



# WELCOME

THANK YOU FOR  
JOINING US!

We will begin shortly.



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HEALing Communities Study  
New York

August 11, 2022

# Integrated Marketing Communications Planning

Presented by:

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ORAU - Health Communications & Social Marketing Program



# Agenda

- Overview of Health Communications & Social Marketing
- Integrated marketing communications planning process
  - Q&A
  - Post-Assessment
- Review of Upcoming HCS Communications Tasks

# Learning Objectives

- At the end of this training, participants will be able to:
  - Describe the purpose of integrated marketing and communications (IMC) planning
  - Describe how to implement the 7 steps of IMC planning
  - Describe how to use data to define priority audience segments
  - List at least 2 examples of owned and earned media dissemination tactics

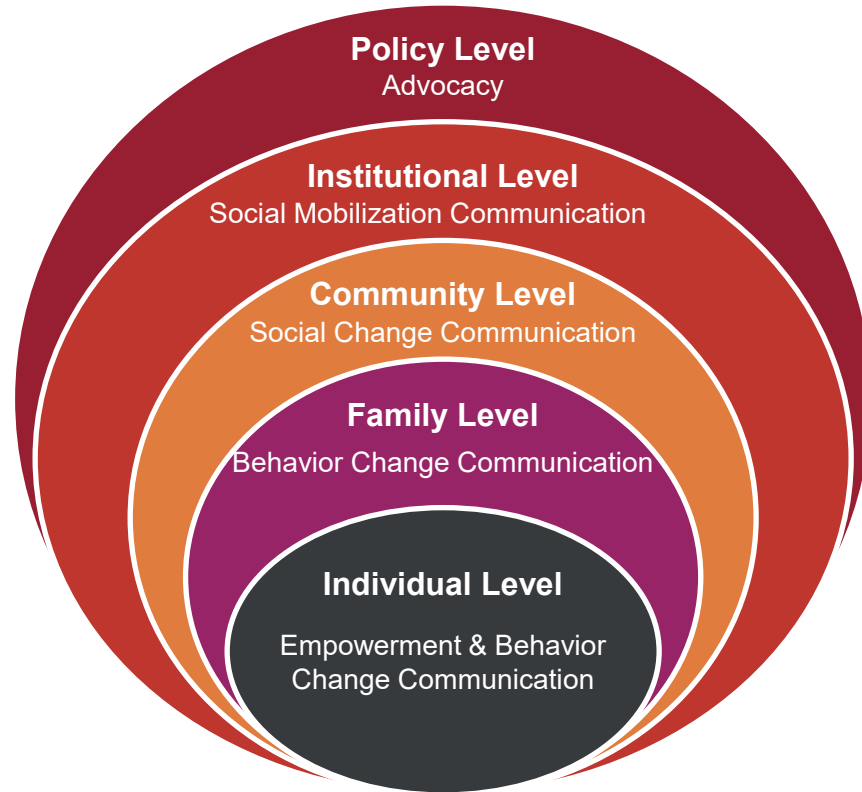
# Health Communications/Social Marketing 101

- Efforts aimed at influencing **positive behavior** and **social change**
- Involve understanding and **influencing the behavior** of audience segments as well as the **social norms** and **practices** of communities, institutions, and decision-makers



# Health Communications

## The Socioecological Model<sup>1</sup>



1. McLeroy, K., et al. (1988) An ecological perspective on health promotion programs. Health Education Quarterly, 15, 351-377. doi10.

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# Activity 1. Have you ever applied the Socioecological Model in previous health communications efforts?

Yes

No

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# Social Marketing

- Integrates **social science and social policy** approaches with **commercial marketing concepts** to increase the acceptability of a social idea, practice, or product in one or more groups of target adopters.
- Incorporates the “4 P’s”
  - Product
  - Price
  - Place
  - Promotion



# Overview of IMC Planning

- **What is it?**

- Planning process that integrates health communication and social marketing principles with traditional marketing and business strategies

- **Why is it beneficial?**

- Integrating marketing and communication activities towards a common goal helps **achieve maximum return on investment**

# IMC Planning Guide

- Easy step-by-step process
  - Step 1: Understand campaign goals/objectives
  - Step 2: Analyze your county's data
  - Step 3: Conduct an audience analysis
  - Step 4: Understand the campaign messaging platform
  - Step 5: Develop a dissemination plan
  - Step 6: Request customized campaign materials
  - Step 7: Evaluate your dissemination plan
  - Appendix A: Social Media Content Calendar



LOCATION: [Community Google Drive Folder](#) > [Communications](#) > [TA Resources](#)

# Step 1

## Understand the campaign goal and SMART objectives

**Table 1 – Goal and Objectives**

**Goal:** *Implement a naloxone-fentanyl education campaign October 3, 2022 – December 2, 2022 to increase knowledge that many drugs can be contaminated with fentanyl, fentanyl is dangerous even in small doses, and that naloxone can reverse overdoses and save lives.*

<b>Objective 1.1</b>	By the end of the campaign, [community] will have disseminated <b>at least 20 unpaid posts or publications</b> (e.g., social media posts, e-newsletters, articles) on our owned channels.
<b>Objective 1.2</b>	By the end of the campaign, [community], with the guidance of the HCS-NY Communications team, will have implemented a <b>paid campaign</b> for a minimum of 4 weeks within the geographical market.
<b>Objective 1.3</b>	By the end of the campaign, [community] will have published one press release and sent/published at least 2 media alerts, articles, interviews, or PSAs to/on local media outlets.
<b>Objective 1.4</b>	By the end of the campaign, [community] will conduct or participate in <b>at least 2 educational events</b> (e.g., training presentations, town halls, educational booths at local events).
<b>Objective 1.5</b>	By the end of the campaign, [community] will have disseminated the campaign toolkit/materials to <b>at least 5 local partners</b> .

# Step 2: Analyze your county's data

## Activity 2.1 Identify the sociodemographic characteristics of your county

Worksheet 1 – Sociodemographics	
Total Population	
Sex	
Age	
Race/Ethnicity	
Language Spoke at Home	

**Data sources:** the [American Community Survey](#) or completed HCS Community Profile ([Community Dashboard](#))

# Step 2: Analyze your county's data , cont.

## Activity 2.2 Identify the overdose characteristics of your county

Worksheet 2 – Overdose Characteristics
Sex of Overdoses
Age of Overdoses
Zip Codes with Highest Incidence of Overdoses

**Data sources:** [Overdose Detection Mapping Application Program \(ODMAP\)](#) or other available county data

# Step 3: Conduct an audience analysis

## Activity 3.1 Review the campaign priority audience groups



People who use drugs (PWUD) who do not know about and do not seek fentanyl



People who use drugs (PWUD) who know about and/or seek fentanyl

### Other audience groups

- Family Level
- Community Level
- Institutional Level
- Policy Level

# Step 3: Conduct an audience analysis

## Activity 3.2 Identify and prioritize your priority audience segments



### Socio-Demographic

- Age
- Race / Ethnicity
- Income Level
- Religion



### Geographic

- Urban, rural, tribal
- Region, County, Zip code



### Behavioral

- Mindset / Stage of change
- Search behavior



### Psychographic

- Values
- Interests
- Attitudes

# Step 3: Conduct an audience analysis

## Activity 3.2 Identify and prioritize your priority audience segments

Worksheet 3 – Audience Segments		
<b>People Who Use Drugs who DON'T KNOW about or seek fentanyl</b>	Priority Audience Segment #1	Example: Young adults 18-24 years
	Priority Audience Segment #2	Example: White 55-64 years
	Priority Audience Segment #3	Example: LatinX Spanish speaking
<b>People Who Use Drugs who KNOW ABOUT and/or seek fentanyl</b>	Priority Audience Segment #1	Example: Incarcerated individuals
	Priority Audience Segment #2	Example: Black 45-54; 55-64 years
	Priority Audience Segment #3	Example: Persons with chronic pain



## **Activity 2. What audience segments are you aware of that have a high risk of overdose in your county?**

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# Step 3: Conduct an audience analysis

## Activity 3.3 Identify the communication barriers and channels

Worksheet 4 – Audience Analysis			
Target Audience	Audience Segment	Communication Consideration	Communication Channels
Identify the specific, well-defined group you are trying to reach.	Identify the narrower segment of the audience group you are trying to reach.	List any barriers or preferences you need to consider when trying to reach the audience segment.	List the owned/earned channels available to overcome the challenges and reach the audience segment.
<b>EXAMPLE:</b> <ul style="list-style-type: none"><li>PWUD who don't know about or seek fentanyl</li></ul>	<ul style="list-style-type: none"><li>Young adults 18-24 years of age</li></ul>	<ul style="list-style-type: none"><li>Don't perceive overdoses will happen to them or their friends</li><li>Stigma associated with asking for more information or carrying naloxone</li><li>Respon</li></ul>	<ul style="list-style-type: none"><li>ABC Community College website</li><li>ABC Radio station</li><li>PSA playing at the ABC College stadium</li><li>Coasters at ABC bar</li><li>Word of mouth (coaches, faculty, peers)</li></ul>

# Step 4: Understand the campaign messaging platform

## Activity 4.1 Review the SOCOs and key messages

**Table 2 – SOCOs and Key Messages**

Priority Audience Group	SOCOs The change we want to see in the audience group(s) as a result of campaign communications.	Key Messages The main point(s) of information the study wants the audience group to hear, understand, and remember.
PWUD <u>do not know about and do not seek</u> fentanyl	<ul style="list-style-type: none"> <li>• Understand that many drugs can be contaminated with fentanyl, and that fentanyl is dangerous, even in small doses</li> <li>• Understand that using a drug potentially contaminated with fentanyl is especially dangerous when no one else is present, able to respond, rescue with naloxone, and call 911 for help.</li> <li>• Understand that naloxone can reverse overdoses and save lives, and anyone can carry it and use it</li> <li>• Understand that naloxone trainings are available in their community which provides free naloxone and training on how to use it</li> <li>• Carry and use naloxone immediately if an overdose is suspected</li> </ul>	<ul style="list-style-type: none"> <li>• Fentanyl is a synthetic opioid that is so strong that a tiny amount, equivalent to several grains of salt, can cause a fatal overdose in a matter of minutes if naloxone isn't available.</li> <li>• Drugs that are manufactured illegally like counterfeit painkillers and benzodiazepines, heroin, cocaine, and methamphetamine are often contaminated with fentanyl leading to overdoses.</li> <li>• It is difficult for people who use drugs to detect #fentanyl contamination in illicit drugs, placing people at higher risk for overdose and even death.</li> <li>• Naloxone is an FDA-approved medication that works to reverse an opioid overdose, including fentanyl overdose.</li> <li>• Touching fentanyl or someone who has used or overdosed from fentanyl will not harm you.</li> <li>• It is safe to give someone naloxone and to give rescue breaths.</li> </ul>
People who use drugs and <u>know about and/or seek</u> fentanyl	<ul style="list-style-type: none"> <li>• Understand harm reduction approaches to reduce overdose risk</li> <li>• Understand that using a drug potentially contaminated with fentanyl is especially dangerous when no one else is present, able to respond, rescue with naloxone, and call 911 for help.</li> <li>• Understand that naloxone can reverse overdoses and save lives, and anyone can carry it and use it</li> <li>• Understand that naloxone trainings are available in their community which provides free naloxone and training on how to use it</li> <li>• Carry and use naloxone immediately if an overdose is suspected</li> </ul>	<ul style="list-style-type: none"> <li>• The street drug supply has always been unpredictable and inconsistent, especially now with fentanyl contamination.</li> <li>• Assume overdose is possible no matter what drug you're using and practice harm reduction strategies consistently to reduce overdose risk.</li> <li>• If you suspect an overdose or aren't sure, treat it as an overdose and call 911 immediately and give naloxone—you could save a life!</li> <li>• Anyone who uses drugs like fentanyl, counterfeit painkillers and benzodiazepines, heroin, cocaine, and methamphetamine is at risk of overdose.</li> <li>• Naloxone, given as a nasal spray, can reverse overdose and save a life.</li> </ul>
<b>Behavioral SOCO / Call to Action</b>		
Help save lives – carry naloxone and learn how to use it: <a href="#">[insert HCS community vanity url]</a>		

# Step 5: Develop a dissemination plan

## Activity 5.1 Identify tactics

HCS-NY Campaign Dissemination Plan & Tracker Template	
1	
2	<b>Name of Community</b> Insert community name here
3	<b>Date Last Updated:</b> Insert date last updated here
4	
5	<b>Campaign Overview</b> Campaign: #1 Naloxone-Fentanyl Campaign Implementation Timeline: 10/3/22 - 12-2/22 Campaign Material Customization Requests Due: 9/16/22 Customized Material Production Time: 9/16/22 - 10/3/22 [additional requests can be submitted throughout implementation] DRAFT Dissemination Plan Due: 9/9/22 Campaign Mid-Review Due: 11/18/22 FINAL Dissemination Plan and Metrics Due: 12/16/22 Qualitative Assessments Due: 1/6/23
6	
7	<b>Campaign Goals</b>
8	<b>Step 1a:</b> Review the Campaign Goals <i>An outcome statement that is broad enough to establish the overall tone of the campaign materials and help identify applicable dissemination tactics.</i> 1. Increase knowledge of fentanyl & naloxone 2. Increase availability and demand of naloxone in the community 3. Increase carrying and use of naloxone in the community
9	
10	<b>SMART Objectives</b>
11	<b>Step 2:</b> Review the Campaign SMART Objectives <i>What communities are expected to achieve at the end of campaign implementation.</i> 1. By the end of the campaign, [community] will have disseminated <b>at least 20 unpaid posts or publications</b> (e.g., social media posts, e-newsletters, articles) on our owned channels. 2. By the end of the campaign, [community], with the guidance of the HCS-NY Communications team, will have implemented a <b>paid campaign</b> for a minimum of 4 weeks within the geographical market. 3. SMART Objective 3: By the end of the campaign, [community] will have published one press release and sent/published at least 2 media alerts, articles, interviews, or PSAs to/on local media outlets. 4. By the end of the campaign, [community] will conduct approximately <b>at least 2 educational events</b> (e.g., training presentations, town halls,
	+ ☰ Start Here ▾ SMART Objective 1 ▾ SMART Objective 2 ▾ SMART Objective 3 ▾ SMART Objective 4 ▾ SMART Objective 5 ▾ Definitions & K

LOCATION: Community Google Drive Folder > Communications > Campaign 1

## OWNED MEDIA

Any non-paid marketing communications activity that uses the channels your coalition controls.

- Posting campaign materials and messaging on coalition social media channels
- Sending out an e-Newsletter
- Hosting naloxone trainings or other educational events
- Displaying print materials (e.g., posters, flyers) in owned buildings
- Posting graphics and web banners on owned websites
- Posting messaging and materials on owned digital display screens

## EARNED MEDIA

Working with media outlets and community partners to secure their help in disseminating campaign materials through their owned channels.


- **Media Relations**
  - Publishing a press release on partner websites/sending to press
  - Sending media alerts for local events to press
  - Sending opinion editorials (Op-Eds) to press
  - Conducting spokesperson interviews
- **Partner (not on Coalition) Engagement**
  - Sending campaign toolkit to other local partners
  - Placing web banners on partner websites
  - Publishing posts to partner social media channels
  - Participating in local events and handing out educational campaign materials
  - Hanging print posters in partner buildings
  - Providing print materials for handouts
  - Placing an article in partner e-Newsletters
  - Joining a partner event to educate attendees
  - Providing a naloxone training to partner staff
  - Getting a PSA placed at a local radio station
  - Working with a local printer to send direct mailer (e.g., postcard)

# Step 6: Request Customized Campaign Materials

W2C1 Naloxone Fentanyl\_Campaign Material Customization Form .xlsx

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26							
1	 HEALING COMMUNITIES STUDY	<b>Campaign Material Customization Form</b>					
2		Wave Two, Campaign One: Naloxone - Fentanyl Education					
3		INSERT COMMUNITY NAME:					
4		INSERT COMMUNITY POC and EMAIL:					
5							
6	<b>Step 1:</b> Identify if you have a logo you would like to appear on your campaign materials.	Yes or No If yes, please make sure to upload a high resolution logo image to your W2C1 customization subfolder in your Community Google Drive.					
7							
8	<b>Step 2:</b> Fill out the chart below with your desired selections.	Review your campaign dissemination plan and identify any customized campaign materials needed to implement each tactic.					
9							
10	<b>Priority Audience</b>	<b>Material(s) Needed</b> <i>(Identify the type/size of material needed to implement the tactics outlined in your dissemination plan.)</i>	<b>Graphic Selection</b> <i>(Indicate the number of the social media graphic from the next tab that you wish to customize.)</i>	<b>Image Customization</b> <i>(Include the name and Link to the high resolution in your W2C1 Google Drive folder)</i>	<b>Other Notes</b> <i>(Include any additional notes that will help in the design of your customized material)</i>	<b>Status</b>	
11		EXAMPLE: Bumper Sticker 3 3/4 (h) x 15 (w) inches	EXAMPLE: A7	EXAMPLE: None	Include: www.HealTogetherNY.org/Community Use a white background Keep all text .15" from edge. No bleed required.	EXAMPLE: Sent proof 3/21 https://drive.google.com/abc	

+ Customization Form Graphics

LOCATION: Community Google Drive Folder > Communications > Campaign 1 > Customization

# Example Customization

Original A2 campaign SM graphic:



The original graphic features three panels: a male doctor on an orange background, a male firefighter on a blue background, and a young woman on a purple background. Below the panels are three text boxes: "I carry naloxone." (orange), "I carry naloxone." (blue), and "I do TOO!" (purple). The bottom section contains the text "Help save lives. CARRY NALOXONE." and the NIH HEAL INITIATIVE logo.

"I carry naloxone." "I carry naloxone." "I do TOO!"

Help save lives.  
**CARRY NALOXONE.**

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Customized imagery to resonate with segment:



The customized graphic features three panels: a female tennis player on an orange background, a male football player on a blue background, and a female tennis player on a purple background. Below the panels are three text boxes: "I carry naloxone." (orange), "I carry naloxone." (blue), and "I do TOO!" (purple). The bottom section contains the text "Help save lives. CARRY NALOXONE." and the NIH HEAL INITIATIVE logo.

"I carry naloxone." "I carry naloxone." "I do TOO!"

Help save lives.  
**CARRY NALOXONE.**

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# Example Types/Sizes of Materials

## DIGITAL

- Web banners
- SM graphics with different imagery
- Looping graphic video for waiting rooms
- e-Newsletter header

## PRINT

- Posters
- Flyers
- Palm cards
- Coasters
- Tote bags





# Step 7: Evaluate the Dissemination Strategy

## Activity 6.1 Record KPI results

**Recommendation:** Based on feedback from wave 1 communities, we recommend recording dissemination KPI results daily or at least once a week.

## Activity 6.2 Answer evaluation questions

**Table 4: Evaluation Questions**

Was this tactic implemented as planned? Yes/No
Describe any modifications you made to implementation. If there weren't any, state 'None.'
Provide reasons as to why changes were made. If there weren't any, state 'None.'
Indicate any improvements needed to improve results of similar dissemination tactics.

# Appendix A: Sample Social Media Content Calendar

OCT/NOV 2022							KEY:
							PWUD who DON'T know about or seek fentanyl
							PWUD who KNOW about and/or seek fentanyl
							Relevant observance days
<p><b>*Retrieve the social media posts' text and graphics from the dissemination toolkit located in your community's GoogleDrive folder.</b></p>							
SUNDAY (6/27)	MONDAY (10/3)	TUESDAY (10/4)	WEDNESDAY (10/5)	THURSDAY (10/6)	FRIDAY (10/7)	SATURDAY (10/8)	
	W2C1 Post 1		W2C1 Post 1		W2C1 Post 2		
SUNDAY (10/9)	MONDAY (10/10)	TUESDAY (10/11)	WEDNESDAY (10/12)	THURSDAY (10/13)	FRIDAY (10/14)	SATURDAY (10/15)	
	W2C1 Post 2		W2C1 Post 3		W2C1 Post 3		

# Your Homework

- Start working through Steps 1-3
- Submit at least one audience segment your coalition will focus on reaching by 9/2 [Google Form](#)
- Come prepared to discuss dissemination tactics to reach this audience segment during 9/8 Office Hours

# CWG meeting agenda #1

Agenda Item	Available TA Resource
Campaign 1 overview	Kick-off presentation (in campaign 1 Google Drive folder)
Review county data	IMC Planning Guide (Worksheets 1 & 2)
Discussion & selection of priority audience segments	IMC Planning Guide (Worksheet 3)

# CWG meeting agenda #2

Agenda Item	Available TA Resource
Review draft dissemination tactics & discuss any edits/additions	Dissemination plan template & tracker (in campaign 1 Google Drive folder)



**AUDIENCE Q&A**



# Post-Assessment

⚠ When survey is active, respond at [pollev.com/karastephens269](https://pollev.com/karastephens269)

## 8.25.22 Post-Assessment

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🔄 **0 underway**

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# HCS Communications Community of Practice

## Key Tasks & Deadlines

Completion Date	Key Task
September 2, 2022	Submit at least one audience segment your coalition plans on prioritizing reaching during W2C1 <a href="#">Google Form</a>
September 8, 2022	<i>CCoP Office Hours: Dissemination Discussion</i>
September 9, 2022	W2C1 Dissemination Plan <i>Draft</i>
September 16, 2022	W2C1 Campaign Material Customization Requests (NOTE: requests submitted after 9/16/22 may not be ready for campaign launch on 10/3/22.)

[HCS-NY Communications Task Board](#)



# 1:1 Technical Assistance



**Kara Stephens, MPH, MSA**  
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865-771-2406

## Questions about:

- Dissemination planning, implementation, evaluation
- Communications deliverables
- Campaign material customization & design

## Tailored topic training



Thank  
you!