

Adapting your
communications during the
COVID-19 pandemic:
Making the most of your
prevention communications
plan

May 14, 2020

berkeley **media** studies group

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CALIFORNIA

**PARTNERSHIP TO END
DOMESTIC VIOLENCE**

Together, We're Stronger.

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Berkeley Media Studies Group

- Research on news coverage and other narratives about public health and social justice issues
- Media advocacy training and strategic consultation for community groups and public health advocates
- Professional education for journalists

“A goal without a plan is just a wish.”

Antoine de Saint-Exupery

Developing your plan

- What's your starting point?

What's your starting point?

What assets can you build on?

- Relationships with reporters?
- A broad network of allies?

What challenges do you face?

- A crowded news environment?
- Limited resources?

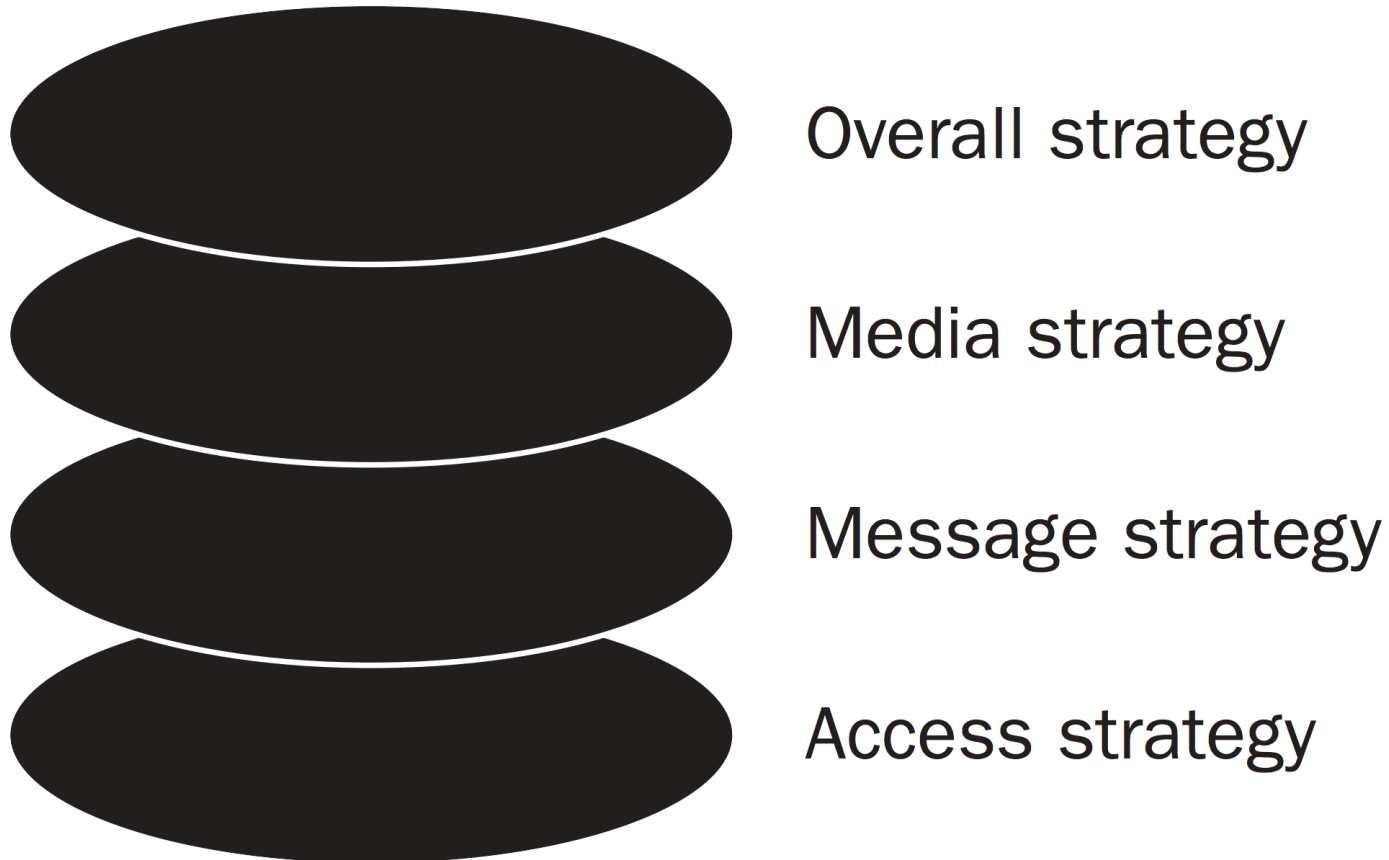


Developing your plan

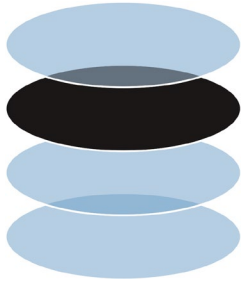
- What's your starting point?
- Where do you want to go?

The layers of strategy:

Let the overall strategy guide you

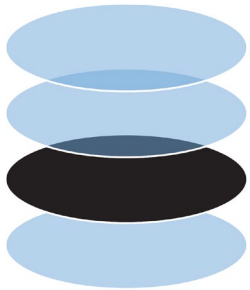


The layers of strategy: Media strategy



- Identify the best **methods to communicate** with your target
- Decide if engaging with the **media will advance** your goals
- Find the media that will **reach your targets**
- Compile the **media tactics** you will use

The layers of strategy: Message strategy



Audience: who we want to hear it

Message: what we say

Messenger: who says it

Reviewing two prevention strategies & adapting to our new reality

Policy	Messenger	Policy target	Message	Value
Provide prevention education and youth engagement for students, focusing on high-risk students	Student	School board		Schools have a responsibility to equip kids with the skills they need.

How will you update your values? Think about shared experiences under COVID-19 & the importance of increasing equity.

Who are your messengers? The value of baby steps: beginning with those in privileged positions & moving closer to people most impacted by the issue

These will inform your message! Type it into the chat!

Reviewing two prevention strategies & adapting to our new reality

Policy	Messenger	Policy target	Message	Value
Pass a resolution to improve school climate and build a culture of “upstanders”	Representative of a local youth-serving organization	School board		Healthy relationships lay the foundation for a strong and healthy community. Investing the future

Let's update the messenger, policy target, message, and values.



Developing your plan

- What's your starting point?
- Where do you want to go?
- Who will you bring on the journey?

Who will be responsible for . . .

- Creating the communications plan?
- Developing opinion pieces or press materials?
- Tracking media coverage?
- Connecting with reporters?
- Speaking to the press (or training speakers)?
- Coordinating across teams?
- Evaluating and updating the plan?



Developing your communications plan: GOTMME

Goal	What do you want to accomplish?
Objective	What actions will you take to accomplish your goal? By when do these actions need to happen?
Target audience	Who can make the change? Is it a person, or a group? Are there additional audiences who can influence your primary target?
Message	What does the target audience need to hear? What values can you evoke to connect with that audience?
Messenger	Who will the target audience respond to? What training or support do they need?
Evaluation	Are you having the desired effect? If not, how can you pivot?

Developing your communications plan: GOTTMME

Goal	What do you want to accomplish?
Objective	What will you do to accomplish your goal? By when do these actions need to happen?
Tasks	<i>What are the specific actions you take?</i>
Target audience	Who can make the change? Is it a person, or a group? Are there additional audiences who can influence your primary target?
Message	What does the target audience need to hear? What values can you evoke to connect with that audience?
Messenger	Who will the target audience respond to? What training or support do they need?
Evaluation	Are you having the desired effect? If not, how can you pivot?

Sample objectives



Build your organization's proactive and reactive communication capacity



Monitor the media about your issue



Build relationships with journalists



Develop and refine messages



Identify and train potential messengers



Prepare talking points and other materials

Sample tasks



Monitor the media about your issue

Task: Select and train staff person in charge of monitoring

Task: Identify key news sources based on overall strategy
(Local or national? Trade press? Traditional or new media? etc.)

Task: Select monitoring mechanism (HootSuite, Google Alerts, etc.)

Task: Develop protocol for responding to problematic – or strong -
coverage

Sample tasks



Build relationships with journalists

Task: Select and train staff person

Task: Create mechanism to collect bylines and contact information

Task: Cultivate relationships with key reporters identified through news monitoring

Task: Create and maintain materials to share with journalists (frequently asked questions, resource list, etc).

Putting it into Practice: Dealing with Setbacks

You passed a harassment policy, but implementation is challenging.

Policy	Messenger	Policy target	Message	Value
In health classes, establish monthly deep-dive conversations with peer leaders about consent & being an upstander

Example: Dress codes

How do you create a culture of accountability with leadership?
Buy-in from youth?

The reality of walking on eggshells with school administrators

Strategies to put into practice

Social media advocacy – regular messaging about your value as school-based preventionists; tagging district & schools

Cultural responsiveness and language access – authentic messengers *and* compensation for expertise

Building relationships with community-based organizations – expanding your circle of messengers

Strategies to put into practice

Create a calendar of awareness months and holidays (we'll send a list to all participants)

Involve decision-makers in awareness activities *and* follow-up to ensure accountability

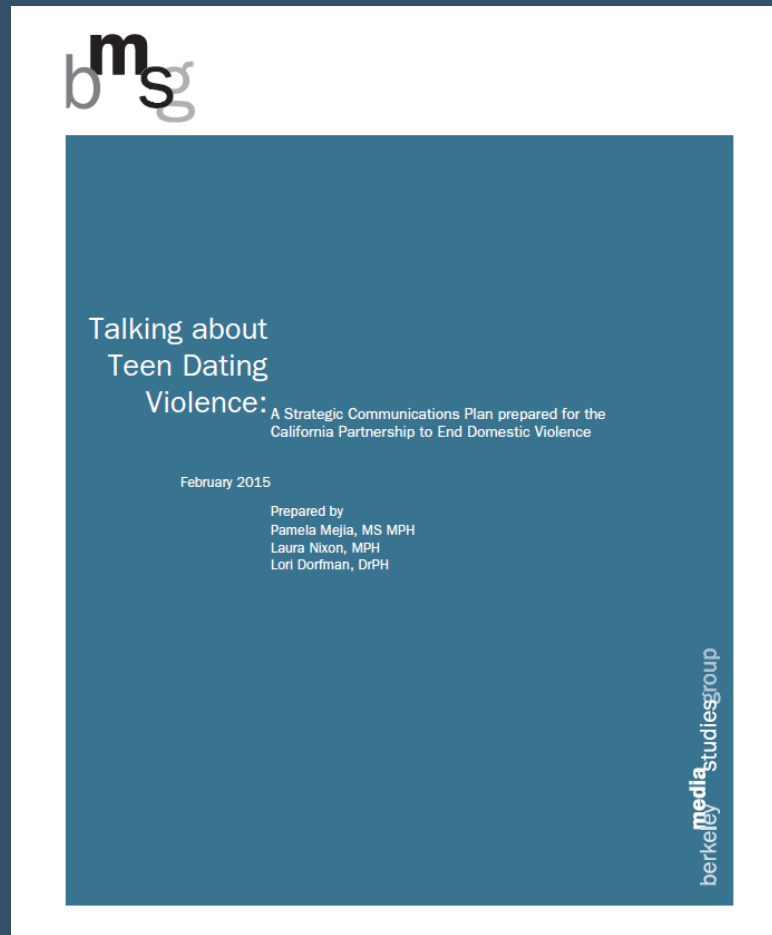
Stay up-to-date on current events and intersecting social justice issues. How do you message your values when there may be push-back?

Preparing for the journey

GOTMME planning tool

Goal	
Objectives	
Target	Primary: Secondary:
Message	
Messenger	
Evaluation	

To support you on your journey...




To support you on your journey...

Center for Healthy Communities | Health Exchange Academy

Communicating for Change

2 | Planning Ahead for Strategic Media Advocacy




The California Endowment

Center for Healthy Communities | Health Exchange Academy

Communicating for Change

4 | Creating News that Reaches Decision Makers



The California Endowment

Thank you!

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Thank you!

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