

27TH ANNUAL NATIONAL LEADERSHIP FORUM

ENGINEERING HEALTHY COMMUNITIES



Empowered Ideas
Branding + Marketing + Engagement

Presented By:

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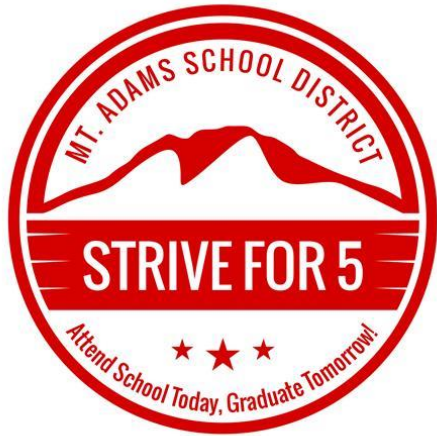
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White Swan, WA



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Mt. Adams School District

White Swan, WA

- Rural
- Reservation
- Poverty
- Suicide
- Alcohol, Tobacco, Marijuana



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The Story Behind the White Swan Dream Makers

Why Were the Dream Makers Started?

The community needed a light! The community was in dark times and needed help with the prevention of suicide, drug and alcohol use and what better way to help the community then have the youth help. Youth wanted to make a difference.



The Story Behind the White Swan Dream Makers

How Were They Created?

The Dream Makers started as an idea and eventually grew into a reality when a group of youth went to Nancy Fiander and proposed the idea of having a youth prevention group to help the community with its issue of suicide, drug and alcohol use. The group is now called “The White Swan Dream Makers.”



A Dream Maker...

- Brings attention to youth & helps adults get involved
- Educates the community on rates of alcohol use, suicide, tobacco use, and how we can help
- Understands fellow youth on a level that the adults don't understand, and partners with adults to increase understanding with youth and elders
- Builds positive communication with the community
- Helps adults to know what to do if they notice a teen under the influence and are likely to harm themselves
- Informs the community about partnerships and progress, and ensures that teens and children know that we stand by them
- Stand by those that need help, especially when they feel like they are going to harm themselves



Dream Makers Are Important Because...

- We help youth be above the influence, and to be social with other youth in the community
- We create bonds with other youth groups to step forward to help enhance the lives of local teens
- It is one thing for youth to listen to youth, but when adults listen to youth, they can help us make a change in someone's life
- We have many partners that help the Dream Makers to realize positive changes in our community



Developing Support & Coalition Buy-In

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How Do We Get Our Community to Support Us?



Communications, Awareness, Tools, & Strategies

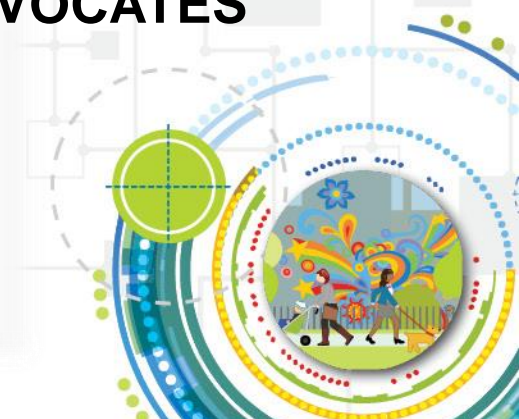


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- **BRANDING**
- **MESSAGING**
- **CONSISTENCY**
- **CONNECT**
- **ENGAGEMENT**
- **SUSTAINABILITY**
- **EMPOWER ADVOCATES**



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Source: EmpoweredIdeas.com

Identify Relevant Channels for Your Audience

- Facebook / Instagram
- Twitter
- SnapChat
- Pinterest
- Forums
- Faith Communities
- Radio
- Community Calendars
- LinkedIn
- Tumblr
- YouTube/Vimeo
- Local Meet-Ups
- Flyers
- Print & Online News
- Influencer Blogs
- Digital & Print Newsletters



Tips for Engagement

- Content must be meaningful and relevant
- Visual stimulation is always helpful
- Identify influencers that your target audience “trusts”
- Be genuine and transparent
- Don’t be afraid to involve “out of the box” groups and networks whom your target audience may be a member of or follow



SUSTAIN & EMPOWER: Developing Relationships w/ Influencers

- Decide **Who** You Need to Connect
- Identify Their **Passions & Hobbies**
- Find Out Their **Communications Preferences**
- **Connect** with Individuals Where They Are
- Maintain **Regular Contact** (*but not too frequent*)
- Don't Forget to **Celebrate** Their Successes



Don't Overlook the Value of Traditional Media

- Press Releases
- Media Advisories
- Community Calendars
- Local Radio Personalities
- Local Newspaper & TV Reporters
- Independent Publications
- ✓ **Always Follow-Up!**



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QUESTIONS?

