Making your voice heard:  
Using local and social media to share your message

2018 Campaign for Dental Health Annual Meeting

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GOALS OF PRESENTATION

1. Learn how to build an advocacy communications plan.
2. Understand how to use local media for your advocacy communications.
3. Understand how to use social media for your advocacy communications.
4. Learn how to cross-promote your communications.
WHAT IS ADVOCACY?

Democrat & Chronicle

Congressional inaction threatens children’s health

Patrick Brophy, Jeff Kaczorowski & Elizabeth Murray, Gwendolyne A. Guzman
Published 8:05 a.m. ET Jan. 17, 2018 | Updated 4:44 p.m. ET Jan. 17, 2018

There is little that Democrats and Republicans agree on these days. But one thing they’ve always agreed on in the past is the Children’s Health Insurance Program (CHIP), which provides health coverage for nearly 9 million children across the country, including 350,000 here in New York.

Created just over 20 years ago, CHIP (better known in New York as Child Health Plus) supports children whose families make too much

Ravi Mangal Patel
@ravipatelind

Babies around the country rely on Medicaid, especially those requiring NICU care
#KeepKidsCovered #DontCapMyCare
@AAPneonatal @JohnZupancic

12:07 PM - 27 Jun 2017
Advocacy Communications

Just like an advocacy plan, advocacy communications requires preparation and adapting!
What is the Situation?

What is happening that there needs to be advocacy?

It has been 75 days since Congress failed to #ExtendCHIP and the consequences are showing. @CNN reports 16 states will exhaust federal CHIP funding by the end of January. Children’s health insurance should not be a "bargaining" CHIP. #FundCHIPNow!

11 states estimate that they will exhaust their federal Children’s Health Insurance Funds by the end of 2017
STATE PROJECTED DATES TO EXHAUST CHIP FUNDS (AS OF SUMMER 2017)
- Oct–Dec 2017 (11 states)
- Jan–Mar 2018 (21 states, including DC)
- April–June 2018 (7 states)
- July–Sep 2018 (3 states)
- Not Reported (9 states)

KFF.org
What is the **OBJECTIVE**?

What do we want to accomplish *with the advocacy communications*?

- Influence
- Promote
- Educate

*Give a voice to disenfranchised*
Who is the **AUDIENCE**?

Who do you want to reach?

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**American Academy of Pediatrics**

DEDICATED TO THE HEALTH OF ALL CHILDREN®
What RESEARCH do you have?
What do you know and what resources do you already have? What do you need?
**What is the Strategy?**

How are you going to approach the situation and carry out the objective?
What is the **MESSAGE**?

What do you want people to remember from your communications?
What are the Tactics?

How are you going to accomplish the strategy?

- Press Releases
- Interviews to Press
- Social Media
- Grassroots Network Activation
- Letters to Decision Makers
- Internal Communications
What is the Calendar?
How are you going to Evaluate?

Advocacy communications plans change.

Remember to adapt!
## The Power of the Individual Voice

<table>
<thead>
<tr>
<th>Individual voice</th>
<th>Organizational voice</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Authenticity</td>
<td>• Credibility</td>
</tr>
<tr>
<td>• Personal/patient anecdotes</td>
<td>• Power in numbers</td>
</tr>
<tr>
<td>• Humanizes an issue</td>
<td>• Official on-the-record position</td>
</tr>
<tr>
<td>• On-the-ground perspective</td>
<td>• National audience</td>
</tr>
<tr>
<td>• Provides expert perspective in the news</td>
<td>• Amplifies individual voices</td>
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</table>
Your Unique Role

- Dental health expert
- Local/state perspective
- Raising awareness
- How does children’s dental health fit into the dialogue?
THE IMPORTANCE OF LOCAL MEDIA

• Targeted audience for influence
  – Legislators track coverage; need local examples
  – Important state-level advocacy

• In need of content
  – Local voices; local angle

• Create national reach
HOW LOCAL MEDIA WORKS

• Timing is key
• Must be relevant to readership
• Smaller newsrooms
• 24-hour news cycle
How to Engage with Local Media

- Read news with an active eye
- Proactively look for opportunities to weigh in
- Where is dental health missing from the conversation?
- Lean on patient anecdotes to humanize message
- Media opportunities within institution

Dr. Dipesh Navsaria: Medicaid should be about well-being, not work
# Sharing Your Opinion

<table>
<thead>
<tr>
<th>Opinion editorials (op-eds)</th>
<th>Letters-to-the-editor (LTEs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Guest editorial, typically by a community leader, expert or prominent individual</td>
<td>• Sent “To the Editor” in response to editorial and/or news article</td>
</tr>
<tr>
<td>• Should be timely but does not have to be in response to a specific story</td>
<td>• Must be timely</td>
</tr>
<tr>
<td>• Your opinion: personal voice, express a position you are uniquely suited to write about</td>
<td>• Used to clarify a point, refute a charge, praise an initiative</td>
</tr>
<tr>
<td>• 400-600 words</td>
<td>• Typically less than 250 words</td>
</tr>
<tr>
<td>• No guarantee it will be published</td>
<td>• No guarantee it will be published</td>
</tr>
</tbody>
</table>
As a former mathematics teacher in a low-income neighborhood, I witnessed firsthand the effects of inadequate health coverage on my students. Many missed school due to their own illnesses or injuries, and often needed to stay at home to care for an ill younger sibling because their parents could not afford to miss work. Parents had to decide between buying groceries or picking up the prescription given to them by the emergency department for their child's ear infection or sore throat.
YOU JUST GOT PUBLISHED!
WHAT CAN YOU DO NEXT?

OHIO'S LARGEST NEWSPAPER SINCE 1842
THE PLAIN DEALER

facebook
twitter
Hill visit: Opposing view on policy; common ground on early childhood literacy

Early childhood literacy op-ed published, forwarded to Congressman as FYI

Congressman calls pediatrician personally to commend Read, Lead, Succeed

Congressman visits hospital with pediatrician and reads to patients
Advocacy in the World with Social Media
**GLOBAL DIGITAL SNAPSHOT**

**THE LATEST NUMBERS FOR INTERNET, SOCIAL MEDIA, AND MOBILE USAGE AROUND THE WORLD**

**TOTAL POPULATION**
- 7.524 BILLION
- URBANISATION: 54%

**INTERNET USERS**
- 3.819 BILLION
- PENETRATION: 51%

**ACTIVE SOCIAL MEDIA USERS**
- 3.028 BILLION
- PENETRATION: 40%

**UNIQUE MOBILE USERS**
- 5.052 BILLION
- PENETRATION: 67%

**ACTIVE MOBILE SOCIAL USERS**
- 2.780 BILLION
- PENETRATION: 37%

**Sources:** Population: United Nations; U.S. Census Bureau; Internet: Internet World Stats; ITU Internet Atlas; CIA World Factbook; Facebook; National Regulatory Authorities; Social Media and Mobile Social Media: Facebook, Tencent, YouTube, Twitter, LinkedIn, Instagram, Naver, NIKI, WeChat, CaffeBazaar; SimilarWeb, Ding; Extrapolation of TNS Data; Mobile: GSMA Intelligence; Extrapolation of Emarketer and Ericsson Data.
Elected Officials on Social Media

Sen. Tammy Baldwin • @SenatorBaldwin - Jul 5
Wisconsin doctors concerned #HealthcareBill will reduce kids care & threaten our rural hospitals. #KeepKidsCovered

Pediatricians Concerned Health Bill Would Reduce...
Several major health groups, including the American Academy of Pediatrics, oppose the U.S. Senate health bill, and one Wisconsin doctor says it would especially...

Jeffrey W Britton • @sftyc - Jul 6
Thanks for tweeting this story. @SenatorBaldwin, and for all you are doing to help #KeepKidsCovered

You Retweeted
Senator Tom Carper • @SenatorCarper - Jun 15
Thank you for what you do! Those of us in Congress need to work together to #KeepKidsCovered—that means protecting Medicaid.

Delaware AAP • @DelawareAAP
Replying to @DelawareAAP @SenatorCarper and 2 others
Thanks for the follow @SenatorCarper! Delaware’s pediatricians know that kids need coverage. We work to #PutKids1st & #KeepKidsCovered 😊

5:33 PM - 6 Jul 2017
4 Retweets 10 Likes

American Academy of Pediatrics
Dedicated to the Health of All Children
SOCIAL MEDIA IS FAST!
Advocate Example: CHIP and Oral Health

• Insert yourself in conversation!
• Elected officials mentioned dental coverage during CHIP renewal.
CONCLUSION

1. An advocacy communications plan (different from an advocacy plan) requires planning and adapting.

2. Local media needs content. Build a relationship!

3. Cross-promote your media to amplify your advocacy communications.
HOMEWORK!

• Write a LTE to a local paper, if it gets published post on social media
  – Extra credit: tag a local organization in the social media post
  – Extra credit: send to a decision maker (elected official?)
Questions?

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