



Public Health
Prevent. Promote. Protect.

Meeker McLeod Sibley
Community Health Services

Meeker-McLeod-Sibley Community Health Services

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Communications Work

How data can be useful in everyday practice to:

- Take advantage of an opportunity
- Make a decision
- Improve practice
- Respond to a threat
- Justify your work
- Raise awareness
- Tell the story of public health
- Tell your story of public health

Data Tips

Selecting data:

- Use data from a reputable source (e.g. MDH, CDC, Census, local surveys)
- Do not use data if you don't know the source
- Use most up-to-date data
- Use local data (Hutchinson article)
- If unsure of quality, ask the experts

Requesting data:

- Who (age, race/ethnicity, socio-economic status)
- Where (city, county, state)
- When (year or years)

Presenting data:

- Name of data source
- Year of data

Communications- where to start:

- Who: Audience
 - What do you want your audience to do? What is the call to action?
- What: Key messages
- Why: What's the purpose of your communication (your goal)
- How: Your channels
 - Printed materials: Brochures, flyers, direct mail, newsletters
 - Paid media: Newspaper ads, radio ads, billboards, point of sale marketing (messages/ads at gas stations, retail)
 - Electronic media: e newsletters, websites, e-mail, infographics, digital ads
 - Earned media: Press releases, radio or TV public affairs shows, letters to the editor
 - Community outreach: Open houses, community events (county fairs)
 - Social media: Facebook, Twitter, Instagram

- One on one meetings or presentations: county board updates, meeting with community leaders, presentations at service groups
- Promotional items: magnets, water bottles, etc.

Brainstorm the start of your story:

- Write a couple of statements describing the data (be sure to include the year(s) of the data and note the source of the data).
- Describe what your agency is doing to address the issue.
- Communications plan: Pick data & image, write some key messages, a call to action, pick three channels (one should be a poster or billboard).

Feed Kerry Info For: Tell her where to put the info you are sending her.

- Twitter
- Facebook
- CHS Website
- Healthy Communities Website and Blog
- Your county website
- News Release/Program Story

News Release/Program Story Schedule: *Please have them to Kerry by the 25th of the month prior to the month it will be published.*

- August 2016 - WIC
- October 2016 – Healthy Homes
- December 2016 - EP
- February 2017- CTC
- April 2017-SHIP
- July 2017-Project Harmony
- August 2017 – Family Planning
- October 2017-Family Home Visiting
- December 2017

Resources:

- MMS Communications Plan (see CHS website –employee tab)
- Performance Management Quarterly Reports
- CHS Health Behavior Survey Results (see CHS website-employee tab)
- Communications Resource Page (see CHS website – employee tab- not there yet)
- Press Release Template (will link to resource page)