



Dissemination and Communications Guide

A resource for community health programs

Originally Developed for the:
AstraZeneca HealthCare Foundation
Connections for Cardiovascular HealthSM Grant Awardees



The AstraZeneca HealthCare Foundation's *Dissemination and Communications Guide* was initially developed as a way to support *Connections for Cardiovascular HealthSM (CCH)* Grant Awardees as they bring awareness to their programs and, more recently, build sustainability and disseminate key learnings from multiple years of program funding. We believe the lessons in this *Guide* are generally applicable and may be used by other organizations working to develop, sustain and communicate about a community health program through traditional and social media. We are also hoping it will encourage and empower organizational and program leaders with an established program to share their lessons learned to help support other organizations that may benefit from their efforts.

As part of our commitment to sharing lessons learned, we are making this *Guide* available to all interested organizations, and hope it will be an aid to anyone looking for information on how to communicate and disseminate information, whether related to heart health or general community health programming.

Explore the *Guide* for ways to “Plan, Implement, Evaluate and Revise” your program’s activities around sustainability, dissemination and communications—and visit the additional resources for more information!



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BACKGROUND

In 2010, the AstraZeneca HealthCare Foundation (AZHCF) launched the *Connections for Cardiovascular HealthSM (CCH)* program with a mission to improve cardiovascular health in the United States. To date, the AZHCF has received \$30 million in charitable contributions from AstraZeneca Pharmaceuticals in support of the *CCH* program. The AZHCF is a tax-exempt entity organized under section 501(c)(3) of the United States Internal Revenue Code, separate from AstraZeneca Pharmaceuticals.

Since its launch, the *CCH* program has provided grants totaling nearly \$22 million to U.S.-based nonprofit organizations working in innovative ways to address urgent, unmet cardiovascular needs in their communities. The *CCH* program reflects a commitment to providing programming at the community level with a focus on connecting people with information, support and other organizations in an effort to help foster durable change in the heart health of participants.

**CLICK ON ANY OF THE TITLES IN THIS TABLE OF CONTENTS
TO BE TAKEN DIRECTLY TO THAT SECTION**

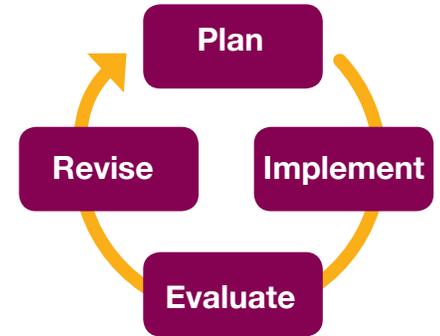
Introduction	4
Build Sustainability	5
Disseminate Lessons Learned/Effective Practices	7
Know the Steps to Get Published in a Professional Journal	13
Present Your Paper at a Professional Conference	16
Learn to Develop a Program Toolkit	18
Spread the Word	20
Leverage Social Media	22
Conduct Media Outreach	25
Utilize Photography and Videography	29
Additional Resources	32

WHEREVER YOU SEE THE MOUSE  SYMBOL, CLICK FOR MORE INFORMATION

The AstraZeneca HealthCare Foundation is committed to sharing lessons learned and supporting our Grant Awardees so that they may do the same. At the Foundation, we believe that by disseminating key learnings from community heart health programs, other organizations working to prevent and manage cardiovascular disease in their communities may apply those learnings to their own programs so that even more lives can be positively impacted.

This *Guide* is designed to help you disseminate your lessons learned and increase awareness of your program. It provides you with the background, information and resources to plan and implement your program's communication and dissemination activities, evaluate their reach and impact, and revise those activities as needed to make improvements for the future.

The dissemination activities you use to share lessons learned – professional conferences, professional journals or program toolkits – will serve as long-lasting proof points of your program's accomplishments and impact to further support your program's sustainability efforts; and the communications you execute will help expand the reach of those activities.



The following sections will help you plan your dissemination and communication activities:

- **Build Sustainability:** includes key considerations for planning for program sustainability and creating a sustainability plan.
- **Disseminate Lessons Learned/Effective Practices:** provides a step-by-step guide on how to share lessons learned and effective program practices through professional conferences, professional journals and program toolkits.
- **Spread the Word:** highlights how you can share your dissemination activities, announce your grant award and communicate your program impact through outreach.
- **Leverage Social Media:** includes an overview of social media platforms, content development and management, advertising, analytics and tips for success.
- **Conduct Media Outreach:** reviews how to work with the media, including when to contact, how to contact and who to contact as well as how to track results.
- **Utilize Photography and Videography:** provides tips on how to capture quality photos and videos to visually tell your story through media relations or social media.
- **Additional Resources:** provides examples, sample copy and guidelines to help you put your learnings to work.

We hope this information is helpful for engaging your key community stakeholders in a dialogue about cardiovascular health, as well as planning and creating awareness of your dissemination activities.

If you have any questions, please email us at ConnectionsforCardiovascularHealth@AstraZeneca.com.

When planning your program activities, it is important to consider how you will communicate about the program and share lessons learned with target audiences. This *Guide* is designed to help you:

- 1. DISSEMINATE YOUR LEARNINGS** through professional conferences, professional journals and program toolkits. [See **Disseminate Lessons Learned/Effective Practices**]
- 2. COMMUNICATE ABOUT YOUR DISSEMINATION ACTIVITIES** to encourage participation in your upcoming conference presentation, spread the word of your recent publication or share your program toolkit with other interested organizations. [See **Spread the Word, Leverage Social Media and Conduct Media Outreach**]
- 3. COMMUNICATE ABOUT YOUR PROGRAM AND THE GOOD WORK YOUR ORGANIZATION IS DOING** to improve heart health in your community and share lessons learned. [See **Spread the Word, Leverage Social Media, Conduct Media Outreach and Utilize Photography and Videography**]

Sustainability is an intentional and active process of identifying new resources, enhancing capacity of your organization, developing or strengthening collaborations with related organizations and delivering services that become a lasting part of the communities whose needs you serve. Sustainability, for the purpose of AstraZeneca HealthCare Foundation-funded programs, consists of three important inter-related components:

- Obtaining fiscal and other resources to continue the program
- Disseminating program accomplishments and best practices to enhance impact in your and other communities
- Integrating the funded program within your organization

As your organization progresses toward sustainability, it is necessary to address several elements associated with your program such as organizational capacity, access, continuity, quality, cost, efficiency and effectiveness. These elements in combination have to be dealt with in a holistic manner to determine the viability and degree of program sustainability that is realistic and feasible. This requires an iterative process of ongoing dialogue, feedback and agreement among program stakeholders and new collaborators as to what is viable and feasible.

Begin planning for program sustainability from the start. Developing a shared

vision of what is required and feasible, partnering with possible collaborators, mobilizing the community served, integrating the program into your organization, creating new revenue streams, etc., requires time, effort, creativity and resources.

Keep in mind that sustainability for each program is different. Each organization needs to consider its organizational capacity, as well as internal factors (such as leadership and fiscal stability), external factors (including demographic shifts, business growth and activity and political transitions) and community needs and assets, which can all affect program sustainability.

The ideas presented here are generic and applicable to different programs to varying extents. Refer to the [Helpful Links](#) in this section to gain an in-depth understanding of sustainability, strategies for sustainability, the steps of the sustainability plan and an array of tips on topics such as fundraising.

QUICK TIPS

- **Plan for program sustainability from the start**
- **Conduct conversations with program stakeholders and intended collaborating organizations on an ongoing basis**
- **Develop and implement a sustainability action plan**
- **Adopt a flexible approach toward sustainability, as both external and internal landscapes are likely to change**

PLAN

1 DEVELOP A SHARED UNDERSTANDING OF SUSTAINABILITY FOR THE PROGRAM

Discuss with your program stakeholders what sustainability of the program means to all, as well as the rationale for sustaining the program beyond the funding period. Based on this iterative process, determine the shared understanding of sustainability for the program.

2 CONDUCT A SITUATION ANALYSIS WITH PROGRAM STAKEHOLDERS

A situation analysis, in this context, refers to a collection of methods and activities used to recognize the internal and external environment to better understand your organization's capabilities, the need for services and the facilitators and barriers to continuation of the program services. Consider the factors that may affect your program's sustainability both from an internal and external perspective moving forward and the processes and resources needed in the long term.



Helpful Links

Centers for Disease Control and Prevention. (n.d.). A Sustainability Planning Guide for Healthy Communities. Division of Community Health, National Center for Chronic Disease Prevention and Health Promotion. Atlanta, GA: Centers for Disease Control and Prevention. Retrieved from https://www.cdc.gov/nccdphp/dch/programs/healthycommunities/program/pdf/sustainability_guide.pdf

PLAN (cont'd)

3 CONNECT WITH POSSIBLE COLLABORATORS

Collaborating with local or regional organizations that are already familiar with the communities served by your program is valuable. Identify collaborating organizations already active in the area and discuss how best to synergistically partner with them in promoting sustainability.

Areas for collaboration could possibly include filling a gap or enhancing organizational capacity, training staff together, offering services jointly, facilitating recruitment and retention of community members, increasing outreach and raising funds.

Is there a coalition of partners in the region where your program operates? Is your organization already a member of this coalition, or could it become part of this coalition?

4 BUILD A SUSTAINABILITY ACTION PLAN

Development of your program's sustainability action plan has several steps, including making a strong case for support; identifying collaborators; assembling a program sustainability committee; and developing, revising and publicizing your sustainability action plan.

 [Click here for additional details on how to develop a sustainability action plan](#)

IMPLEMENT

5 IMPLEMENT THE SUSTAINABILITY ACTION PLAN, MAKING CHANGES AS YOU PROCEED

Move forward with implementation of the sustainability plan. Monitor implementation. Document strategies that are working and those that are not. Make appropriate changes in the action steps.

6 MEET REGULARLY WITH THE PROGRAM SUSTAINABILITY COMMITTEE AND DISCUSS THE SUCCESS OF THE SUSTAINABILITY ACTION PLAN

Ensure that all aspects of the sustainability plan (such as volunteer recruitment, fundraising, dissemination methods, training of staff and community members and program services) are being attended to and that your organization is on track to achieve the stated goals and objectives as per the timeline.

EVALUATE AND REVISE

7 EVALUATE THE OUTCOMES OF YOUR SUSTAINABILITY ACTION PLAN

Elicit and document effective sustainability program practices and lessons learned. Continue disseminating them frequently. Focus on fiscal sustainability, changes in the policy arena, enhancement of organizational capacity, quality of partnerships, community mobilization and support, and most importantly, meeting your community's needs.

 [Click here for additional details on how to evaluate the outcomes of your sustainability action plan](#)

Helpful Links

Corporation for National and Community Service. (n.d.). Toolkit for Program Sustainability, Capacity Building, and Volunteer Recruitment/Management. Washington, D.C.: Corporation for National and Community Service. Retrieved from

https://www.womenshealth.gov/files/documents/sustainability_toolkit_appb.pdf

National Institutes of Health. (2014). Start to Finish: Your Toolkit to Plan and Run a Heart Health Program. National Heart, Lung, and Blood Institute. Bethesda, MD: National Institutes of Health. Retrieved from

<https://www.nhlbi.nih.gov/health/educational/healthdisp/start-a-program/start-to-finish-toolkit.htm>

U. S. Department of Health and Human Services. (2008). Sustaining Grassroots Community-Based Programs: A Toolkit for Community- and Faith-Based Service Providers. Substance Abuse and Mental Health Services Administration. Rockville, MD: U.S. Department of Health and Human Services. Retrieved from

<https://sites.ed.gov/aapi/files/2014/03/SAMHSA-Toolkit.pdf>

U. S. Department of Health and Human Services. (2012). THE DYNAMICS OF SUSTAINABILITY: A Primer for Rural Health Organizations. Human Resources Services Administration, Office of Rural Health Policy, Rockville, MD: U.S. Department of Health and Human Services. Retrieved from

https://www.ruralhealthinfo.org/pdf/sustain_primer508.pdf

Disseminate Lessons Learned/ Effective Practices

Developing lessons learned, such as how your organization overcame program challenges (e.g., with recruiting and/or retaining participants, engaging community stakeholders, collecting follow-up data from participants, etc.), or highlighting the program practices found to be effective, are key components for promoting your program's sustainability. By sharing lessons learned through publications, professional conferences, program toolkits, videos, podcasts or other avenues, your organization is creating proof points of your program's accomplishments and its impact. These products are useful for soliciting financial support from other funders as well as for encouraging adoption/adaptation of lessons learned and effective practices by other nonprofit organizations.

This section offers guidance on how to disseminate and share lessons learned through:

1. publication in a scholarly journal
2. presentation at a professional conference and
3. development of a program toolkit

Dissemination Basics

1 WHAT IS DISSEMINATION?

Dissemination is the process of making your program information and/or data available in an intentional way that is usable by a variety of audiences through a wide array of methods.

2 WHY DISSEMINATE YOUR PROGRAM ACCOMPLISHMENTS?

The purpose and importance of dissemination may vary according to your audience, and at times be beneficial to multiple audiences. Reasons for dissemination of your program accomplishments include:

- Enhance future sustainability of the program
- Recognize barriers and facilitators to program management
- Share strategies that worked and that did not with similar providers of programs
- Create positive publicity for your program and its outcomes
- Elicit partnerships for your program or similar programs
- Provide information to the stakeholders or community about your program and the health issues that it addresses
- Obtain support from policymakers and legislators for the program
- Shape change in policies, programs or practices
- Expand the volunteer base for your program
- Recruit participants to your program

Accurate and timely dissemination of relevant information is valuable to the credibility of the program and provides recognition and external validation of your work and accomplishments.

QUICK TIPS

- Determine the reasons and goals for dissemination of your program accomplishments and lessons learned
- Choose the target audience for your dissemination efforts and appropriate strategies to reach them
- Assess the success of your dissemination outreach to your target audience

HELPFUL HINT

Program outputs and program outcomes

Outputs are the direct products of a program, usually in terms of work that was done (e.g., number of screenings held, number of individuals reached through program activities, etc.).

Outcomes are the changes or benefits resulting from a program, as measured against its goals (e.g., 80% of participants decreased their body mass index by an average of five points). They may include changes in knowledge, beliefs, attitudes, skills, behaviors, health status or health condition.

Include both **outputs** and **outcomes** as measures of your program design, and include both when disseminating the results of your program. Outcomes will demonstrate the impact your program has had on your target audience.

HELPFUL HINT

Quantitative data and qualitative data

Quantitative data are the numerical data program staff collect (e.g., glucose levels, number of screenings held, number of individuals tracked for progress, scores from surveys assessing nutrition knowledge, etc.).

Qualitative data are the descriptive data program staff collect that cannot be computed in numbers (e.g., participant feedback on the program, participants' success stories, testimonials, lessons learned, etc.).

Disseminate both **quantitative** and **qualitative** program data to demonstrate the impact of the program. They also help to explain why the program achieved those results, as well as any learnings that can be applied by others.

PLAN

3 HOW TO IDENTIFY LESSONS LEARNED/EFFECTIVE PRACTICES WORTH DISSEMINATING?

When determining what lessons learned or effective practices your organization wants to share, consider for example, processes or strategies that **1.** led to lower operational costs; **2.** contributed to greater efficiency (such as reduced time to outcome or decreased need for human resources or materials); **3.** reduced waste or redundancy; **4.** increased participant recruitment and/or retention; **5.** enhanced participant satisfaction; **6.** reduced or eliminated errors (especially repeat mistakes); **7.** attracted positive media attention; and **8.** generated support for the program from participants, other organizations, potential donors and policymakers.

4 WHO ARE THE TARGET AUDIENCE GROUPS FOR DISSEMINATION?

These could include: grantmakers; donors; other nonprofit organizations; health promotion specialists; government agencies at local, state and federal levels; educators; policymakers; legislators; researchers; program participants; and other community members.

For example, if you are developing a manuscript/paper for publication, check who the audience for the journal is. This information is usually available on the website for the journal. Then tailor your manuscript to best meet the needs of the audience. Similarly, if you are developing a presentation for a conference, visit the conference website to find out who your audience is likely to be. Then make your presentation geared towards that audience. Remember, an audience is rarely homogeneous and often includes professionals from different, but interrelated fields.

5 WHAT ARE THE ESSENTIALS OF DISSEMINATION?

Three key elements of dissemination need to be clearly defined and addressed.

A. Message Content: Information or data to be conveyed.

Content could include program goals and objectives, strategies, outputs and outcomes, program innovations, sustainability efforts, etc.

B. Format: Layout for communicating the information or data.

A print, audio or video or multimedia format could be used depending on need. For example, the print format may include technical briefs (a summary document that succinctly provides key health-related information and data in an easily readable and readily usable format for evidence-based decision-making), one-page summaries, newsletters, etc. An oral or a poster presentation (an activity that allows one to show, demonstrate, describe or explain relevant information to an audience) at a professional conference is another way to communicate information about your program and its accomplishments. A toolkit (an easy-to-use manual that clearly specifies step-by-step the actions/activities essential to achieve one or more desired outcomes) allows for program directors and program managers from other organizations to follow your lead in designing, implementing and evaluating programs similar to yours.

C. Channel: The route of communication to be used.

Distribution through electronic listservs, web-based podcasts/videos/infographics, social media, mailings, distribution at conferences or specific locations, etc., are some of the channels available for communication. A manuscript published in a peer-reviewed journal offers the opportunity for a wide range of professionals to learn about your program.

In addition, several other channels such as publicity through local radio and television programs, blogs, social media, webinars and articles in local newspapers and popular magazines are available.

PLAN (cont'd)

6 HOW TO CHOOSE THE CONTENT, FORMAT AND CHANNEL

Content: This is determined by several factors such as: what do you want your audience to know; what are their needs, time availability and level of interest; what is their ability to comprehend the information/data; and what are the intended uses of the information/data?

Format: Considerations include factors such as: what format is your audience likely to engage in; and how many stakeholders could be reached with the format?

Channel: While choosing one or more channels, it is helpful to consider factors such as: cost and time availability; preferences of priority groups to be reached; importance of interactivity, etc. Conference presentations or a short article in a local newspaper or magazine might be a good start when beginning with dissemination activities. Working with an academic institution or a local health department might be helpful in finding a partner or a mentor. For those who have prior experience with scientific writing, developing a paper for publication in a scholarly journal is a viable option. A program toolkit is a realistic alternative when a group of stakeholders are able to devote their ideas and time to its development.

 [Click here for a table with key considerations for determining what dissemination channel to use, as well as additional information about selecting content, format and channel](#)

7 HOW TO DEVELOP YOUR CONTENT

The content that you develop for your dissemination activities depends on several factors including the target audience, format, channel and the guidelines available, especially for publications in a scholarly journal and presentations at professional conferences. Even when the dissemination activity includes specific guidelines, such as manuscripts through journals and conference papers, always consider what information would be most helpful for your target audience to know. What aspects of your program (whether it is design, implementation, outcomes, effective practices or lessons learned) will be most interesting to them and how will this align with what you would like to share about your program? Reflect on what is most beneficial to you as program organizers and to your stakeholders. Be selective in sharing the most interesting and important aspects of your program, and work with your evaluation partners early on to help determine the best approach for dissemination as well as the content.

QUICK TIPS

- Choose a dissemination channel based on your target audience, your experience with the channel and time constraints
- Determine the content, keeping in mind its relevance and usability by the intended audience
- Seek assistance from those with expertise in developing the materials for the appropriate channels
- Know that more than one attempt might be required to submit a successful manuscript for publication or an abstract for a professional conference presentations

PLAN (cont'd)

7 HOW TO DEVELOP YOUR CONTENT (cont'd)

Here are some key pointers to help identify and develop your content as it relates to your program:

- 1. Innovation/Uniqueness:** What aspects of your program are creative? What unique features does your program offer?
- 2. Cost savings:** How have you been able to reduce program operation costs?
- 3. Improved process:** What has helped improve program processes?
- 4. Program effectiveness:** What has enhanced the effectiveness of the program and its ability to demonstrate measurable outcomes? What have you learned from your program evaluations? What mid-course corrections have you made to improve the program's effectiveness? What decisions have you made about the program itself based on the evaluations received? For example, are you continuing the program as such, discontinuing the program, scaling it up or changing certain aspects of the program?
- 5. Replicability:** What aspects of the program could be replicated in other communities?
- 6. Recruitment and retention practices:** What practices have helped to increase participant recruitment and retention numbers?

It is beneficial to bring in others who could provide valuable insight about your program(s) and speak to the pointers identified above. When requesting their insight, consider asking the following questions:

- Participants ▶ What increases their satisfaction with the program?
- Evaluators (Internal and External) ▶ Which program practices have been effective?
- Accountant ▶ What has contributed toward lower operational costs?
- Program Manager ▶ What has helped to enhance the efficiency of program processes?
- Collaborators ▶ What are the innovative features of the program?
- Local Media ▶ What type of information attracts publicity?
- Donors ▶ What motivates them to donate more?
- Legislators ▶ What aspects of the program could influence policy?

The above list, while not exhaustive, shows how a 360-degree view of the program, as seen by different constituents from their vantage points, is valuable in eliciting and compiling information and data about your program. This feedback could be incorporated in your dissemination materials (such as journal articles, conference presentations and program toolkits) for your target audience.

When developing your content, work with your evaluation partners to review several relevant documents that are readily available, such as program reports submitted to the funder(s), evaluation reports (from funders and collaborating agencies, if applicable), annual reports to donors and recent program participant satisfaction surveys and testimonials.

You may also consider using some informal mechanisms to collect additional information and data. These could include holding brainstorming sessions with program staff; conducting focus groups or interviews with participants; asking the board which aspects of the program they are most content with; and soliciting feedback from program funders and donors, the media, other collaborating organizations and legislators about what they see as the unique and best aspects of your program.

PLAN (cont'd)

7 HOW TO DEVELOP YOUR CONTENT (cont'd)

It is also valuable to build in these opportunities for formal and informal data collection at various stages in the lifecycle of your program. Accomplishments, mid-course corrections and capacity building occur at different times and instituting a mechanism to collect and document them on a regular basis should be a part of your organization's dissemination efforts.

Choosing themes for the development of content is an iterative process and brings together the collective insight of all parties who are associated with the program. Both quantitative and qualitative data could be collected, assembled, analyzed and thereafter used judiciously in the development of the dissemination materials, whether it be a journal article, a conference presentation or a program toolkit.

Visual content (such as eye-catching, action-oriented photographs; video clips; data visualization through simple charts, tables and figures; infographics; a casual layout of notes, etc.) add to the richness of content, attract attention and are more readily understood than print alone. In this regard, it is important to browse through publications (often available on the Web), identify individuals within or outside your organization with such skills and begin incorporating visual content into print materials.

In short, remember to collaborate with program staff, members of your organization, your Board members and your evaluation partners to ensure alignment on the program results and lessons learned that each of these stakeholder groups want to share broadly through dissemination methods. Focus on identifying one or more compelling stories to share, and tell those stories well to keep the target audience of your dissemination materials attentive to and appreciative of your message.

IMPLEMENT

8 HOW TO TRANSLATE IDEAS OF DISSEMINATION INTO ACTION

It is helpful to develop a **Dissemination Plan** or at least a table with clearly defined goal(s), audience, format, channel, deliverables, timeline, personnel responsible and resource needs.

 [Click here for a sample table of a Dissemination Plan](#)

Changes can be made to the Dissemination Plan, as needed, in consultation with appropriate stakeholders (such as the collaborating agency or the funder).

HELPFUL HINT

An infographic

An **infographic** is a visual representation of information. It uses a combination of short phrases/words and images to highlight key information.

For examples, see the Centers for Disease Control and Prevention (CDC) Infographics at:

<https://www.cdc.gov/socialmedia/tools/InfoGraphics.html>

EVALUATE AND REVISE

9 WHAT DOES SUCCESS LOOK LIKE?

A successful plan realizes its goals within the timeframe set forth for completion. Frequently check and recheck whether the stated goals outlined in the Dissemination Plan are on track to be achieved within the designated timeframe.

Once you have begun to share your learnings, consider how you might evaluate the effect that your dissemination strategies have on getting your message to the target audience.

How will you know if you have met your dissemination goals? Are there measurable indicators that you will use to evaluate success? For example, when your manuscript gets published in a scholarly journal, is it possible to know how many issues were distributed and what the readership of the journal is? For online journals, metrics related to how many times your manuscript was accessed, cited by other authors and picked up by news media are available.

10 WHAT IF YOU DON'T ACHIEVE YOUR DISSEMINATION GOALS?

If a dissemination goal is not reached (for example, a manuscript that is submitted is not accepted for publication in a scholarly journal), then identify why the goal was not reached. What comments did the reviewers and the editor provide as feedback? Could their questions be addressed and resubmitted to the same journal? If not, perhaps submit to another scholarly journal?

The purpose of revising the manuscript is to get it accepted for publication as well as disseminate to the health professionals (readers of the journal) the innovative and unique features of your effective program.

Remember, dissemination is not a one-time activity; it requires establishing, maintaining and strengthening a long-term relationship with your target audience. Your message gets refined over time with feedback from your audience.



Helpful Links

Agency for Healthcare Research and Quality. (2014). *Dissemination Planning Tool: Exhibit A from Volume 4*. Rockville, MD: Agency for Healthcare Research and Quality. Retrieved from

<http://www.ahrq.gov/professionals/quality-patient-safety/patient-safety-resources/resources/advances-in-patient-safety/vol4/planningtool.html>

Centers for Disease Control and Prevention. (2009). *Disseminating Program Achievements and Evaluation Findings to Garner Support* (Evaluation Briefs No. 9). Atlanta, GA: Centers for Disease Control and Prevention. Retrieved from

<https://www.cdc.gov/healthyyouth/evaluation/pdf/brief9.pdf>

University of Kansas. Community Toolbox. Chapter 6 Promoting Interest in Community Issues. Retrieved from

http://ctb.ku.edu/tools/chapter_1005.htm

Know the Steps to Get Published in a Professional Journal

There are different avenues for you to disseminate information or data about your program. One such approach is to get published in print or an online medium. This section provides a step-by-step approach to getting published in a peer-reviewed, professional journal.

PLAN

1 DETERMINE THE AUDIENCE FOR YOUR PUBLICATION

Whom are you targeting your manuscript/paper to? What do you want your audience to know about your program? How will reading about your program be beneficial to the audience? What benefits do you envision from a successful publication?

2 SELECT AN APPROPRIATE PUBLICATION FOR YOUR MANUSCRIPT

- Note that scholarly journals require the submitted manuscripts/papers to be reviewed by peers. This peer-review process often requires a blind review of the suitability of the submitted manuscript by two or three peers in the discipline, in addition to the editor of the journal. Articles submitted to local newspapers or magazines, on the other hand, do not undergo a peer-review process and are often reviewed by the editor only.
- Seek help from a research librarian in a college/university/public library near you to learn about journals available in public health, community health, health promotion, health philanthropy, etc.
- Read a selection of journals on identified subject domains. Sample issues are often available in the local library or even online. Note the length and presentation format.
- Become familiar with keywords (e.g., MeSH – Medical Subject Headings) that your paper represents. Readers use keywords (such as MeSH) to search for relevant papers that they wish to read. So, it is important to select some keywords associated with your paper. For example, cardiovascular health, community prevention, etc., are some keywords. If you do not include keywords, then your paper may not show up when a search of scholarly databases is conducted using keywords.

QUICK TIPS

- Determine your target audience
- Identify the content to be shared
- Review the aims, scope and guidelines to authors of a scholarly journal and ensure your manuscript meets all the requirements



Helpful Links

MacDonald, N. E., Ford-Jones, L., Friedman, J. N., & Hall, J. (2006). Preparing a manuscript for publication: A user-friendly guide. *Paediatrics and Child Health*, 11(6). Retrieved from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2528624/pdf/pch11339.pdf>

Purdue Online Writing Lab. Research and Citation Resources. Available at <https://owl.english.purdue.edu/owl/section/2/>

Public Health Journals

Health Promotion Practice

Public Health Reports

American Journal of Health Education

The Health Educator

The Journal of Rural Health

3 REVIEW THE AIMS, SCOPE AND GUIDELINES TO AUTHORS

- What are the aims and scope of the journal? Does your paper fit the aims and scope well?
- How frequently is the journal published?
- What are the deadlines for issues of the journal to be published this calendar year?
- What are the different types of papers that are accepted (e.g., original research, research briefs, practice highlights, perspectives, etc.)?
- Which category best fits the paper that you wish to develop and submit?
- What are the Submission Guidelines (or Paper Submission Guidelines or Guidelines for Submission)?
- What are the length and other requirements (e.g., length of title, abstract length, details about tables, figures, photos, etc.)?
- What publication format/style (such as American Psychological Association, American Medical Association, Chicago Manual of Style, etc.) is required by the journal?
- How long will it take for your manuscript to be reviewed and the result made known to you?
- Contact the editor of the journal, if there are any unanswered questions.
- Note whether there is a publication fee to be paid to the journal.

IMPLEMENT

4 DEVELOP THE MANUSCRIPT

- Determine who is/are the author(s) of the manuscript.
- Agree upon who is developing what. Assign responsibilities for yourself and other co-authors.
- Develop a timeline for the initial draft, subsequent revisions and final submission.
- Develop the abstract by providing an overview of the manuscript. Consider the key takeaways for each section of the manuscript. Review the Guidelines to Authors to see if there are any specific requirements for the abstract in terms of word count and/or content.
- Check whether any copyrighted material (e.g., a photograph, a figure, an infographic, etc.) is going to be included. If so, obtain copyright release from the publisher of the copyrighted material.
- Many journals want authors (if more than one) to clearly state their contribution to the development of the manuscript. Include that information.
- Indicate the funding agency/agencies for the program.
- Specify if any Institutional Review Board clearance was required and obtained.
- Note that your manuscript can be submitted to only one journal at a time. While the manuscript is under review by a journal, it should not be submitted to another journal for review.

HELPFUL HINT

An abstract

A journal **abstract** is a brief narrative that provides an overview of the manuscript or work to be presented. Readers often review abstracts to determine whether they want to access the full manuscript. At times, it may be the only content provided publicly without a subscription to the publication (print or online) that contains the full manuscript.

5 PROOFREAD OR COPY EDIT THE DOCUMENT

- Ensure that all requirements of the journal for accepting a manuscript for peer-review are met. If not, make changes to the appropriate section.

6 SUBMIT THE JOURNAL ARTICLE

- Submit your manuscript using the channel required by the journal (e.g., via regular mail, via email as an attachment or via an online portal).

7 INCLUDE A COVER LETTER

- Include in your cover letter the major theme(s) of the manuscript, what is unique and innovative about your program and how your manuscript is relevant to the journal you are submitting to.
- Some journals allow for a cover letter, while others do not. If allowed, always include a cover letter.

EVALUATE AND REVISE

8 RESPOND TO REVIEWERS' AND EDITOR'S COMMENTS PROMPTLY AND THOROUGHLY

- The likelihood of a paper being accepted and published without any change is uncommon. Be prepared to make some revisions to your paper.
- Carefully examine reviewers' and editor's comments, and respond to each comment clearly and concisely. Ask for clarification from the editor, if there is any ambiguity.

The time period from the time of submission to getting a response back from the editor of the journal could be three weeks to three months or longer. Usually, online journals are quicker. Keep in mind several journals require payment of a publishing fee.

If your paper is not accepted for publication, consider whether there are other journals that would be a better fit, or if the content could be repurposed for another dissemination channel (e.g., conference presentation, program toolkit, white paper, etc.).

HELPFUL HINT

What happens after a manuscript is submitted for peer-review?

Manuscripts submitted to journals for peer-review often have three initial results:

- 1) reject
- 2) revise (major or minor revisions) and resubmit, or
- 3) accept.

Manuscripts are rarely accepted as presented the first time. More often, if a manuscript is considered worthy for publication, the journal will provide feedback to the authors with suggested/recommended revisions to the manuscript. Submitting authors then have an opportunity to make the necessary changes and resubmit the manuscript for consideration. Being asked to revise and resubmit a manuscript is a positive result! Note that at times rejection of a manuscript may be due to the subject matter/theme not being within the scope of the journal/ of interest to its readers.

Present Your Paper at a Professional Conference

Dissemination of the accomplishments of your program can be achieved by presenting a paper about your program at a professional conference (local, state, regional or national). This provides an opportunity to share details about your program including its strategies, uniqueness, lessons learned, best practices and plans for future sustainability. This channel also offers the opportunity to receive feedback from other professionals in the field.

PLAN

1 DETERMINE THE AUDIENCE FOR YOUR PRESENTATION

Whom are you targeting your presentation to? What do you want your audience to know about your program? How will learning about your program be beneficial to the audience? What benefits would accrue from a successful presentation?

2 SELECT AN APPROPRIATE FORUM FOR YOUR PRESENTATION

- What avenues would best help with dissemination of key details about your program?
- Check when the professional associations that you are a member of (such as the American Public Health Association, Society for Public Health Education, etc.) hold their annual meetings.
- Note whether there are local affiliates/chapters of national organizations that hold conferences in your state/region.
- Check the websites, journals or newsletter from those professional organizations to get the theme of the annual meeting or the regional/state conference.

3 REVIEW THE GUIDELINES FOR SUBMISSION OF A PAPER FOR A CONFERENCE PRESENTATION

- Note the themes and sub-themes of the annual meeting or state/regional conference.
- Ensure that the paper that you wish to submit for consideration fits well into a stated theme/sub-theme.
- Note the requirements (abstract, content of abstract, keywords, length and inclusion/exclusion of author identifying information) and deadline for submission.

QUICK TIPS

- Identify your target audience
- Develop your presentation according to the guidelines provided by the conference organizer
- Coordinate the presentation with that of any co-presenters, if applicable
- Rehearse your presentation and modify, as necessary



Helpful Links

Resources for Developing a Presentation

Northern Arizona University. (2017). MAKING AN ACADEMIC POSTER PRESENTATION. Retrieved from <https://nau.edu/undergraduate-research/poster-presentation-tips/>

SkillsYouNeed. (2017). Preparing a Presentation. Retrieved from <https://www.skillsyouneed.com/present/prepare-presentation.html>

Professional Conferences

[Society for Public Health Education Annual Meeting](#)

[American Public Health Association Annual Meeting](#)

[SHAPE America National Convention](#)

[State Affiliates of American Public Health Association](#)
Check the local state affiliates for their annual meetings

[State Chapters of Society for Public Health Education](#)
Locate the annual meeting dates of state chapters

IMPLEMENT

4 SUBMIT YOUR ABSTRACT FOR THE CHOSEN CONFERENCE

- Determine whether the conference requires the presenter to be a member of their organization. If so, confirm the eligibility requirements for membership.
- Note that becoming a member (with its attendant benefits), and paying the conference registration fee as a member, is often less expensive than the registration fee as a non-member.
- Develop the abstract using the guidelines for conference presentation.
- Identify learner outcomes (2-3) for your presentation.
- Use action verbs throughout your abstract.
- Specify your request for a type of presentation (e.g., oral, poster, panel, roundtable, workshop, etc.).
- Send in your abstract by the deadline.
- Use the required channel to submit your abstract (e.g., via mail, via email, through an online portal, etc.).

5 PREPARE FOR THE CONFERENCE PRESENTATION

- Begin preparing for the conference presentation once you receive notification of acceptance of your abstract.
- Note the date, time, venue, type and duration of your presentation.
- Engage with internal program stakeholders and external collaborating partners to develop any content/materials for the conference presentation, if you have co-presenters.

 [Click here for more information on developing oral and poster presentations](#)

6 CONSIDER HOW YOU WILL PROMOTE YOUR CONFERENCE PRESENTATION SESSION TO ENCOURAGE ATTENDANCE

For ideas on how to promote your session, such as through using social media or securing a listserv, view the [Spread the Word](#) section.

EVALUATE AND REVISE

With abstract submissions for professional conferences, there are no feedback comments as to why the abstract was not accepted for presentation or why the requested format (poster or oral or workshop or roundtable) was not provided. Therefore, it is important that you verify and properly address the requirements (abstract, content of abstract, keywords, length and inclusion/exclusion of author identifying information) prior to submission. Consider asking a professional colleague to review the document before submission as well. Make changes, as needed, and then submit.

7 FOLLOW-UP SOON AFTER THE CONFERENCE

- Follow-up with those who are interested in your program soon after your return.
- Promptly address questions or requests for additional information.
- Use the feedback received at the conference to effect changes to your program, if needed and feasible.

HELPFUL HINT

A panel presentation

A **panel presentation** consists of a panel of individuals, or panelists, who are often grouped around a common theme (e.g., programs targeting minority populations, programs using health coaches, etc.). The individuals present their programs, data and/or learnings and engage in discussion with each other and with the audience (via posed questions and answers) often led by a moderator.

Learn to Develop a Program Toolkit

Toolkits provide a clear and comprehensive, step-by-step action-oriented manual for other program managers and policymakers to understand how the processes and outcomes from your program can possibly be adapted to other programs. They often include information, data and other resources that help guide readers to develop a plan of action or guide service delivery based on what has been found to be effective in the past with one or more similar programs. Toolkits also provide you with valuable insights about various aspects of your program and allow for thoughtful reflection for future actions.

PLAN

1 WHAT ARE THE STEPS TO CONSIDER IN DEVELOPING A TOOLKIT?

Consider purpose, target audience and scope of the toolkit

Begin by defining the purpose/focus, audience, content, format (print form, online static, online interactive, etc.), layout, preferred length, technical review, etc., of the toolkit. If the toolkit is going to include web links, then consider the mechanics of updating them (who and when) periodically.

Review some sample toolkits

See links provided under “Program Toolkit Examples” under the Helpful Links in this section. Start with the [Community Health Worker Toolkit](#) to browse through the array of programs that are included. Thereafter, review a toolkit whose content most closely resembles your program (e.g., nutrition, chronic disease prevention, exercise, etc.).

Develop an outline of the proposed toolkit

Involve stakeholders early and frequently in developing the outline of the proposed toolkit. Stakeholders include both those internal and external to the organization. Toolkits are best developed as a team with input from multiple stakeholders.

Review toolkit development guides to get ideas

Programs often vary in terms of their goals and objectives, strategies employed, resources used and outcomes; therefore there is no one source for developing a toolkit that would best address all the specific needs of a program. It is best to review a variety of available toolkit development guides.

- Start with [Developing a user-friendly K4health toolkit](#). See the important elements described therein.
- Then consult [Creating A Toolkit For Nonprofit Fundraising](#), which has numerous tips and valuable ideas to incorporate images and social media, as well as how to garner interest.
- Once you begin writing the content, then review [How to Write Easy-to-Read Health Materials](#).
- At this stage, [Appendix 6-A. AHRQ Toolkits: Standard Formatting for Products](#) will be useful for getting ideas about formatting the content.

QUICK TIPS

- Review sample toolkits
- Determine the purpose, scope and desired length of your toolkit, as well as the intended audience
- Involve relevant stakeholders in the development of content for your toolkit
- Obtain feedback on the ease of use and utility of your toolkit
- Make changes to your toolkit based on feedback received



Helpful Links

Resources for Developing a Program Toolkit

AHRQ Publishing and Communications Guidelines

Section 6: Toolkit Guidance

- Check *Is This a Toolkit?* to determine if a toolkit is the right method to disseminate your program outcomes.
- Next, review the *Toolkit Content Checklist* to determine the toolkit's contents once you have decided on its format.
- Browse through the *Toolkit Usability Checklist* to assist your thinking about the framework for your tools target users, toolkit style and the function of each tool.

Developing a user-friendly K4health toolkit

Knowledge for Health and USAID

Creating A Toolkit For Nonprofit Fundraising

Causevox

How to Write Easy-to-Read Health Materials

MedlinePlus

IMPLEMENT

2 WHAT ARE SOME AVENUES FOR DISSEMINATING A TOOLKIT?

There are several avenues to disseminate your toolkit:

- Create a portable document format (PDF) version of it on your organization's website and disseminate the web link through electronic listservs and other distribution lists of professional groups that you are affiliated with.
- Distribute the toolkit through mailings (regular/email) and at conferences or specific locations.
- Partner with membership organizations to post the toolkit on their website and/or distribute it to their membership.
- Present the toolkit at meetings of local organizations (civic groups, local chapters of professional organizations, local/state health department) as well as gatherings that attract legislators and policymakers.
- Submit the entire toolkit or a condensed version to a scholarly journal for publication or in locally circulated news media (such as newspapers and magazines).
- Generate publicity for the toolkit through local radio and television programs, blogs, social media and/or web-based podcasts/videos/infographics.

For other ideas on sharing your program toolkit, see the [Spread the Word](#) section.

EVALUATE AND REVISE

3 DEVELOP A PLAN FOR EVALUATING YOUR TOOLKIT

Evaluation of the toolkit could be realized in several ways.

Include a simple, one-page questionnaire at the end of the toolkit (in print form) with a request for users to complete and send it via prepaid mail. Track how you have disseminated your program toolkit to ensure that it reaches your target audience; if not, use alternative methods.

For electronic versions, provide a web link for users to complete a simple survey on the toolkit's use, utility, most and least useful components, ideas for improvement, etc. [SurveyMonkey](#), [SurveyPlanet](#), [surveygizmo](#), [Zoho Survey](#) and similar online tools often offer free subscriptions for limited use. Use one of them to obtain feedback from users on the toolkit. Ask users some basic information about themselves such as their profession or the type of organization they work for in order to determine whether the toolkit is reaching its intended audience. Request survey respondents to offer ideas for possible avenues for dissemination of the toolkit.

When the toolkit is distributed in person (such as at a conference presentation), seek oral feedback from the audience. Target multiple audiences for feedback.

The development of a toolkit is a process. It gets better with each iteration. However, at some point, it needs to be published and disseminated. Involve different stakeholders from the beginning in development of the toolkit. Ask another group of stakeholders to be reviewers of the chapters (as they become available) and seek their input. Incorporate their input into the toolkit development process, making the process interactive and iterative. Encourage ownership of the toolkit among a larger set of stakeholders.

When the toolkit is ready, ask a small group of your professional colleagues and target audience members to review and offer their feedback. Incorporate relevant feedback into appropriate sections of the toolkit and begin the process of disseminating it.

Remember, the toolkit can always be updated in years to come with additional results and learnings so that it remains relevant and continues to be beneficial to its users.



Helpful Links

Program Toolkit Examples

Community Health Worker Toolkit

Existing Toolkits Report,

September 30, 2015

Minnesota Department of Health

This is a rich compendium of available toolkits from various organizations.

It includes general implementation, evaluation and advocacy toolkits.

The Fruit and Vegetable

Prescription Program Toolkit

Wholesome Wave

Model Health Program Toolkits

The National Council on Aging, 2004

The Road to Health Toolkit—

Activities Guide

How to Prevent or Delay Type 2 Diabetes

in Your Community – An Activities Guide

for Community Health Workers

Centers for Disease Control and

Prevention, 2008

Health Home Program Toolkit

Iowa Department of Human Services

ROI Toolkit for Community Health

Worker Programs

MHP Salud

Engaging Your Community – A Toolkit

for Partnership, Collaboration,

and Action

John Snow, Inc., January 2012

Effective Adult Learning – A Toolkit

for Teaching Adults

Northwest Center for Public Health

Practice, 2012

Just as developing and sharing your lessons learned is important, so is creating awareness of those efforts so that even more people can benefit from them. Information is provided on how to share your lessons learned and look for opportunities to conduct media outreach and use social media to expand the reach of your dissemination activities. You can also share information about your grant award, program impact and results and feature participant success stories.

PLAN

1 DEVELOP KEY MESSAGES

Before you begin any communications or dissemination activities, it's essential to develop key messages that are clear and concise and can be used consistently in all outreach. Convene all key stakeholders within your program to discuss and align on the top 3-4 messages you want to convey about your program.

- Include statistics to support your messages and demonstrate need.
- Make messages resonate by sharing a participant success story.
- Include a call to action so your audiences can learn more.

Keep them simple, and avoid jargon and technical terms. Your audiences are likely to include people of many different backgrounds and education levels, and you want your messages to be understood and remembered. Once complete, share your key messages with the leaders of your organization and/or anyone who may be involved in communication activities about the program.

 [Click here for a template for developing your key messages](#)

IMPLEMENT

2 DETERMINE THE TACTICS YOU WILL USE TO COMMUNICATE TO YOUR TARGET AUDIENCE ABOUT YOUR PROGRAM AND YOUR DISSEMINATION ACTIVITIES

News and information about your program and dissemination activities can be shared in your community using a variety of vehicles and tactics, including website updates, social media and more. Sharing your program's milestones through communications vehicles will help with your organizational sustainability by providing proof points of your work. Instructions for [leveraging social media](#) and [conducting media outreach](#) are included in this guide, as well as sample copy in the [additional resources](#) section that can be tailored to feature program participant stories, program outcomes and lessons learned.

 [Click here for a detailed chart outlining tactics for communicating program milestones and dissemination activities, along with sample success metrics and other considerations](#)

QUICK TIPS

- Use a variety of communications methods to generate awareness of your program and dissemination activities; target activities according to priority
- Leverage existing networks and outreach materials to make the most of your resources



Helpful Links

[A Beginner's Guide to Nonprofit Landing Pages](#)

SmartCause Digital

[How to Turn Your Entire Staff Into a Social Media Army](#)

Fast Company

[How to Publish on LinkedIn Pulse: A Beginner's Guide](#)

HubSpot

[7 Tips for Writing that Great Blog Post, Every Time](#)

Huffington Post

[4 Steps to Pitching a Guest Post \(and Getting a "Yes!"\)](#)

The Muse

[About Google Scholar](#)

Google

IMPLEMENT (cont'd)

Target audiences may include: potential and current funders, nonprofit and community organizations, government departments, program or organization partners, employees, program participants and local media. It's crucial that you identify your target audience upfront so you can tailor your tactics to reach them and speak to them. To identify your target audience, consider what your primary goal is and which audience segment can help you achieve it.

For example:

- Is your goal to generate overall program awareness? Then your target audience may be local media and the general public.
- Is your goal to support sustainability through encouraging other organizations to replicate the program? Then your target audience may be nonprofit and community organizations, and nonprofit and public health trade media that reach them.
- Is your goal to support sustainability through earning additional funding? Then your target audience may be potential and current funders, and healthcare media that reach them.

EVALUATE AND REVISE

3 IDENTIFY THE SUCCESS METRICS YOU WILL USE TO ASSESS THE EFFECTIVENESS OF EACH COMMUNICATIONS TACTIC

Metrics to help you measure the success for each tactic are provided in the detailed [communications tactics chart](#). Focus on 1-3 metrics that matter most to you, such as increasing traffic to your website or generating news coverage.

Track your metrics twice monthly at minimum to see what's working well and what isn't. Different tactics will work for different audiences, and there is no single formula that will be successful every time. Take notes, learn from your successes and challenges and continue to revise and improve.

 [Click here for a detailed communications chart and tactics samples](#)

Social media is an increasingly valuable medium to engage with others, and it also provides an opportunity to regularly share your program activities and lessons learned with other community health organizations, as well as connect with prospective participants and educate them about health. Social media content should:

- Be an accurate representation of your organization
- Be timely
- Resonate and engage with your followers
- Utilize visuals

PLAN

1 IDENTIFY YOUR OVERARCHING GOAL(S) FOR SOCIAL MEDIA AND YOUR TARGET AUDIENCE

Examples of goals for your social media outreach may be recruiting program participants, generating awareness about your program or organization or sharing lessons learned.

 [Click here for a chart with more potential goals and example target audiences](#)

2 IDENTIFY WHICH SOCIAL MEDIA PLATFORM(S) YOUR ORGANIZATION WILL USE

There are numerous social media networks across the web, each having distinct features to share your program and engage with others. You don't need to be on every social media platform. Generally, Facebook and Twitter tend to be the most popular among nonprofits. Choose the network that matters most to your program and that resonates with your target audience's demographics.

 [Click here for more information on top social media networks](#)

3 IDENTIFY SUCCESS METRICS FOR EACH SOCIAL MEDIA PLATFORM THAT YOU PLAN TO USE AND ANALYTICS YOU WILL USE TO MEASURE THEM

Connect your success metrics to your overarching goals (e.g. if your goal is to share lessons learned, how many people are you hoping to reach with those posts?).

 [Click here for examples of social media success metrics](#)

QUICK TIPS

- Use the social media platforms that make the most sense for your organization and target audiences
- Devote time to develop rich content that tells your program's story
- Remember, social media is not a billboard – engage with your followers!



Helpful Links

[A Strategic Guide to Social Media for Nonprofits](#)

Sprout Social

[Social Media for Non-Profits: A Comprehensive Guide](#)

Social Media Today

[Always Up-to-Date Guide to Social Media Image Sizes](#)

Sprout Social

[Streamlined Image Resizing for Social Media](#)

Sprout Social

IMPLEMENT

Managing social media networks and continuously creating content could be as time consuming or as easy you want it to be. If you do not have the resources to hire a social media specialist or intern for your program, consider setting aside up to an hour a week to brainstorm and create content. A few tips to help:

4 HONE A CLEAR, DEFINED VOICE WITH CONTENT BUCKETS

Organizations with successful social media presences have a clear, defined voice. These organizations identify and share content that will resonate with their audiences and align with their brand identity. Brainstorm what your program wants to emulate on social media, and ensure all content you share falls under one of the buckets. Content buckets could include: thought leadership; health and wellness; community support; and program participant recruitment.

 [Click here for more examples of posts and topics to consider sharing](#)

5 DEVELOP CONTENT TO SHARE YOUR STORY

Be Brief

Social media copy should not be more than two to three lines of text. Remember, if it's more than that, users will often scroll past it.

Include A Photo, Video Or Graphic In Every Post

- **Build a library of photos/videos.** Use a smartphone or digital camera to build a library of photos and videos of your program and its activities. If your organization is limited on computer space, use free storage services like [Google Photos](#) that allow you to store unlimited photos and videos sorted by albums. See the [Utilize Photography and Videography](#) section for tips on how to take quality photos and videos.
- **Develop custom graphics.** Graphics can help supplement your social media content. If you do not have a graphic designer or premium photo editing software and need to edit an image, add a program logo to an image or want to make creative visuals for the program, use free services like [Canva](#), [PicMonkey](#) or [Pixlr](#).

Engage With Others

Connect with your followers and others in the health community by asking questions, using Twitter polls, responding to or retweeting comments or tweets and creating meaningful dialogue.

- **Use mentions.** Any time you refer to another organization in a post, use their Facebook page title or Twitter or Instagram handle. For example, if you refer to data from the Centers for Disease Control and Prevention, include “@CDCgov” in your tweet to strengthen your relationship and give credit.
- **Work with influencers.** Expand your audience reach by working with notable partners, local government officials, celebrities and users with many followers and similar interests to share your program news and become program advocates.

Use Hashtags Strategically

Hashtags (#) make any term (without spaces or punctuation) searchable on Facebook, Twitter and Instagram and help group tweets by topic. Establish a hashtag (e.g. #hearthealth, #lessonslearned and #AZHCF) and ask your followers to use it. Don't hashtag everything; instead, settle on key terms that already have significant usage.

IMPLEMENT (cont'd)

6 DEVELOP AND MANAGE A CONTENT CALENDAR

Content calendars are extremely valuable in strategizing and laying out content ahead of time. Use a template [like this one](#) to plan posts and activity a month in advance.

Post often. Generally, aim for 2-3 posts on Facebook per week, 4-6 tweets per week, 1-2 posts on Instagram per week and two posts per month on LinkedIn.

7 SCHEDULE POSTS AHEAD OF TIME

Short on time? Facebook allows you to draft and schedule your posts to be shared at a later date or time. If you're looking to schedule tweets ahead of time, use free services like [TweetDeck](#), [Hootsuite](#) and [Bufferapp](#). Unfortunately, Instagram, LinkedIn and Snapchat do not have reliable services at this time that will allow you to schedule posts.

8 CONSIDER USING SOCIAL MEDIA ADVERTISING, IF RESOURCES ALLOW

Many social media networks, especially Facebook, implement news feed algorithms that favor paid content over organic – meaning only your most loyal followers will see your content in their news feed while all others may not. Consider setting aside a small portion of your program budget to run advertisements or boost priority social media posts.

 [Click here for more information on social media advertising](#)

EVALUATE AND REVISE

If you're putting significant time into social media, it's worthwhile to track how well your accounts are performing and if you need to make any adjustments. In fact, your organization's board or leadership may also be interested in seeing the return on investment of your efforts.

9 CHECK SOCIAL MEDIA CHANNEL PERFORMANCE REGULARLY

- Assess each of your social media channel's performance monthly or quarterly using each platform's built-in analytics platform, including: Facebook Insights, Twitter Analytics, Instagram Insights and YouTube Analytics. Although Snapchat does not have a formalized analytics platform, you are able to monitor performance by seeing the number of viewers you have on snaps.
- In addition to helping limit character count, URL link shortening services like [Bitly](#) or [Ow.ly](#) also provide analytics on how many times your link has been clicked and what source the clicks came from (Facebook, Twitter, email, etc.).

10 ASSESS THE SOCIAL MEDIA ANALYTICS THAT RELATE TO YOUR GOALS

When reporting on your program's account analytics, only include those that matter the most in respect to your goals. For example, if your goal is to grow followers, report on the amount of follower growth or decline your page has had.

11 MAKE ADJUSTMENTS AS NEEDED, IF YOU ARE NOT MEETING OBJECTIVES

- Are you using the right platform to engage your target audience?
- Are your social media objectives overly ambitious?
- Is your organic reach large enough? Have you considered increasing followers through advertising?
- Are you devoting enough time to planning and sharing rich content?
- Are you engaging back with your followers?
- Are additional staff members or resources needed to support your efforts?

Working with local print, broadcast and online media is an effective way to reach a large audience with messages about your grant award, your program overall or dissemination activities. Media attention puts a spotlight on your organization. It also helps people with a specific health issue and those at risk find the information and support they need.

PLAN

1 IDENTIFY YOUR OVERARCHING GOAL(S) FOR MEDIA OUTREACH AND YOUR TARGET AUDIENCE

Refer to the table provided in [Leverage Social Media Additional Resources](#) for examples to get you started.

2 DETERMINE WHETHER YOU HAVE “NEWSWORTHY” CONTENT TO SHARE

It's best to contact media when you have actual news – something, from a journalist's perspective, worth reporting. What is newsworthy? Put yourself in the shoes of a reporter who makes a decision based on asking the question: “Why should my audience care?” If you have a good response to that question, you likely have a good news story.

Here are a few examples of when to contact the media with news about your program:

- To share the good news of a grant award. Articulate how your program is specifically helping people in your community and how you plan to share lessons learned.
- To highlight your dissemination activities such as getting published in a peer-reviewed journal, presenting at a professional conference or developing a program toolkit.
- To increase awareness about a specific health issue and its impact on your community, using relevant community statistics, timely awareness days and program participant stories as newsworthy angles.
- To generate awareness of or attendance at a program or event.
- To comment on an already-published story about community health or a specific health issue to show how your program is part of the solution.

QUICK TIPS

- Do your homework to determine your news hook and what might interest media
- Conduct outreach via phone and email. Follow up with supporting materials such as a media alert or news release
- Continue to follow up to collect feedback, learn and improve



Helpful Links

Best Practices

[Cision](#)

Communications & Marketing Resources

[Center for Nonprofit Excellence](#)

PLAN (cont'd)

3 IDENTIFY WHO MIGHT BE INTERESTED IN SHARING YOUR STORY

When reaching out to media, it's important to know who to contact. For example:

- For events: contact calendar editors (if you are trying to generate attendance), community news directors, public service directors and the assignment desk.
- For feature or human-interest stories: target health writers and producers, and feature editors.
- To comment on an issue or story in the news: contact editorial page editors and the letters to the editor point person.
- To draw attention to your dissemination activities: contact trade press related to the organizations you are working with.

Based on your needs, develop a list of reporters, editors and broadcast producers (TV and radio) who you plan to contact about your health stories. To develop your media list, consult the local telephone directory and the Internet to identify: daily and weekly community newspapers; TV and radio stations, including specific news, talk and community affairs programs; and online publications that cover your topic of interest. For trade media outlets, contact publications that specialize in a specific health issue and public health.

Call each of the media outlets on your list to obtain the names of the news editor, medical or health reporter, feature reporter, public service director, program hosts and any others who might be interested in stories about a specific health issue you are working to address.

4 IDENTIFY SUCCESS METRICS FOR YOUR MEDIA OUTREACH

Decide what is most important for determining the success of your media outreach. Is it the type of media outlet covering the story? Does the audience reach/circulation or the content matter more?

Some potential success metrics to consider include:

- Number of media placements and their audience reach
- Web traffic generated by the placement, using tools such as [Google Analytics](#)
- Social media engagement
- New program participant recruitment
- Inclusion of your key messages and call to action

IMPLEMENT

5 PREPARE YOUR OUTREACH MATERIALS

Often the simplest and most effective way to contact media is to pick up the phone and call. However, even if you do call, most contacts will ask that you send additional information via email. It's important to be prepared with a brief, compelling "pitch" – telling your news in under 30 seconds or about 100 words.

 [Click here for examples of pitches](#)

After making the call, you may need to follow up with additional information. There are certain types of materials media find useful:

News Release

As the name suggests, this document should announce news (e.g., a grant award announcement, dissemination activities, recruitment milestones, program results, program participant success stories, etc.).

 [Click here for the key components of a news release along with a news release template](#)

Media Alert

An alert (or advisory) provides news, but in a shorter format than a news release. It is typically used to announce an event or a press conference and is formatted to provide the facts (Who? What? When? Where? Why?).

 [Click here for the key components of a media alert along with a media alert template](#)

Often these materials are used in a combination or may be sent with a background document that provides additional information on the topic.

6 USING THE MATERIALS PREPARED, CONDUCT YOUR OUTREACH

Begin by making phone calls to the media list you created. Send follow-up emails with the additional materials you developed (e.g., news release, media alert or other). If you don't receive any feedback within 1-2 days, follow up via phone and email. For any media that agree to cover your story, do your best to answer their questions and fulfill their requests in a timely manner – they're probably working on a deadline. Be mindful of what you say in interviews and emails: **everything is on the record.**

7 FOR ANY EARNED COVERAGE, SHARE IT ON SOCIAL MEDIA (AS POSSIBLE)

Your participants, supporters and employees will be excited to see coverage of your program/organization in the news. Share it with them!

EVALUATE AND REVISE

If you are **NOT** earning coverage...

Continue to follow up with the goal of receiving feedback from every outlet. If a contact says no, ask them why not. See if there is more or something else you can provide that will make a reporter more likely to cover your story. Note that not all coverage is good coverage or worth your time – if a reporter suggests an alternative angle to your story, make sure it will help you meet your objectives, and don't be afraid to say no.

If you **ARE** earning coverage...

Track online engagement with your story to see how the public is responding.

- Many outlets share their stories online on their websites and social media accounts; visit these pages to see who is commenting on your story and what they are saying.
- If you post the story to your social media accounts, see how your followers are responding.

These comments can help you better understand how your organization and program are perceived by the public. Use these learnings to refine your messaging as appropriate, and consider developing talking points for answering difficult questions.

You also want to look at the success metrics you identified, to measure things such as:

- Number of media placements and their audience reach
- Web traffic generated by the placement, using tools such as [Google Analytics](#)
- Social media engagement
- New program participant recruitment
- Inclusion of your key messages and call to action

Learn from the feedback you receive from media contacts, readers and others. Keep track of what reporters are and aren't looking for so you can keep it in mind for future outreach. If coverage does not include your key messages, consider working with spokespersons to ensure messages are conveyed during any media interviews. Also, reevaluate the topics you are pitching to the media to assess if they are newsworthy.

Utilize Photography and Videography

Using visuals such as video and photos in communications activities can effectively catch the attention of and engage your audience in ways plain text cannot. Consider when you're scrolling through a Facebook feed—which post are you more likely to stop and look at: a long paragraph of text, or a short caption with a compelling photo or video? You probably would prefer the photo or video, as would most people. Visuals amplify your story, helping you reach more people with information to increase general program awareness, highlight your dissemination activities or respond to a call to action.

PLAN

As with any piece of content you share on social media or other channels, you must plan ahead.

1 CONSIDER PHOTOGRAPHY AND VIDEOGRAPHY NEEDS AND OPPORTUNITIES

- Do you have existing photos or videos that can be leveraged?
- Do you have upcoming events that offer opportunity for photos or videos?
- What upcoming communications (newsletters, social media posts, website updates, etc.) might be strengthened with videos or photos?
- What general photos or videos do you need to help tell your story and increase understanding of your mission? For example, if your organization promotes physical activity, you might want a shot of a participant being active during one of your programs.

2 BE STRATEGIC IN IDENTIFYING YOUR NEEDS AND WHEN TO SHARE VIDEOS OR PHOTOS

- What do you want this photo or video to do? Maybe it's to inspire people, make them feel happy or increase understanding of what your organization does.
- Where do you want people to go or what do you want them to do as a result of seeing this photo or video? Maybe it's to go to your website or sign up for a particular program.

3 BE CONSIDERATE OF WHO OR WHAT IS BEING FILMED

- Ensure you have the consent of all parties in the photo or video. Create a consent form for people to sign, and keep all signed forms in your records.
- The Health Insurance Portability and Accountability Act (HIPAA) prohibits sharing protected health information (PHI) without the expressed written authorization of the individual who is the subject of the PHI, or in the case of a minor child, a parent or legal guardian. Be vigilant in acquiring consent to share any PHI in your photo or video; this includes anyone that might be visible or anything that might be accidentally legible in the background.
- Know the guidelines of the event or location where you're filming, and familiarize yourself with your surroundings to ensure the space will look appropriate in video. There are events and locations that do not allow photography or videography.

QUICK TIPS

- Plan ahead: know what you have and what you need
- Set goals for your video or photo
- Try new things and monitor progress so you can identify what is most successful in engaging your audience



Helpful Links

[Three Keys to Crafting Successful Videos on Social Media](#)

Forbes

[Social Media Video Tips & Strategies](#)

Sprout Social

[HIPAA for Professionals](#)

US Department of Health and Human Services

IMPLEMENT

Now it's time to collect your photos and videos!

HERE'S WHAT YOU NEED TO KNOW TO ENSURE HIGH QUALITY, COMPELLING PHOTOGRAPHY:

- Think creatively and consider what you are trying to convey with your photo.
- Get close to your subject—faces tell the story. A medium shot with your subject framed from head to mid-chest works well.
- Watch out for distractions. Keep an eye out for object in a room or outside that will draw the eye away from your subject. Look around to make sure that everything in the frame relates to the message or story you are trying to share.
- Get up, get down, get close, move to the sides. Don't settle for one angle! Take a photo from various positions to see what works best.
- Avoid backlighting a photo. Make sure that the light source you are using, whether natural or artificial, is not behind the subject or scene you are capturing.

HERE'S WHAT YOU NEED TO KNOW TO ENSURE HIGH QUALITY, COMPELLING VIDEOGRAPHY AND VIDEO INTERVIEWS:

Video interviews are a great way to allow your staff, participants and community members to tell the story of your program and organization. By collecting video testimony, you can later edit or share these clips to tell honest and compelling stories.

People are usually willing to share their stories when they feel comfortable with both the questioner (interviewer) and the setting. **Before an interview:**

- Be up front and specific about why the request is being made and how the interview clips will be used, and thank the subject for his or her willingness to participate.
- Choose a location that is somewhat private and quiet.
- Indicate how long the process is likely to take, whether five minutes or 15 minutes.
- Have the subject sign a standard release form indicating his or her consent for you to both videotape and use his or her remarks.

1 THE ART OF THE INTERVIEW

- Be prepared with thoughtful, meaningful questions designed to get at the heart of the subject matter at hand. If the interview is scheduled in advance, provide the questions to the subject ahead of time to help him or her prepare, so he or she can be sure to get his or her key messages across.
- Before beginning the interview, ask the subject to both say and spell his or her name, even if it seems obvious. Next ask for his or her title or context (such as a program participant, doctor or staff).
- Avoid asking questions that solicit a “yes” or “no” answer. Rather, invite your subject to tell his or her own story in response to your question.

2 TECHNICAL TIPS—THE PICTURE

- Select a setting that is minimally noisy and where you can have at least four feet of distance between the camera and the subject.
- Make sure the light source you are using (window or light-on-stand) is behind the camera and not the subject. If you can, “white balance” your camera to ensure that colors are correct.
- Use a tripod for a steadier shot – including if you are shooting with a mobile phone. Set your camera on the tripod to align with the eye level of the subject.
- “Framing” should flatter your subject: not too tight (head only) or too wide (space dominates scene). A medium shot that is head to mid-chest will usually work best. Shots where the subject is framed on either the right or left side of the frame (as opposed to the middle) are generally more flattering.
- Avoid excessive camera movements like tilts, pans and zooms. Frame your subject and allow the action to happen in the frame.

IMPLEMENT (cont'd)

3 TECHNICAL TIPS—THE SOUND

- Avoid using the on-camera microphone, and use an external microphone that plugs into the camera or your mobile phone.
- Use ear buds or a headphone to check your sound levels before beginning your recording, and ensure there is no ambient noise (HVAC, office equipment, etc.) that is dominating the speaker.
- If you are using a lavalier-style microphone (e.g., small clip-on mic), try to position it either left or right on the subject's clothing, and if at all possible, hide the cable.
- Keep the mic outside of the frame if you can still get good audio levels.

EVALUATE AND REVISE

Measure the success of your photos and videos by tracking engagement:

- When sharing on **social media**, watch for comments, likes, shares, views, etc.
- When sharing on your **website**, watch your analytics for views, time on page, clicks, etc.
- When sharing via **newsletters or other communications**, ask for feedback. This can be done by either providing an email address at the close of a communication asking for feedback, or by reaching out to individuals directly for their reactions to a recent photo or video shared.

Long term, the goal is to use visuals to increase awareness and engagement. Look at similar organizations' social media channels or websites for inspiration. Keep track of which of your photos and videos do better than others to determine what is most successful at engaging your audience.



Additional Resources

ADDITIONAL DETAILS AND INFORMATION ARE PROVIDED IN THIS SECTION AROUND CONNECTING WITH COLLABORATORS, BUILDING A SUSTAINABILITY ACTION PLAN AND IDENTIFYING POSSIBLE OUTCOMES FOR YOUR PLAN.

BUILD A SUSTAINABILITY ACTION PLAN

Here are additional details on how to build a sustainability action plan:

STEP 1: Make a strong case for support

Include what you plan on doing, why and what results you expect. A well-developed ‘case for support’ document is valuable for recruiting volunteers, pitching your program to donors, attracting collaborating organizations and evincing interest among community members and policymakers. Your case for support could include proof points of your program’s accomplishments, such as dissemination materials (publications, presentations or toolkits your organization has developed related to your program), media stories or articles where you program is featured, testimonials from program participants and program results that demonstrate its positive impact on community members.

STEP 2: Identify collaborating organizations or a coalition that you would like to partner with

Check for fit, specify areas for partnership and develop an agreement as to who is going to do what and when. Develop and execute agreements pertaining to deliverables and resources, including budget management.

STEP 3: Assemble a program sustainability committee

Include members from different stakeholders, funding agencies, policymakers, collaborating organizations, etc. Ensure that the membership is inclusive and diverse and provides opportunities for members to learn and grow to eventually lead in shepherding and supporting the program in later years.

STEP 4: Develop a draft sustainability plan

Incorporate goals, objectives and strategies to achieve them; a timeline; resource requirements; and measures for success. Ensure that metrics are available at this stage to benchmark key indicators.

STEP 5: Share the sustainability action plan and make revisions as necessary

Ensure that all stakeholders have a chance to react and respond to the draft sustainability action plan. Address concerns, incorporate constructive feedback, redraft the plan and circulate again.

STEP 6: Publicize the sustainability action plan

Raise awareness, generate support and facilitate transparency of your organization’s intent and actions through this key step.

ADDITIONAL DETAILS AND INFORMATION ARE PROVIDED IN THIS SECTION AROUND CONNECTING WITH COLLABORATORS, BUILDING A SUSTAINABILITY ACTION PLAN AND IDENTIFYING POSSIBLE OUTCOMES FOR YOUR PLAN.

POTENTIAL OUTCOMES TO INCLUDE AS PART OF YOUR SUSTAINABILITY PLAN

Consider the following outcomes for your sustainability plan:

Outcomes could include:

- Improved service delivery practices
- Enhanced organizational capacity of collaborators to provide services
- Sustained and/or new changes in knowledge, attitudes and behaviors of program participants
- Increased outreach to community members, including those not previously served
- Improved financing models for delivering heart health care
- Empowerment of the community for the health of its members
- Institution of policy changes that are favorable to meeting community needs
- Integration of program elements into routine operations

ADDITIONAL DETAILS AND INFORMATION ARE PROVIDED IN THIS SECTION AROUND CHANNELS, DISSEMINATION PLANS AND CONFERENCE PRESENTATIONS

	PUBLICATION IN A SCHOLARLY JOURNAL	CONFERENCE PRESENTATION	PROGRAM TOOLKIT
Target audience	Health promotion specialists, healthcare professionals, researchers and policy analysts	Health program managers, public health practitioners, healthcare professionals and community health researchers	Program managers of similar nonprofit organizations and program staff of government agencies
Recommended data	<ul style="list-style-type: none"> • Qualitative data • Clinical outcomes • Comparison data (to determine statistical significance of outcomes) 	<ul style="list-style-type: none"> • Qualitative data • Clinical outcomes • Effective program practices • Lessons learned 	<ul style="list-style-type: none"> • Program participant testimonials • Case studies • Resources that are current, relevant and easily accessible
Resources required	Excellent writing, editing and proofreading skills; statistical rigor; Institutional Review Board approval (as needed)	Money (travel, lodging expenses, registration fees, etc.)	Time commitment; involvement of multiple stakeholders
Other considerations	<ul style="list-style-type: none"> • Competitive to publish in a reputable journal • Considerable time delay between initial submission and publication (in print), when accepted 	Need to time the abstract submission, as a conference may take place once or twice a year	<ul style="list-style-type: none"> • More time-intensive than other methods • Requires involvement of multiple stakeholders

Key points in selection of content, format and channel

1. Whom are you trying to reach (audience – peer program coordinators, program managers, nonprofit sector, grantmakers, donors, policymakers, private sector, legislators, etc.)?
2. What should they know about your program (nature of information/data – such as program scope, goals and objectives, strategies, results and lessons learned)?
3. What is innovative about your program that others should know?
4. What do you gain by communicating about your program (e.g., visibility, support, new funding avenues, possible partnership, etc.)?
5. How much lead time is required and available to convey the salient information (such as time available at your organization, time available for the format chosen, etc.)?
6. What expertise is available at your organization (such as for technical writing, professional presentation, etc.)?
7. Which partners would be involved in communication and dissemination efforts (such as a local health department, medical clinic, school, etc.)?
8. How will you assess the success of your dissemination efforts (e.g., number of participants at a professional presentation, number of targeted hits on your website for your technical report, etc.)?

SAMPLE DISSEMINATION PLAN

AUDIENCE	GOAL	FORMAT	CHANNEL	RESPONSIBLE PERSON(S)	TARGET DATE	RESOURCE NEEDS
Public health practitioners; healthcare providers; policy analysts	Add to the scientific knowledge base on positive cardiovascular health in communities	Print or Online	Peer-reviewed (scholarly) journal	Program director from your organization; Program coordinator from a collaborating agency (e.g., local health department)	8/1/18	Analysis of relevant program data; time to develop the manuscript; technical assistance with proofreading and editing
Public health practitioners; public health students; public health educators; healthcare providers	Encourage adoption/adaptation of key learnings in other community-based programs	Slideshow presentation	Conference presentation	Program director from your organization	10/15/18	Analysis of relevant program data; funds to cover travel/lodging, registration fees; time to develop presentation and to travel/present
Program managers at nonprofit organizations and government agencies	Encourage adoption/adaptation of program in other communities	Print or Online	Program toolkit	Program manager and program coordinator from your organizations	5/1/18	Time to develop program toolkit; technical assistance with layout, proofreading and editing

MORE INFORMATION ON DEVELOPING ORAL AND POSTER PRESENTATIONS**For Oral Presentation**

- Develop PowerPoint slides for your presentation. Each slide takes about 45–60 seconds to discuss. Plan accordingly.
- Use a font type, color scheme and font size that are readily readable from a distance. See valuable tips available on the Web such as [14 PowerPoint Presentation Tips for Building More Creative Slideshows \[+Templates\]](#).
- Include pictures (preferably action pictures of program participants; seek permission beforehand).
- Rehearse your presentation so that you can communicate effectively without reading from your slides and deliver it within the allotted time.
- Remember to tell your special story (about the program).
- Allow time for questions and answers.
- Invite the audience to offer feedback then or later.
- Distribute copies of your PowerPoint slides as handouts for the audience.
- Have copies of your business card with you and provide them at networking opportunities at the conference.

For Poster Presentation

- Develop your poster according to the size specifications provided by the conference organizer.
- Carefully choose what to include. There is limited space.
- Remember to view the poster from the readers' viewpoint.
- Review creative tips available on the Web such as [Scientific Poster Design](#).
- Include pictures (preferably action pictures of program participants; seek permission beforehand).
- Proofread the text.
- Take copies (8.5 inch x 11.0 inch) of your poster as handouts and offer to those who stop by to view your poster and speak with you.

ADDITIONAL DETAILS AND INFORMATION ARE PROVIDED IN THIS SECTION AROUND DEVELOPING KEY MESSAGES, ALONG WITH A DETAILED CHART FOR POTENTIAL TACTICS TO COMMUNICATE ABOUT YOUR PROGRAM AND DISSEMINATION ACTIVITIES.

SAMPLE TEMPLATE FOR DEVELOPING KEY MESSAGES

Use the template provided below to develop your 3-4 key messages.

TEMPLATE

- [GRANT AWARDEE] is proud to be one of only [NUMBER] nonprofit organizations from across the country awarded a grant in [YEAR] from the AstraZeneca HealthCare Foundation’s *Connections for Cardiovascular Health*SM program in recognition of innovative approaches to prevent and reduce the impact of cardiovascular disease.
- Cardiovascular disease affects over 92 million people in the United States and is a leading cause of death in our nation. In our community alone, over [INSERT NUMBER] are impacted by cardiovascular disease.
- [GRANT AWARDEE’S PROGRAM] aims to [BRIEF DESCRIPTION OF FUNDED PROGRAM’S GOAL AND APPROACH]. Now, we are planning to share what we have learned along the way with other nonprofit organizations to help them work to improve heart health in their community. We are doing this through [LIST DISSEMINATION ACTIVITIES].

PROGRAM RESULTS AND PARTICIPANT STORY/EXAMPLE

- We have already seen the difference our program is making in our community. [DESCRIBE PROGRAM IMPACT BY SHARING TOPLINE RESULTS].
- [INSERT PROGRAM PARTICIPANT NAME] was able to [INSERT ONE TO TWO PARTICIPANT RESULTS] through participation in this program and is [INSERT UPDATE ON PARTICIPANT – ARE THEY A VOLUNTEER, RECRUITING OTHERS, SHARING WHAT THEY LEARNED WITH FAMILY/FRIENDS?].

CALL TO ACTION

- For more information on [GRANT AWARDEE PROGRAM], contact [CONTACT] or go to [WEBSITE/PROGRAM LANDING PAGE HIGHLIGHTING YOUR PROGRAM].
- For information on the AstraZeneca HealthCare Foundation’s *Connections for Cardiovascular Health*SM program go to www.astrazeneca-us.com/foundation.

TACTICS FOR COMMUNICATING PROGRAM MILESTONES AND DISSEMINATION ACTIVITIES

Priority Tactics		
TACTIC	SUCCESS METRICS	CONSIDERATIONS FOR:
Digital Home Base (Website)		
<p>Create a “digital home base” on your website. This dedicated page will be a place where your audience can go to for more information (see examples provided for each dissemination activity). All communications related to your program or dissemination activities (emails, social posts, etc.) should link back to this home base.</p> <p>Use a trackable link (such as Bitly or ow.ly) or monitor web analytics to see how many people are visiting the page.</p> <p>See example in the Resources section.</p>	<p>3-5% increase in traffic to your organization’s website overall</p> <p>50-100 link clicks to the page, depending on how many of these tactics are executed (aim for 25 new clicks with each tactic)</p>	<p>Generating overall program awareness</p> <ul style="list-style-type: none"> • Create a landing page on your website or microsite for the program. At minimum, include a brief overview and contact information. <p>Getting published in a professional journal</p> <ul style="list-style-type: none"> • Post a PDF copy of the full article to your website – if the journal allows this – or link to the journal itself. • If neither of these are an option, consider a blog post or infographic that summarizes the key messages of the article. • Don’t have access to a designer to make a custom infographic? Use Canva to make one easily! <p>Presenting at a professional conference</p> <ul style="list-style-type: none"> • Before the conference, link to information on how to register to attend the conference. • After the conference, create a blog post or infographic that summarizes the key messages of the presentation. <p>Creating a program toolkit</p> <ul style="list-style-type: none"> • Make the toolkit available digitally as a PDF.

TACTICS FOR COMMUNICATING PROGRAM MILESTONES AND DISSEMINATION ACTIVITIES (cont'd)

Priority Tactics		
TACTIC	SUCCESS METRICS	CONSIDERATIONS FOR:
Social media posts		
<p>Post to all social networks, linking back to your digital home base. Mention/tag any relevant organizations or individuals and use applicable hashtags.</p> <p>See the Leverage Social Media section for more details and sample posts in the Resources section.</p>	<p>5-10% increase in followers to social media accounts</p> <p>10-20 total engagements on each post. Engagement means something different on every channel – for Twitter: favorites, retweets and replies; for Facebook: reactions, likes, shares and comments; for LinkedIn: likes, shares and comments.</p>	<p>Generating overall program awareness</p> <ul style="list-style-type: none"> • Tag/mention AZHCF and any other relevant contributors to the program. <p>Getting published in a professional journal</p> <ul style="list-style-type: none"> • Tag/mention the authors, journal, AZHCF and any other contributors to the article with social media accounts. Confirm any social media sharing guidelines with publication. <p>Presenting at a professional conference</p> <ul style="list-style-type: none"> • Tag/mention the presenters and conference organizers with social media accounts. • Research the conference organizer’s social media accounts to see if there is a conference hashtag you should use. Consider live tweeting from the conference to give updates on the presentation. <p>Creating a program toolkit</p> <ul style="list-style-type: none"> • Tag/mention the authors, AZHCF, and any other relevant organizations or individuals with social media accounts.
Employee email		
<p>Send an organization-wide email to instruct your employees to help with sharing of your success.</p> <ul style="list-style-type: none"> • Provide sample social media messages to encourage them to post, or links to posts they can retweet or share. Remind them to act in accordance with your organization’s social media guidelines (if applicable). • Create a link for them to add to their email signatures. • Ask employees to let you know if they were able to share. • Use visuals, such as colors and graphics. <p>See an example email in the Resources section.</p>	<p>30% of employees share with their networks</p>	<p>Generating overall program awareness</p> <ul style="list-style-type: none"> • Include an overview on the program and, if possible, feature participant examples and outcomes. • Drive employees to somewhere they can learn more about the program, such as the digital home base. <p>Getting published in a professional journal</p> <ul style="list-style-type: none"> • Include an overview on the journal and the published article or study. • Drive employees to the full study or article if it is available online and not restricted by a paywall; depending on the journal’s policies, you may be able to share a PDF of the article. <p>Presenting at a professional conference</p> <ul style="list-style-type: none"> • Include an overview on the conference, who will be presenting and the presentation topic. • Drive employees to the conference website to learn more about the conference and how they can attend (if applicable). • If any photos or video are taken at the conference, consider sending a follow-up email to share. <p>Creating a program toolkit</p> <ul style="list-style-type: none"> • Include an overview on the toolkit and its goals. • Drive employees to where they can download the toolkit or attach a PDF.

TACTICS FOR COMMUNICATING PROGRAM MILESTONES AND DISSEMINATION ACTIVITIES (cont'd)

Priority Tactics		
TACTIC	SUCCESS METRICS	CONSIDERATIONS FOR:
Existing community outreach		
<p>Consider including some of your key messages in existing communications or materials that your organization or partners distribute (e.g., newsletters, e-blasts, bulletins, annual reports, etc.).</p> <p>See an example of key messages in the Resources section.</p>	<p>Inclusion of key messages in one community outreach activity</p>	<p>Generating overall program awareness</p> <ul style="list-style-type: none"> • Provide a summary of the program and share who to contact for more information. <p>Getting published in a professional journal</p> <ul style="list-style-type: none"> • Provide a summary of the article or study and share where to go to read it in full. <p>Presenting at a professional conference</p> <ul style="list-style-type: none"> • Provide a summary of the conference and the presentation and share where to go for more information on the conference. <p>Creating a program toolkit</p> <ul style="list-style-type: none"> • Include an overview on the toolkit and share where to go to get a full copy.
Update LinkedIn posts		
<p>Update the “Accomplishment” section in LinkedIn profiles of your organization and the individuals involved in the planning and execution of the program.</p> <p>See example in the Resources section.</p>	<p>LinkedIn does not offer a way to track this without manually searching for each individual profile. If you would like to track manually, aim for 30% of those involved in program planning and execution (not participants) to share on LinkedIn.</p>	<p>Generating overall program awareness</p> <ul style="list-style-type: none"> • Provide a summary of the program and share who to contact for more information. <p>Getting published in a professional journal</p> <ul style="list-style-type: none"> • Provide a summary of the article or study and share where to go to read it in full. <p>Presenting at a professional conference</p> <ul style="list-style-type: none"> • Provide a summary of the conference and the presentation and share where to go for more information on the conference. <p>Creating a program toolkit</p> <ul style="list-style-type: none"> • Include an overview on the toolkit and share where to go to get a full copy.

TACTICS FOR COMMUNICATING PROGRAM MILESTONES AND DISSEMINATION ACTIVITIES (cont'd)

Additional Recommendations (as resources allow)		
TACTIC	SUCCESS METRICS	CONSIDERATIONS FOR:
Media outreach		
<p>Develop and distribute a pitch and news release announcing the program or dissemination activity.</p> <p>Develop and distribute a pitch for a grant announcement event, to generate attendance for an upcoming community event or to highlight a program participant's success story.</p> <p>See the Conduct Media Outreach section for more details and example materials in the Resources section.</p>	<p>Earned coverage in at least one media outlet for every outreach activity</p>	<p>Generating overall program awareness</p> <ul style="list-style-type: none"> • Look for opportunities to generate awareness with media as key milestones occur, such as impactful program outcomes. <p>Getting published in a professional journal</p> <ul style="list-style-type: none"> • Contact the journal or publication to determine if there are guidelines for news release distribution. Ask the journal or publication if they do any promotion of article publication. <p>Presenting at a professional conference</p> <ul style="list-style-type: none"> • Contact the conference's communications department to determine if there are any guidelines for news release distribution during the conference. You can also ask for the contact information of media outlets covering the conference so you can share the news release with them directly. <p>Creating a program toolkit</p> <ul style="list-style-type: none"> • Identify target media outlets that will reach other organizations who may want to replicate the program, such as public health or nonprofit trade outlets.
Blog post		
<p>Highlight your program or summarize the key points of the article/presentation/toolkit by writing a blog post (if your organization has a blog) or publishing an article on LinkedIn.</p> <p>If you post to LinkedIn, share the post with a LinkedIn Pulse editor who may further promote it across LinkedIn Pulse. For more information on LinkedIn Pulse, see the article provided in the "Helpful Links" box in the Spread the Word section.</p>	<p>Generate 3-5 comments on your blog</p> <p>Engage audience for an average time spent on page greater than 90 seconds</p>	<p>Generating overall program awareness</p> <ul style="list-style-type: none"> • The author should be your program coordinator, a leader of your organization or even a program participant. • Include patient success stories and outcomes as much as possible. • Share an action shot of the program, such as a patient on a scale or in an aerobics class; be sure you have the consent of all parties pictured. <p>Getting published in a professional journal</p> <ul style="list-style-type: none"> • The author should be one of the authors of the article or study. • Summarize the article or study, distilling the key messages so that all education levels can understand. <p>Presenting at a professional conference</p> <ul style="list-style-type: none"> • The author should be the presenter or a leader of your organization. • Post the blog after the conference so you can share other learnings from the conference and questions or feedback received during the presentation. <p>Creating a program toolkit</p> <ul style="list-style-type: none"> • The author should be your program coordinator, a leader of your organization or the author of the toolkit. • Consider formatting as a numbered list for readability, such as "top 5 learnings from our program" or "6 key steps to reducing risk of heart disease in your community."

TACTICS FOR COMMUNICATING PROGRAM MILESTONES AND DISSEMINATION ACTIVITIES (cont'd)

Recommendations Specific to Dissemination Activities

Publishing an article in a peer-reviewed journal

- Create a **Google Scholar** profile to track citations to your publications and have them appear in Google Scholar search results. Go to Google Scholar and click on “My Citations.” Follow the instructions to create a profile and add your publication. Make your profile public by clicking on “edit” next to “My profile is private” and selecting “My profile is public” in the drop-down box. For more information on Google Scholar, see article provided in “Helpful Links” box in the **Spread the Word** section.

Presenting at a professional conference

- Consider purchasing a conference listserv from the organizers to send an email to interested groups to highlight your session and encourage attendees to attend.
- Write and pitch local or trade media a bylined article that either encourages attendance of your presentation or shares the key messages from your presentation following the conference.
- When possible, take photos and record the presentation for sharing to social media. Check with the conference organizer to see if this is permitted. See the **Utilize Photography and Videography** section for tips on taking quality video and photos.
- Live blog or tweet your presentation; mobilize attendees to live tweet your presentation by giving them a custom hashtag for your presentation.
- If the conference allows, livestream the presentation using Facebook LIVE (be sure to alert the conference organizer and attendees beforehand that you’ll be doing this).
- Invite journalists/bloggers on the press list to sit on your session and do an interview after; encourage them to use the presentation hashtag in their social media posts.

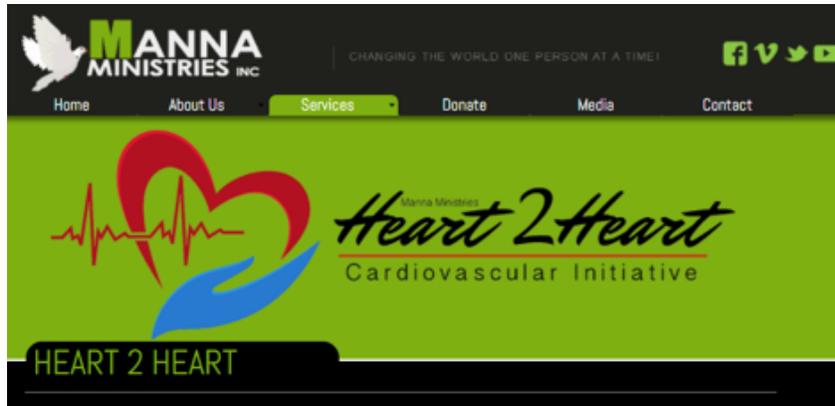
Developing a program toolkit

- Develop an email list of organizations/individuals who might be interested; send e-blast with link to toolkit.
- Host a webinar to present on the toolkit and answer questions; share the webinar through social media and email blasts.
- Identify stakeholders who might be interested in the toolkit; tag them in social media posts/send emails/etc.
- When budget is available, plan an event to celebrate the launch of the toolkit, include a panel discussion focused on findings.
- Develop a short, infographic version of the toolkit that highlights the key findings, including a link to download the full toolkit; distribute the infographic at relevant conference/events, email it out to partners, or share on social media.

DIGITAL HOME BASE EXAMPLES FROM PREVIOUS CONNECTIONS FOR CARDIOVASCULAR HEALTHSM GRANT AWARDEES

Manna Ministries Inc's Heart 2 Heart Cardiovascular Initiative

Available here: <http://www.mannaministry.net/heart-2-heart.html>



AstraZeneca HealthCare Foundation Recognizes Manna Medical Clinic Commitment to Improve Cardiovascular.

Health Manna Medical Clinic is one of only 19 nonprofit organizations from across the country awarded a grant from the AstraZeneca HealthCare Foundation's Connections for Cardiovascular HealthSM program in recognition of its efforts to improve cardiovascular health in local communities. The grant (\$152,763) will fund the Program "Heart 2 Heart Initiative". Manna Ministries has established this program to engage the communities we serve on improving Cardiovascular Disease awareness, while improving the quality of care and patient education through delivery of screening, treatment, and heart healthy lifestyle support. The grant from the



Manna Ministries is extremely honored and feel very blessed to have

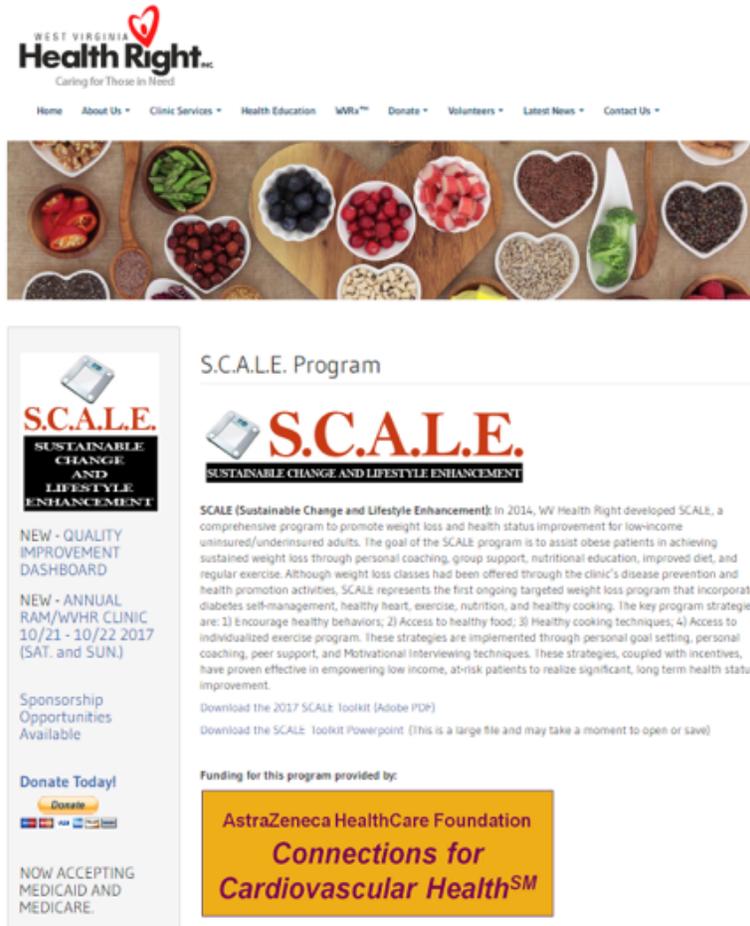
been awarded a grant of \$180,000 from the AstraZeneca HealthCare Foundation for a second year,

to support our "Heart 2 Heart Initiative", a program that is focused on reducing the incidence of Cardiovascular Disease in Mississippi. Mississippi ranks number two in the nation for deaths related heart disease. This grant will be used to screen, educate, encourage, empower, and create an environment of "I can do this" in program participants. Mississippi health statistics can be changed one person at a time.

Stunning outcome results of first year participants demonstrate the success of the program. A total of 649 pounds was lost by 70 participants for an average weight loss of 9.27 pounds. Triglycerides were lowered a total of 2,912 points in 72 persons with average loss of 40 points, while LDL was lowered 1,782 points on 73 participants with average of 24 point loss. Self care management is a core focus of the program.

DIGITAL HOME BASE EXAMPLES FROM PREVIOUS CONNECTIONS FOR CARDIOVASCULAR HEALTHSM GRANT AWARDEES (cont'd)

West Virginia Health Right, Inc.'s SCALE (Sustainable Change and Lifestyle Enhancement) Program
 Available here: <http://wvhealthright.org/scale-program>



WEST VIRGINIA Health Right...
 Caring for Those in Need

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S.C.A.L.E. Program

S.C.A.L.E.
 SUSTAINABLE CHANGE AND LIFESTYLE ENHANCEMENT

SCALE (Sustainable Change and Lifestyle Enhancement): In 2014, WV Health Right developed SCALE, a comprehensive program to promote weight loss and health status improvement for low-income uninsured/underinsured adults. The goal of the SCALE program is to assist obese patients in achieving sustained weight loss through personal coaching, group support, nutritional education, improved diet, and regular exercise. Although weight loss classes had been offered through the clinic's disease prevention and health promotion activities, SCALE represents the first ongoing targeted weight loss program that incorporates diabetes self-management, healthy heart, exercise, nutrition, and healthy cooking. The key program strategies are: 1) Encourage healthy behaviors; 2) Access to healthy food; 3) Healthy cooking techniques; 4) Access to individualized exercise program. These strategies are implemented through personal goal setting, personal coaching, peer support, and Motivational Interviewing techniques. These strategies, coupled with incentives, have proven effective in empowering low income, at-risk patients to realize significant, long term health status improvement.

Download the 2017 SCALE Toolkit (Adobe PDF)
 Download the SCALE Toolkit Powerpoint (This is a large file and may take a moment to open or save)

Funding for this program provided by:

AstraZeneca HealthCare Foundation
Connections for Cardiovascular HealthSM

S.C.A.L.E.
 SUSTAINABLE CHANGE AND LIFESTYLE ENHANCEMENT

NEW - QUALITY IMPROVEMENT DASHBOARD

NEW - ANNUAL RAM/WVHR CLINIC 10/21 - 10/22 2017 (SAT. and SUN)

Sponsorship Opportunities Available

Donate Today!

NOW ACCEPTING MEDICAID AND MEDICARE.

Sample Copy for Organization-Wide Email

THIS IS A SAMPLE TEMPLATE FOR AN EMAIL TO SEND EMPLOYEES OF YOUR ORGANIZATION INFORMATION ON THE PROGRAM, DISSEMINATION ACTIVITIES OR OTHER, AND INSTRUCTIONS ON HOW TO SHARE WITH THEIR NETWORKS.

Hello colleagues,

We are pleased to share [ANNOUNCEMENT ON PROGRAM, DISSEMINATION ACTIVITIES OR OTHER]! [BRIEF INFORMATION ON WHY EMPLOYEES SHOULD CARE, HOW IT'S IMPACTING THE COMMUNITY AND/OR SUPPORTING THE ORGANIZATION'S GOALS].

Please help us spread the word by sharing with your networks:

- Share the news on your social media networks; tag [GRANT AWARDEE] and the AstraZeneca HealthCare Foundation in your posts. See example post below!

I am proud to work for [GRANT AWARDEE] who [ANNOUNCEMENT ON PROGRAM OR DISSEMINATION ACTIVITY]. Learn more about our important work to improve heart health in the community: [LINK TO HOME BASE]

- Add the following hyperlink below your email signature:

Learn how we're improving heart health in our community.

[Make this text a hyperlink to your digital home base by selecting the text, right click, select "Link" and paste the hyperlink into the textbox that says address]

If you have any questions on [PROGRAM], please email [CONTACT].

Thank you for your help in sharing [GRANT AWARDEE]'s success!

Sample Copy for Newsletter Article or Website Announcement

THIS IS A SAMPLE COPY FOR A NEWSLETTER ARTICLE THAT CAN BE USED ON AN ANNUAL BASIS. PLEASE CHECK WITH THE ASTRAZENECA HEALTHCARE FOUNDATION FOR THE LATEST NUMBERS PRIOR TO USE.

[GRANT AWARDEE] Receives AstraZeneca HealthCare Foundation Grant for Innovation and Commitment to Improve Cardiovascular Health

[LEAD WITH PARTICIPANT SUCCESS STORY IF AVAILABLE/ALTERNATIVELY USE NEWS RELEASE OR WEBSITE LEAD]. This is just one of the lives changed thanks to [GRANT AWARDEE].

[GRANT AWARDEE] is thrilled to be one of only [NUMBER] nonprofit organizations from across the country awarded a grant from the AstraZeneca HealthCare Foundation's *Connections for Cardiovascular Health*SM program in recognition of its efforts to improve cardiovascular health in its local community and share lessons learned from its program. The [AMOUNT] grant will fund the [DESCRIPTION OF FUNDED PROGRAM].

This is the [FIRST, SECOND, THIRD] grant [GRANT AWARDEE] has received from the Foundation, which provides annual awards to U.S.-based nonprofit organizations engaged in improving cardiovascular health in their communities.

[QUOTE FROM GRANT AWARDEE ORGANIZATION; SEE **CONDUCT MEDIA OUTREACH** SECTION FOR QUOTE TIPS AND EXAMPLES]

[Example: "Our organization is dedicated to helping members of our community get and stay healthy," said John Smith, executive director. "Our program has helped participants understand how healthy food choices and exercise translate to better heart health. They are seeing the positive results of their efforts like losing weight and lowering blood pressure and blood sugar levels, which are helping to reduce their cardiovascular risk factors."]

The grant from the AstraZeneca HealthCare Foundation will help [GRANT AWARDEE] to [PROGRAM SCOPE, BACKGROUND, OUTCOMES TO DATE, IF APPLICABLE]. [GRANT AWARDEE] will [PLANS TO SHARE LESSONS LEARNED, TARGET AUDIENCE/ORGANIZATION, SPECIFIC DATES] to help other organizations interested in improving heart health in their communities.

[Example: The grant from the AstraZeneca HealthCare Foundation will help Family & Community Health Center's Heart Support Program to improve hypertension rates among low-income families in Philadelphia, Pennsylvania through health coaches, peer-to-peer support and access to medical care. Family & Community Health Center will present their lessons learned from three years of Connections for Cardiovascular HealthSM funding to members of the American Health Coaching Association through its annual Health Coaching Symposium in October to help other organizations interested in improving heart health in their communities.]

[QUOTE FROM PROGRAM PARTICIPANT, IF AVAILABLE; SEE **CONDUCT MEDIA OUTREACH** SECTION FOR QUOTE TIPS AND EXAMPLES]

[Example: "The program has changed my life for the better," said Sue Jones, program participant. "The results I've seen in not just weight loss, but lower blood pressure, make me realize I can take charge of my health. I have shared what I learned with my family, and we are making healthy dinners together and going for walks afterwards, which helps us all feel better."]

For more information about the [NAME OF PROGRAM], contact [NAME], [PHONE NUMBER OR EMAIL].

EXAMPLE SOCIAL MEDIA GOALS AND TARGET AUDIENCES

GOAL	TARGET AUDIENCE
Recruit program participants	<ul style="list-style-type: none"> • <i>Community members:</i> uninsured/underinsured; ages 40+; men and women; all ethnicities/races
Inform program participants on program activities	<ul style="list-style-type: none"> • <i>Program participants:</i> uninsured/underinsured; ages 40+; men and women; all ethnicities/races
Educate program participants on cardiovascular health and share health resources with them	<ul style="list-style-type: none"> • <i>Program participants:</i> uninsured/underinsured; ages 40+; men and women; all ethnicities/races
Bring awareness to your program and/or organization	<ul style="list-style-type: none"> • <i>Nonprofits:</i> health centers, hospitals, universities, health departments • <i>Potential funders:</i> individual donors (ages 30+; income > \$45,000), community foundations, corporations • <i>Community members:</i> uninsured/underinsured; ages 40+; men and women; all ethnicities/races
Share program accomplishments/impact	<ul style="list-style-type: none"> • <i>Nonprofits:</i> health centers, hospitals, universities, health departments • <i>Current and potential funders:</i> individual donors (ages 30+; income > \$45,000), community foundations, corporations
Share lessons learned	<ul style="list-style-type: none"> • <i>Nonprofits:</i> health centers, hospitals, universities, health departments • <i>Current and potential funders:</i> individual donors (ages 30+; income > \$45,000), community foundations, corporations

TOP SOCIAL MEDIA NETWORKS**Facebook**

The most popular social media network; useful for connecting with adult audiences to regularly share lessons learned through status, photo and video updates.

Twitter

A platform to share instantaneous, short and sweet, text-based updates with followers; primarily used by a mix of young and adult audiences, as well as the public health community.

Instagram

A photo and video-based social network popular among young adults; great network to share visuals and engage with others.

LinkedIn

A networking space for professionals and organizations; useful for promoting thought leadership and sharing business-related announcements.

YouTube

The top online video network; ideal for sharing video updates or series about your program's lessons learned.

Snapchat

A closed social media network ideal for sharing fun, on-the-fly photo and video updates and engaging with younger audiences.

EXAMPLE SUCCESS METRICS

Key social media analytics to note may include:

- Follower/page visitors
- Post engagements (likes, retweets, reactions and comments)
- People reached
- Impressions
- Mentions or replies
- Actions taken on page (clicked on website, made a phone call or clicked on action button)
- Top performing posts
- Key activity times (what time of the day your followers are active)

EXAMPLE POSTS AND TOPICS FOR SOCIAL MEDIA

Below are types of content to consider for social media posts.

- News about your grant announcement
- Lessons learned from your program, including increasing awareness of your dissemination activities, such as getting published in a peer-reviewed journal, presenting at a professional conference or developing a program toolkit
- Posts or ongoing video series about participant success stories/profiles and outcomes
- Media mentions (articles, TV or radio news stories) about your work or program
- Retweet/share AstraZeneca HealthCare Foundation or other funders' tweets/posts about your program or other lessons learned
- Annual observances, such as National Heart Month or World Heart Day
- A new achievement in the treatment of cardiovascular disease
- Relevant news/data from local, state or federal health agencies
- Heart health facts
- Livestream events or program activities, like cardiovascular exercises or community health fairs, through Facebook LIVE
- Live tweet updates from program meetings or events
- Participation in a Twitter chat with other community partners about heart health
- Snapchat your program's daily cardiovascular activities

SOCIAL MEDIA ADVERTISING

Below is some additional information on using social media advertising.

Advertisements can be used to:

- Increase your amount of page likes or followers
- Drive program recruitment
- Boost awareness of major program news or events
- Run donation/fundraising campaigns
- Drive traffic to your website

Advertising benefits include:

- Increased visibility through rich targeting. Expand and reach your target audience in your program's district by using rich targeting features like location, interests, behaviors, income-level or job title.
- Investing however much you want. Facebook, Twitter and Instagram have the most affordable advertising options, typically having a minimum investment requirement of five dollars per campaign. Once you determine your advertising objectives and goals, the platform will make recommendations on how much you should invest into the campaign to achieve your objectives.
- Only paying for results. Be sure to only run advertising campaigns that align with your goals. With proper setup, your organization will only pay when you achieve your desired results.

Social Media Examples

POSTS AND TWEETS FROM PREVIOUS CONNECTIONS FOR CARDIOVASCULAR HEALTHSM GRANT AWARDEES

Tweet (Catherine’s Health Center in Grand Rapids, Michigan Retweeting the AstraZeneca HealthCare Foundation)



Facebook Post (The Gaston & Porter Health Improvement Center Inc./Prime Time Sister Circles® Program in Washington, DC)



Facebook Post
(City Health Works, New York)



Facebook Post (Westminster Free Clinic in Thousand Oaks, California)



Social Media Examples

SAMPLE POST COPY

Sample Facebook copy about overall program awareness

Celebrating heart health with a Zumbathon! Want to learn more about or join our Heart Smart program? Enroll today: [TRACKABLE LINK TO DIGITAL HOME BASE]

Sample Twitter copy about getting published in a peer-reviewed journal

#HeartSmart contributed to a journal article about improving #hearthealth in #rural communities: [TRACKABLE LINK TO PUBLISHED JOURNAL] @ConnectCVHealth

Sample Instagram copy about presenting at a professional conference

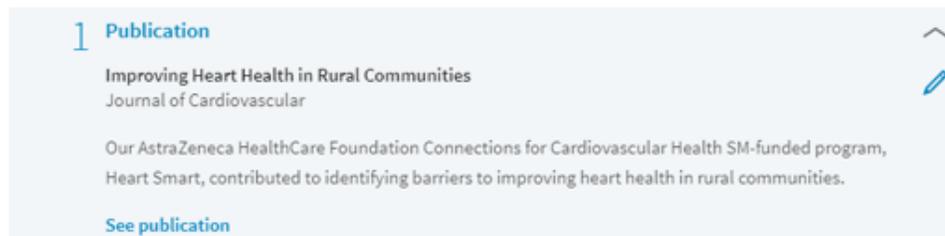
Last week we presented at a conference in Seattle about our #HeartSmart program and how to improve #hearthealth in rural communities. Check the link in our bio to read a blog post about our presentation highlights!

[PHOTO OF SOMEONE PRESENTING AT A CONFERENCE]

Sample Facebook copy about a program toolkit

A year ago, the @AstraZeneca HealthCare Foundation funded our Heart Smart program to improve cardiovascular health in Columbus. We've learned a lot since then and wanted to help others get a jump start in improving heart health in their own community. Learn how by reading our program toolkit: [TRACKABLE LINK TO PROGRAM TOOLKIT]

Sample LinkedIn accomplishment



The screenshot shows a LinkedIn post titled "1 Publication" with a blue checkmark icon. The text of the post reads: "Improving Heart Health in Rural Communities" followed by "Journal of Cardiovascular" on the next line. Below that, it says "Our AstraZeneca HealthCare Foundation Connections for Cardiovascular Health SM-funded program, Heart Smart, contributed to identifying barriers to improving heart health in rural communities." At the bottom of the post, there is a blue link that says "See publication". On the right side of the post, there is a blue pencil icon and a small upward-pointing arrow icon.

EXAMPLES OF DIFFERENT PITCHES

A pitch for your **grant announcement event** might look like this:

- “The [GRANT AWARDEE] recently received a [GRANT AMOUNT] grant from the AstraZeneca HealthCare Foundation for our [NAME OF PROGRAM] program, which [PROGRAM DESCRIPTION]. Heart disease is the number one killer in the U.S. and here in our state, and our program has proven to be effective in improving heart health. I can put you in touch with local people who have benefitted from our work. The program’s director is knowledgeable about cardiovascular disease and is available for interviews.”

A pitch to **highlight your dissemination activities** might look like this:

- “The [GRANT AWARDEE] is presenting its innovative approach for improving heart health [AT NAME OF CONFERENCE IN PUBLICATION/IN A TOOLKIT] so that other nonprofit organizations throughout the country can benefit from the lessons learned and use them to prevent and manage cardiovascular disease in their communities.”

A pitch to **generate attendance for an upcoming community event** might look like this:

- “The [GRANT AWARDEE] is conducting free cardiovascular health screenings at the mall next month, and we would appreciate your help in alerting the public about this important and valuable public service. Heart disease is the leading cause of death in our state, killing more than 12,000 people each year. While many know the importance of good cardiovascular health, some simply don’t know where to begin. This event will help people get on the right path.”

A pitch for a **story about a program participant** might look like this:

- “I saw your recent article on cardiovascular disease in Ohio. As you noted, community health initiatives seem to have an impact on improving heart health. I can put you in touch with a woman who has struggled with obesity and can share how she lost weight and improved her heart health with the help of a first-of-its-kind fitness program run by our community health center.”

KEY COMPONENTS OF A NEWS RELEASE

All news releases should include the following toward the top of the first page:

- Your organization and/or program’s letterhead or logo
- Date
- Header that summarizes what your news is about

The body of your news release should follow the below formula:

- The first paragraph should summarize the entire story and the most important information.
- The next one to two paragraphs should provide more details on the story that may be of interest to the media, such as a participant story or program outcomes.
- Include one to two quotes that provide a formal opinion on the topic discussed; a leader of the program or organization will typically be your best choice, but you may also want to consider a content expert or community leader who can add credibility to your story. You also can consider participant quotes.

A good quote will harness the “human angle” of your story and be conversational.

Here’s an example: *“Our organization is dedicated to helping members of our community get and stay healthy,” said John Smith, executive director. “Our program has helped participants understand how healthy food choices and exercise translate to better heart health. They are seeing the positive results of their efforts like losing weight and lowering blood pressure and blood sugar levels, which are helping to reduce their cardiovascular risk factors.”*

Or alternatively for a participant: *“The program has changed my life for the better,” said Sue Jones, program participant. “The results I’ve seen in not just weight loss, but lower blood pressure, make me realize I can take charge of my health. I have shared what I learned with my family, and we are making healthy dinners together and going for walks afterwards, which helps us all feel better.”*

After the body of the release, include a “boilerplate” or standard language to summarize your organization and the AstraZeneca HealthCare Foundation, or your program funder; include links to websites where more information is available.

End the article with the name, phone number and email address of the person who media should contact.

KEY COMPONENTS OF A MEDIA ALERT

All media alerts should include the following toward the top of the first page:

- Your organization or program’s letterhead or logo
- Date
- Header that summarizes what your news is about
- The name, phone number and email address of the person who media should contact

The body of your news release should follow the below formula:

- What is the announcement?
- Who are the key individuals or groups involved?
- When did it or will it take place?
- Where is it taking place?
- Why is it happening?
- Additional notes or direction for media to be aware of

After the body, include a “boilerplate” or standard language to summarize your organization and the AstraZeneca HealthCare Foundation, or your program funder; include links to websites where more information is available.

Sample Copy for News Release Announcing a Grant

This is a sample template for a news release announcing the grant award. You may also consider writing a news release to announce dissemination activities or other program updates. See example headlines below and be sure to follow the formula provided in the **Conduct Media Outreach** section.

- Announcing program results: “[GRANT AWARDEE]’S [PROGRAM] Supports Improved Cardiovascular Health in the [CITY] Community”
- Announcing a presentation at a conference: “[GRANT AWARDEE]’s [NAME OF PRESENTER(S)] Honored to Speak at [CONFERENCE] on Program to Improve Cardiovascular Health in [CITY/REGION]”
- Announcing an article published in a peer-reviewed journal: “[GRANT AWARDEE]’s [AUTHOR(S)] Published in [JOURNAL] on Program to Improve Cardiovascular Health in [CITY]”
- Announcing the development of a toolkit: “[GRANT AWARDEE] Develops Toolkit on [PROGRAM], Sharing Best Practices to Improve Cardiovascular Health in Local Communities”

Sample Copy for News Release Announcing Grant (cont'd)

INSERT LOGO OR LETTERHEAD

AstraZeneca HealthCare Foundation Recognizes [GRANT AWARDEE]'s Innovative Approach and Commitment to Improve Cardiovascular Health

[RELEASE DATE]

[GRANT AWARDEE] is one of only [NUMBER] nonprofit organizations from across the country awarded a grant from the AstraZeneca HealthCare Foundation's *Connections for Cardiovascular Health*SM program in recognition of its efforts to help improve cardiovascular health in its local community and to share lessons learned from its program. The [AMOUNT] grant will fund the [DESCRIPTION OF FUNDED PROGRAM].

This is the [FIRST, SECOND, THIRD] grant [GRANT AWARDEE] has received from the Foundation, which provides annual awards to U.S.-based nonprofit organizations engaged in improving cardiovascular health in their communities.

[QUOTE FROM GRANT AWARDEE ORGANIZATION THAT HIGHLIGHTS THE GOAL OF THE PROGRAM AND WHAT THE FUNDING MEANS TO THE ORGANIZATION AND THEIR COMMUNITY; SEE **CONDUCT MEDIA OUTREACH** SECTION FOR QUOTE TIPS AND EXAMPLES]

[Example: *"Our organization is dedicated to helping members of our community get and stay healthy," said John Smith, executive director. "Our program has helped participants understand how healthy food choices and exercise translate to better heart health. They are seeing the positive results of their efforts like losing weight and lowering blood pressure and blood sugar levels, which are helping to reduce their cardiovascular risk factors."*]

The grant from the AstraZeneca HealthCare Foundation will help [GRANT AWARDEE] to [PROGRAM SCOPE, BACKGROUND, OUTCOMES TO DATE, IF APPLICABLE]. [GRANT AWARDEE] will [PLANS TO SHARE LESSONS LEARNED, TARGET AUDIENCE/ORGANIZATION, SPECIFIC DATES] to help other organizations interested in improving heart health in their communities.

[Example: *The grant from the AstraZeneca HealthCare Foundation will help Family & Community Health Center's Heart Support Program to improve hypertension rates among low-income families in Philadelphia, Pennsylvania through health coaches, peer-to-peer support and access to medical care. Family & Community Health Center will present their lessons learned from three years of Connections for Cardiovascular HealthSM funding to members of the American Health Coaching Association through its annual Health Coaching Symposium in October to help other organizations interested in improving heart health in their communities.*]

James W. Blasetto, MD, MPH, FACC, chairman of the AstraZeneca HealthCare Foundation, said: "We're committed to supporting organizations that are working in innovative ways to address cardiovascular disease at the community level. The funding not only allows the programs to help make a difference in their own communities, but provides an opportunity for organizations to share their expertise with others, expanding their reach and impact."^{*}

[PROGRAM PARTICIPANT SUCCESS STORY AND QUOTE, IF AVAILABLE, SUCH AS A PATIENT WHO CHANGED THEIR LIFESTYLE AND/OR ARE IN BETTER HEALTH DUE TO THE PROGRAM; SEE **CONDUCT MEDIA OUTREACH** SECTION FOR QUOTE TIPS AND EXAMPLES]

[Example: *"The program has change my life for the better," said Sue Jones, program participant. "The results I've seen in not just weight loss, but lower blood pressure, make me realize I can take charge of my health. I have shared what I learned with my family, and we are making healthy dinners together and going for walks afterwards, which helps us all feel better."*]

This year, the Foundation has awarded [TOTAL FUNDS AWARDED THIS YEAR] in *Connections for Cardiovascular Health*SM grants to [NUMBER] organizations. Since its inception in 2010, the Foundation has awarded [TOTAL FUNDS AWARDED SINCE INCEPTION] in grants to programs that encourage healthy behaviors in settings where people live, work, learn and play.

-ENDS-

About [GRANT AWARDEE]

[DESCRIPTION, MISSION, CONTACT DETAILS – PHONE NUMBER, WEBSITE]

About AstraZeneca HealthCare Foundation

Established in 1993, the AstraZeneca HealthCare Foundation is a Delaware not-for-profit corporation nonstock corporation and a 501(c)(3) entity organized for charitable purposes, including to promote public awareness of healthcare issues, to promote public education of medical knowledge, and to contribute to charitable and qualified exempt organizations consistent with its charitable purpose. *Connections for Cardiovascular Health*SM was launched in 2010 through a charitable contribution of \$25 million from AstraZeneca.

Media Inquiries

[GRANT AWARDEE: CONTACT, PHONE NUMBER]

^{*}This quote is subject to change at the Foundation's discretion.

Sample Copy for Media Alert

This is a sample template for a media alert to announce the program, dissemination activities or other. For more information on a media alert and the proper formula, go to the **Conduct Media Outreach** section.

INSERT LOGO OR LETTERHEAD

MEDIA CONTACT
 [NAME]
 [NUMBER]
 [EMAIL]

MEDIA ALERT
[HEADLINE IN BOLD TEXT]

WHAT: [DESCRIBE THE PROGRAM, DISSEMINATION ACTIVITY OR OTHER.]

[GRANT AWARDEE] is one of [NUMBER] nonprofit organizations nationwide to receive a grant from the AstraZeneca HealthCare Foundation’s *Connections for Cardiovascular HealthSM* program for its efforts in improving cardiovascular health and sharing lessons learned. The grant presentation will highlight how [PROGRAM OVERVIEW].

This is the [FIRST, SECOND, THIRD] grant [GRANT AWARDEE] has received from the Foundation, which provides annual awards to U.S.-based nonprofit organizations engaged in improving cardiovascular health in their communities.

WHO: [NAMES AND TITLES OF KEY PEOPLE WHO WILL BE ATTENDING]

WHEN: [DATE AND TIME]

WHERE: [ADDRESS, BUILDING, CITY, STATE, ZIP]

WHY: [ADDITIONAL DETAILS, RELEVANT HEALTH FIGURES]

[Example: Cardiovascular disease afflicts [NUMBER] people in [STATE] and is a leading cause of death [CITE SOURCE OF STATISTIC].]

Members of the media are invited to attend a [SPECIAL EVENT, TOUR, ETC.] to learn how our innovative program is improving the lives of local residents – one heart a time.

NOTE: [OPTIONAL. CAN BE USED TO PROVIDE SPECIFIC DIRECTIONS OR ADVICE THAT PRE- AND POST-EVENT INTERVIEWS ARE AVAILABLE.]

###

About [GRANT AWARDEE]
 [DESCRIPTION, MISSION, CONTACT DETAILS – PHONE NUMBER, WEBSITE]

About AstraZeneca HealthCare Foundation
 Established in 1993, the AstraZeneca HealthCare Foundation is a Delaware not-for-profit nonstock corporation and a 501(c)(3) entity organized for charitable purposes, including to promote public awareness of healthcare issues, to promote public education of medical knowledge and to support or contribute to charitable and qualified exempt organizations consistent with its charitable purpose. *Connections for Cardiovascular HealthSM* was launched in 2010 through a charitable contribution of \$25 million from AstraZeneca.

SAMPLE LOGO AND NAME USAGE GUIDELINES

The AstraZeneca HealthCare Foundation’s logo and name should be included in your promotional materials according to the following logo and name usage guidelines:

Name/Logo Usage Requirements for the Term “AstraZeneca HealthCare Foundation”

When to use the logo and name:

- On the printed materials (e.g., letters that are sent to program participants and any publicity or outreach material) that are created on behalf of your program.
- On your website in conjunction with any program announcements or updates, such as increasing awareness of your dissemination activities.
- On any television or radio spots that you purchase or that have been donated to you.

How to use the logo and name:

- Any mention of the AstraZeneca HealthCare Foundation must be done using the complete term, fully spelled out. Keep in mind the following:
 - a. AstraZeneca must be one word with the “A” and “Z” capitalized.
 - b. HealthCare must be one word with the “H” and “C” capitalized.
 - c. The “F” in Foundation must be capitalized.
 - d. If used as a logotype, it must be positioned in its own clear space standing apart from other images and/or text. To achieve this, the logotype must be surrounded by a minimum clear space equal to the space measured by using the letter Z as shown in the image below.
 - e. The font should be black Helvetica or Arial. Other acceptable colors are (choice based on readability and compatibility with other colors used):
 - i. PANTONE® 288C, (RGB: 131, 0, 81), (CYMK: 16, 100, 11, 43)
 - ii. PANTONE® 130C, (RGB: 240, 171, 0), (CYMK: 0, 35, 100, 0)
- Do not create any logo treatment (either graphic or text-based) using the term “AstraZeneca HealthCare Foundation,” and do not combine this term with any other logo, new or existing.



Reminder: If you are developing communications materials that mention the Foundation or its program, you will need to submit them for review and approval prior to distribution via the Foundation’s mailbox at ConnectionsforCardiovascularHealth@astrazeneca.com. Please provide a few business days for the Foundation to review and approve materials.

SAMPLE LOGO AND NAME USAGE GUIDELINES

Name/Logo Usage Requirements for the Term, “*Connections for Cardiovascular HealthSM*”

- Any mention of the term *Connections for Cardiovascular HealthSM* must be done using the complete term, fully spelled out. Notice the following:



- The “C” in Connections, the “C” in Cardiovascular and the “H” in Health must be capitalized.
 - “*Connections for Cardiovascular HealthSM*” all must be italicized.
 - The “SM” must follow the word “Health” and be in the same font, superscript, italicized.
 - If used as a logotype, the term must be positioned in its own clear space standing apart from other images and/or text. To achieve this, the logotype must be surrounded by a minimum clear space equal to the space measured by using the letter H as shown in the image above.
 - The font should be black Helvetica or Arial. Other acceptable colors are (choice based on readability and compatibility with other colors used):
 - PANTONE® 288C, (RGB: 131, 0, 81), (CYMK: 16, 100, 11, 43)
 - PANTONE® 130C, (RGB: 240, 171, 0), (CYMK: 0, 35, 100, 0)
- Do not create any logo treatment (either graphic or text-based) using either the term “AstraZeneca HealthCare Foundation” or “*Connections for Cardiovascular HealthSM*” or any combination, and do not combine this term with any other logo, new or existing.

Sample Logo Layouts



Mulberry Background

PANTONE® 288C, (RGB: 131, 0, 81),
(CYMK: 16, 100, 11, 43)

Gold Lettering

PANTONE® 130C, (RGB: 240, 171, 0),
(CYMK: 0, 35, 100, 0)



Gold Background

PANTONE® 130C, (RGB: 240, 171, 0),
(CYMK: 0, 35, 100, 0)

Mulberry Lettering

PANTONE® 288C, (RGB: 131, 0, 81),
(CYMK: 16, 100, 11, 43)

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