Using Dissemination to Reach Families and Professionals in your Community

Sharing information about your program serves many purposes including increasing understanding about the services you provide and building support for your work. Your efforts to help families and other service providers learn about your program can help you reach prospective families directly as well as increase referrals to your program from other service providers. The following guides and checklists will help you get started or refresh your community dissemination plan efforts:

Share about Your Program with Families and Professionals

How to Pitch Your Program
> What is a Program Pitch?
> Program Pitch Template
> Program Pitch Template Checklist

How to Create and Share Success Stories from Your Community
> Success Story Building Blocks
> Success Story Steps
> Choctaw Success Story Example

How to Create a Program Flyer
> Program Flyer Checklist
> Program Flyer Template

How to Create a Program Brochure
> Program Brochure Checklist
> Program Brochure Template

Share about Your Program with Families and Professionals

Title	Planning and Sharing your Program Checklist	Check
Goals	♦ What is your goal for this dissemination effort? ♦ What is your timeline?	☐ ☐

Audience	♦ Identify your audience in detail
	  - Pregnant women, fathers, pediatric health providers
	♦ Identify details that will help you reach your audience
	  - Where are they? Do they have cell phones,? What services do they use regularly?
		☐
		
		☐

Types of media	♦ What type of media will help you reach your target audience? - Social, radio, newspaper, advertisement	☐
Material	♦ What promotional materials do you need to develop? - Flyer, brochure, Facebook post, newspaper article	☐
Evaluation	♦ How are you going to evaluate your methods? - Did you reach your goal?	☐
Quality Improvement	♦ Use your evaluation data to determine if your dissemination methods were successful ♦ Use the information to make changes or improve your methods	☐ ☐

How to Pitch Your Program

What is a Program Pitch?

- A short description of your program that you share with someone of what you do and why it is important.
- It should typically be 30 seconds or less.

Why Should I Have a Program Pitch?

- Delivering a crisp, clear, and consistent message is an effective method of communicating to an audience.
- A program pitch allows you to quickly highlight the importance of your program and the services offered

What Should A Program Pitch Accomplish?

- Grab and sustain the attention of the audience
- Persuade the audience to act or support your work
- Leave the audience with an unforgettable impression of your work

When Should I Use a Program Pitch?

- Use your program pitch when conversing with one of your target audiences (families, funders, media, etc.).
- Your program pitch can be used to highlight the accomplishments and successes of your program or to demonstrate the need for the services your program provides.
- Please refer to the talking points for specific matters to highlight when speaking with each audience.

Program Pitch Checklist

Title	Program Pitch Checklist	Check
Target Audience	Specify your target audience • Community, families, Tribal leadership, government, funders, media	☐
Topic	Identify your topic • Maternal and child health, home visiting, family support, child development, early learning	☐
2. Who are you?	Introduce yourself, your name	☐
3. What do you do?	What is your title? • What is the organization your representing	☐
4. Who do you do it for?	Who is the audience you are serving? • "We serve the needs of children and families"	☐
5. What need are you working to address?	Finding from a needs assessment, data or fact • Current rates of pre-term birth	☐
6. What are you doing to address the need?	Implementation of a program, a strategy, a model selection • "We provide home visiting services" to families which help reduce pre-term births	☐
7. What is the impact of your actions?	Facts and findings from local or program data • "Our program has led to" prevention of pre-term births in all the families we serve.	☐
8. What are the facts?	Select a fact/statistic/anecdote as supportive evidence • "Research/data shows" pre-term birth is reduced with quality prenatal care	☐
9. how can I support you?	How can they assist in your cause? • Refer pregnant women to our program	☐

10. What makes your program unique?	Cultural adaptations, high performance areas, location • "We are the best in" retention rates in the county	☐

Program Pitch Template– Match the numbers to checklist

EXAMPLE

Hi, my name is **(2)** Jane Martin. I am a **(3)** home visitor with **(4)** the Home Visiting program at ABCD organization. Did you know that/Have you heard that **(5)** our community has a challenge, over 50% of addressable developmental issues in children go unnoticed by parents because they are not aware of signs. Well, what we are doing is **(6)** providing training in child development and health to caretakers to **(7)** enhance their ability to raise a strong and healthy baby. **(8)** The earliest years of a child's are often the most important in terms of brain development. **(9)** Unaddressed developmental issues can lead to behavioral and learning challenges in the future. Can you assist us in helping spread the word about the services we provide? **(10)** We are the only organization that provides home visits in this community and want to reach as many caretakers as possible.

How to Create and Share Success Stories from your Community

Introduction
Effective success stories must be heart felt, demonstrate a program's value to the community, its positive impact, and show progress made by the program. One way to target your message to your community is by sharing success stories with your partners, community health centers or Urban Indian Health Organizations, local program offices, tribal leadership, local newspapers, or at local community events. Spreading the word about the success of your program ensures that you reach a broad audience and increased community involvement. Some tribal communities have rich histories of cultural traditions and information being orally passed down from generation to generation through stories, and this may influence the way you develop and share your success stories.

Success Stories Can:
- Make the community aware of the program and services available for tribal community members
- Assist in recruiting new families
- Educate the community on how the program is benefitting the community, its members, and the families being served
- Motivate the community to participate in future activities

Success Stories for Tribal Leaders Can:
- Make tribal leaders aware of the program and services available for tribal community members
- Describe how the program is benefitting the community, its members, and the families being served
- Educate decision makers about resource allocation
- Demonstrate that monies are being well spent and for the betterment of the community
- Mobilize resources for sustainability of the program
- Motivate the community to participate in future activities

Success Story Building Blocks

Develop an approach:
When community is your target audience, your message can either be very broad, or you could think about tailoring it to a specific community audience, (i.e. families, partners, health care centers, etc.)

- What is the message that you want to communicate to the community?
- What do you want your local community members to think or feel after hearing your success story?
- How do you want your community to react?

Create an emotional focus:
Remember to be respectful of the community when creating the story. It is important when targeting communities to appeal to the human interest factor.

- Who within the community is at risk?

- Who do you serve with your program?
- Why are you serving these families?
- What are some of their needs?
- How are you helping or improving the lives of the families?
- What would the situation be like if you had not stepped in?

Write for the reader, not for yourself:
The community is interested in reading about people they know. Think about highlighting human interest stories that showcase improvements in the health and personal lives of families.
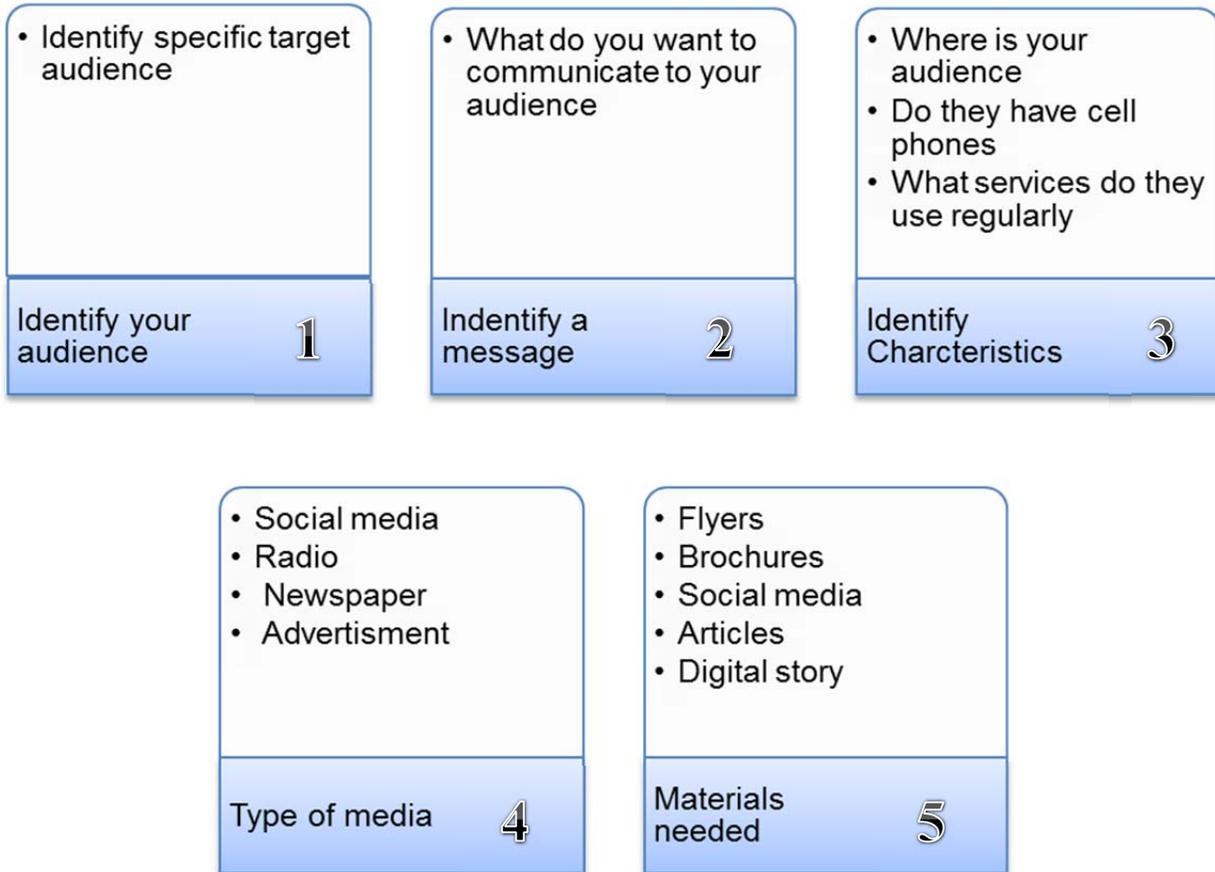
- Did you share important information in the beginning about your program that will catch their interest?
- Did you incorporate information on important cultural traditions into the services you provide?
- Did you use imagery that represents your community's culture, bold graphics, and interest-grabbing items?
- Did you use quotes from community members or families you serve?
- Did you confirm accuracy of any quotes used and make sure the person you are quoting gives you permission to use their words?

Focus on the facts to hold your readers attention:
Keep messages short and to the point and be consistent. Use messages that will appeal to local citizens. (Support the importance of your successes by using data to describe the problem/challenge whenever possible).

- What was the challenge?
- Who were the people impacted?
- How did you overcome that challenge?
- What was the specific outcome?
- How many people did the intervention impact
- How many lives were improved?
- How has the community benefitted from your services?

Success Story Steps

- Identify specific target audience

| Identify your audience | 1 |

- What do you want to communicate to your audience

| Indentify a message | 2 |

- Where is your audience
- Do they have cell phones
- What services do they use regularly

| Identify Charcteristics | 3 |

- Social media
- Radio
- Newspaper
- Advertisment

| Type of media | 4 |

- Flyers
- Brochures
- Social media
- Articles
- Digital story

| Materials needed | 5 |

Improving the Quality of Life for Special Needs Children at the Choctaw Nation of Oklahoma

"...Being the Nation's third largest tribe, the Choctaw Nation has a rich history of resiliency and overcoming adversities..."

"... I am so thankful that they acted quickly and spoke up for my child. I wouldn't have known how to help my child, if it weren't for these ladies..."
        –Parent

For Further Information Contact

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The Situation:

Providing quality education and support for Choctaw Nation children is so critical these days. Native youth who have special needs face additional challenges if their needs go undiagnosed or are misunderstood by educators and parents. The reality that many students go without special needs services because they aren't identified is what prompted action in the Choctaw Nation.

The Response:

We used collaboration towards addressing the issue of earlier identification of our children who face special needs.

The community now identifies both children and families earlier.

A Tribal Early Learning Institute collaboration group exists to provide quality child care and early learning.

The Home Visiting Specialists of the Better Beginnings/ Chahta Inchukka collaboration group worked together when a student with a memory problem was identified.

The Chahta Inchukka took immediate action and had the child diagnosed by the Oklahoma University Medical Center.

A diagnosis of Phelan McDermid Syndrome was made, which indicated that the child required special needs services to be successful in school and ultimately in life.

The child's family was provided advocacy, support, education, and home visiting to improve the child's life and also the lives of the entire family.

This action on one small child's behalf has helped the Choctaw Nation identify the need for employee training in assessing special needs of children.

The Result:

Currently, there are 40 employees who have been trained and certified to do this specialized work. This group has already identified six children who require special needs services. It is anticipated that 20 employees will be trained during this year. The Chahta Inchukka Tribal MEICHV program will continue to train employees and assist families so that all students can be successful in life.

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How to Create a Program Flyer

Flyers are a useful tool to disseminate information about your program and all the great things you do. They should be colorful, simple, and eye-catching. They can be left behind in partners' offices or handed out at community events. You might find that a flyer is particularly useful for sharing information with community members, for recruiting new families, or handing out at partner agencies or cultural events.

Title	Program Flyer Checklist	Check
Program Title	♦ Tribal Home Visiting Program Name and Branding	☐
Program Photos	♦ Insert a photo of families that have participated in your program ♦ Include a caption linking the picture to your program or services ♦ Make sure you ask the family's permission before you insert their image	☐
Eligibility Requirements	♦ Describe your service area, target population, and home visiting program eligibility requirements	☐
Program Logo	♦ Insert your home visiting program's logo and/or your tribal logo	☐
Contact Information	♦ Let your audience know exactly how to reach you ♦ Provide the physical address of where your program is housed, direct phone number and email address for your program's contact person ♦ Include your program's website or social networking information (e.g., Facebook or Twitter accounts) if you have them.	☐
Services Offered	♦ Summary of your program's key services ♦ An overview of your home visiting model ♦ What differentiates your program from other programs ♦ Captivating highlights that address the questions that your audience is asking: What is this program? Why should I be interested? What is in it for me?	☐
Mission Statement	♦ Insert the mission, value statement or motto of your home visiting program	☐
Program Successes	♦ Include key benefits of participating in home visiting services. ♦ Think about what currently enrolled families have enjoyed most about the program	☐

About Microsoft Word functions:

- Edit the content of the top of the half page program flyer, then copy and paste it to the blank space below it. Repeat these steps for the content for page 2. When printing, select double-sided print and cut paper in half.
- Use photographs or graphics that will attract your audience and make sure to obtain written permission to use the images. If possible, include a caption or description of the image to provide your audience with more information.
- To try out other looks for this flyer, go to the Design tab of the ribbon, review the Themes, Colors, and Fonts galleries.
- Use the Design tab galleries to add your own program fonts or colors.
- To replace the template photo with your own, right-click the image and then choose Change Picture.
- To add a background color, select Design, Page Color, and choose a color.
- To print your background color, go to File, Print, Page Setup, Print Options, and check off Print Background Colors and Images.
- For other flyer templates, simply open Microsoft Word or Microsoft PowerPoint, select File, New, and type flyer in the search box. Select your favorite.

How to Create a Program Brochure

Program brochures are useful tools to disseminate information in your community about your program and all the great things you do. Effective brochures are colorful, glossy, eye-catching, and display local images that are culturally relevant. They can be left behind in partners' offices and handed out at community events. They highlight your program's goals and successes in a succinct and convenient manner. You might find that a brochure is particularly useful for sharing information with members of your community, including families, service providers and elders. The following are instructions for customizing the brochure template for this particular audience.

Title	Program Brochure Checklist	Check
Program Title	♦ Tribal Home Visiting Program Name and Branding	☐
Program Photos	♦ Insert a photo of families that have participated in your program ♦ Include a caption linking the picture to your program or services ♦ Make sure you ask the family's permission before you insert their image	☐ ☐ ☐
Eligibility Requirements	♦ Describe your service area, target population, and home visiting program eligibility requirements	☐
Program Logo	♦ Insert your home visiting program's logo and/or your tribal logo	☐
Contact Information	♦ Let your audience know exactly how to reach you ♦ Provide the physical address of where your program is housed, direct phone number and email address for your program's contact person ♦ Include your program's website or social networking information (e.g., Facebook or Twitter accounts) if you have them.	☐ ☐ ☐
Services Offered	♦ Summary of your program's key services ♦ An overview of your home visiting model ♦ What differentiates your program from other programs ♦ Captivating highlights that address the questions that your audience is asking: What is this program? Why should I be interested? What is in it for me?	☐
Mission Statement	♦ Insert the mission, value statement or motto of your home visiting program	☐

Program Highlights	♦ Summarize some of your program's major accomplishments ♦ How you have involved the community in planning your program ♦ Focus on what you do best	☐
Quotes	♦ Insert quote from a program family, community member, elder, council member etc… ♦ Highlight benefits of program with personal positive message ♦ Ask permission and keep quote anonymous if possible	☐ ☐ ☐
Testimonial	♦ Brief success story or glowing testimonial ♦ Have more 'before-and-after' story quality	☐ ☐

About Microsoft Publisher functions:

- To try out other looks for this flyer, go to the Page Design tab of the ribbon, change the Template, Colors, and Fonts galleries.
- Use the Page Design tab galleries to add your own program fonts or colors.
- To replace the template photo with your own, delete the image and paste your image into the document.
- To add a background color, select Page Design, Background, and choose a color.
- To print your background color, go to File, Print, Page Setup, Print Options, and check off Print Background Colors and Images.
- For other flyer templates, simply open Microsoft Publisher, select File, New, and type brochure in the search box. Select your favorite