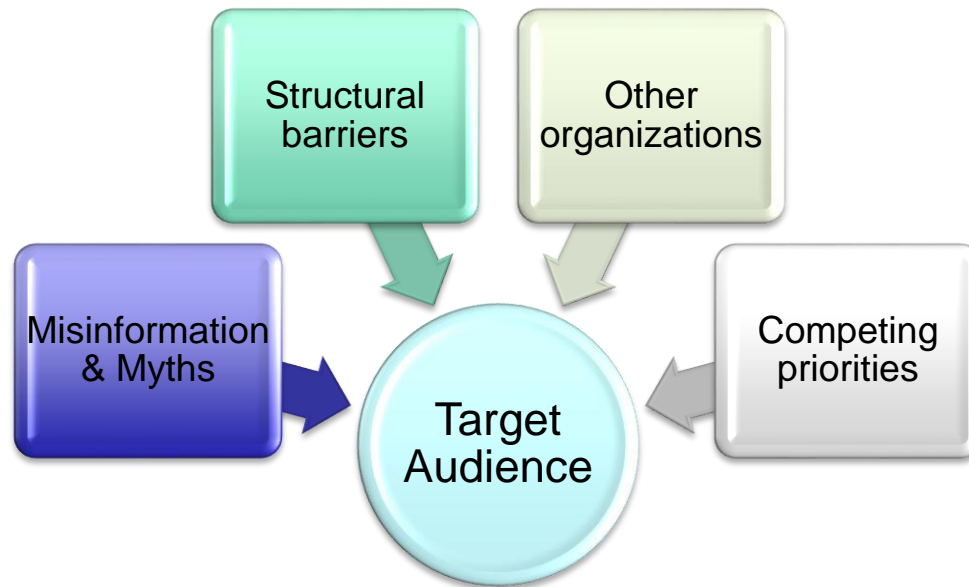
1. Determining the objectives
2. Selecting the message development team
3. Crafting the messages
4. Testing and validating the messages

Who is your audience? What are you trying to communicate?



- Understanding who your audience is will help in crafting the right message
- Core messages can likely be used across multiple audiences

Who or what is your competition?



While there may not be a specific way to address any competition, maintaining perspective on what messaging may be competing with yours is important.

Selecting the message development team

Internal partners

Staff & Volunteers

Board members

Legal

External partners

Clients

Peers

Collaborators

Funders

Process Check: Which stakeholders are not at the table?

Drafting strategic messages that capture your story

- Messages should tell a story in the simplest form possible
- Effective messages should contain both the “What” (the information), and the “Why/How/When” (the call to action)
- Develop a hierarchy – some messages can be used globally while others are more specific to a particular audience or situation

Drilling Down to the Key Point(s)

Chronic hepatitis C virus (HepC) infection is a leading cause of liver cancer and is associated with serious liver disease and death, if untreated. HepC can be cured with currently available treatment. Most people with HepC have had it for many years or even decades, and have no symptoms. An estimated 75% of people living with HepC do not know they are infected. People at risk for HepC (PLWH, PWID, baby boomers, and others) should be screened and linked to care and treatment.

HepC is deadly, but curable. Even if you don't have symptoms, you may be infected. We offer HepC testing every Tuesday.

Ensuring relevance and impact

Accurate

Young black MSM ages 18-24 continue to bear the heaviest burden, accounting for more than half of new HIV infections among young MSM.

vs.

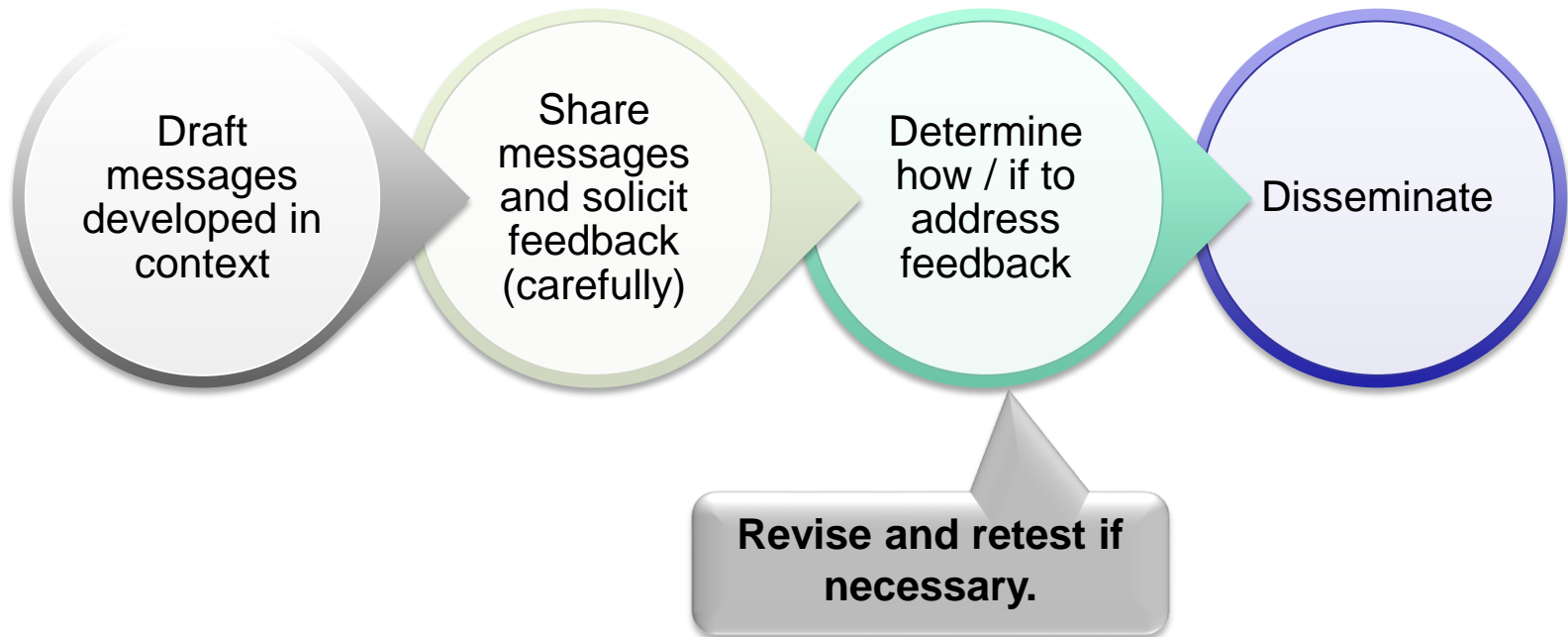
Relevant & Impactful

Young, Black, & MSM?
You are at especially high risk for HIV infection.

Process Check: Are the messages being designed with flexibility? Can they accommodate changes in the field?

Message Testing

Message testing can help refine language and tone of messages to have optimal impact with the target audience.



Things to NOT to worry about

- **Ensuring alignment with existing materials and/or messages**
 - Avoiding conflicts and inconsistencies is important, but perfect alignment is not necessary (and may not be possible!).
- **Achieving consensus among stakeholders**
 - It is important to understand the issues, but resolving all of them does not need to be a goal
- **Making every message fit every communications effort to every audience**
 - It can be tempting to do, but usually ends up diluting a message in favor of making it more general

Message Development Checklist

- ✓ Identify the key message objectives & approach
 - ✓ *Who are you trying to reach?*
 - ✓ *What do you want them to do?*
 - ✓ *How will the messages be shared?*
- ✓ Assemble the message development team
 - ✓ *Need not be large, but should consider organizational dynamics and points of view*
- ✓ Create impactful and relevant messages
 - ✓ *Start broad and detailed, then trim unnecessary information*
- ✓ Test, validate, revise

**Using Social Media To Effectively Enhance
Your Program's Brand and Marketing
Campaign**

&

**Discussion of Branding and Social Media
Survey Results**

Branding and Social Media Survey Results



Branding and Social Media Survey Results

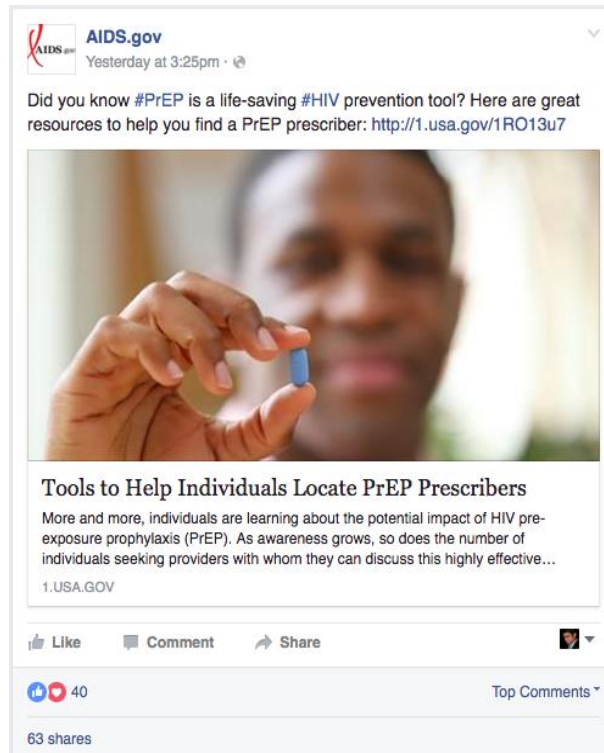
- Importance of Social Media
 - Valuable
 - Somewhat valuable
- Top 3 Social Media Platforms
 - Facebook, Website and email platform
- Time spent on website and/or social media
 - Less than an hour
- Measuring Social Media efforts? – No
- Knowledge/Skills hope to gain
 - Outreach, reaching younger audience, services awareness

Selecting Social Media Platforms that Support Your Brand

1. Choose networks that support your brand image
2. Provide valuable and shareable content
3. Leverage influencers
4. Use social campaigns to promote content



Communicating Your Brand Through Your Social Media Platforms



Embrace The Visual

Communicating Your Brand Through Your Social Media Platforms

Headline Matters

“Over Half of Youth 13 to 24 Living With HIV Don’t Know It – Get The Facts. Get Tested. Get Involved”

Communicating Your Brand Through Your Social Media Platforms

Customize Your Message for The Platform



Communicating Your Brand Through Your Social Media Platforms



Share
at the
Right Time

Communicating Your Brand Through Your Social Media Platforms



Ask Questions To Promote Engagement and Call To Actions

Using Social Media Campaigns to Promote Your Cause

**KISSING AND HUGGING
DON'T SPREAD HIV.
IGNORANCE DOES.**



This World AIDS Day, the National AIDS Trust is changing the way the world sees HIV.
Join us at worldaidsday.org

**THINK POSITIVE
#RETHINK HIV**

5 Key Elements that Successful Non-Profit Campaigns Have in Common

1. Relevancy
2. Credibility
3. Call To Action
4. Simplicity
5. Urgency



Questions?

Session #2

Thursday, July 14 1:00 -2:00 PM ET

<https://attendee.gotowebinar.com/register/4272761934312649730>

Session #3

Thursday, August 18 1:00 -2:00 PM ET

<https://attendee.gotowebinar.com/register/4783048579298380290>

Additional Questions

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Additional Comments?

Contact the SAMHSA-HRSA Center for Integrated Health Solutions
integration@thenationalcouncil.org or MAI-COC-TA@mayatech.com

NEW ONSITE TRAINING AVAILABLE FOR MAI-CoC GRANTEES

- Motivational Interviewing
- SBIRT
- GPRA/TRAC Data for Program Sustainability
- Trauma Informed Care
- Integrated Practice Assessment Tool (IPAT) Consultation and Planning
- Achieving Cultural Competence in Behavioral Health and HIV Service Delivery
- Medication Assisted Treatment 101
- Case to Care Management
- Whole Health Action Management (WHAM)

- **Additional Information:**

http://www.integration.samhsa.gov/mai-coc-grantees-online-community/Onsite_Training_Menu.pdf

- **To request training:**

• <https://form.jotform.com/61464941543963>

For More Information & Resources

Visit www.integration.samhsa.gov or
e-mail integration@thenationalcouncil.org

The screenshot shows the homepage of the SAMHSA-HRSA Center for Integrated Health Solutions. At the top, there is a header with the organization's name and a search bar. Below the header is a navigation menu with tabs for 'About Us', 'Integrated Care Models', 'Workforce', 'Financing', 'Clinical Practice', 'Operations & Administration', and 'Health & Wellness'. A social media bar includes links for Facebook, Twitter, LinkedIn, and an 'Ask a Question' button. The main content area features a large image of a meeting, a 'Core Competencies for Integrated Behavioral Health and Primary Care' section with a 'LEARN MORE' button, and a 'TOP RESOURCES' section with two featured articles: 'Integrating Physical and Behavioral Health Care: Promising Medicaid Models' and 'February Is American Heart Month!'. A 'CALENDAR OF EVENTS' section is also visible at the bottom left.



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Thank you for joining us today

**Please take a moment to provide your
feedback by completing the survey at the
end of today's webinar.**