



# Audience Engagement for Rural and Urban Communities

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# Today's Agenda

- 10 minute: Introduction to creating message
- 5 minutes: Small group discussion
- 5 minutes: small group report out
- 10 minutes: Introduction to choosing your audience
- 15 minutes: Jennifer Peterson, HCA leveraging audience
- 5 minutes: Questions for Jennifer
- 5 minutes: planning for next steps
- 5 minutes: plus/delta

# Message vs. Slogan

- A slogan is a short and sweet statement that tells people what your organization is about.
- A Message is targeted to what you are trying to help someone to understand, remember or do.
- When working you work with the media you will not have time to get the message across.
- It will take most people about 7 times before they remember a message.

# Before you start, ask yourself:

**Think about message that you want to convey to your community:**

- What do you want the audience to understand?
- What do you want the audience to remember?
- What do you want the audience to do?

## Questions to consider

### Large group discussion

### 5 minutes

Choose one person to record and one person to report out

1. What do you want the audience to understand?
2. What do you want the audience to remember?
3. What do you want the audience to do?

# Who is your audience?

You probably have multiple audiences and they can work together:

- **Schools**=parents, teachers, students, school employees
- **Providers**=families, clinic employees, patients

**Who can you leverage to get your message out?**

# IRL example of leveraging audience

- Jennifer Peterson, Opioid communications consultant, WA State HealthCare Authority

## Planning for next steps 10 minutes

1. What next steps should happen?
2. How do we make our selves accountable?



## Plus/delta 5 minutes

- Plus (what worked well?)
- Delta (what could have been done differently?)