

Tune into Success: Reaching Your Target Populations Through Different Media Platforms

April 2023



National Center for Farmworker Health

The **National Center for Farmworker Health** is a private, not-for-profit organization located in Buda, Texas, whose mission is “To improve the health of farmworker families”.

- Population specific data resources and technical assistance
- Workforce development and training
- Health education resources and program development
- Board Governance training
- Program Management



Today's Speakers



Megan Martinez
Diabetes Program Coordinator
National Center for Farmworker Health
Buda, TX



Maria Bustamante, CHWI
Diabetes Program Manager
National Center for Farmworker Health
Buda, TX

Learning Objectives



At the end of this presentation, participants will be able to:

- Learn about the different media channels that can increase participant engagement and promote services
- Identify and choose the best radio station type for your population
- Know how to deliver the key points and messages in an effective way
- Learn what Facebook Live is and identify best practices and uses
- The Do's and Don'ts of media communication

Let's Chat!



1. What media outlets do you use on a personal level?
2. What media outlets do you currently use at your health center to reach your target population?

Field of Dreams....



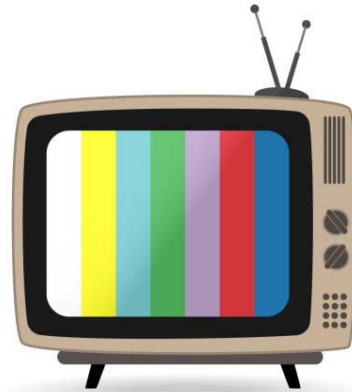
**IF YOU BUILD IT,
THEY WILL COME.**



Promotion and Media Channels



Radio



TV



Social Media

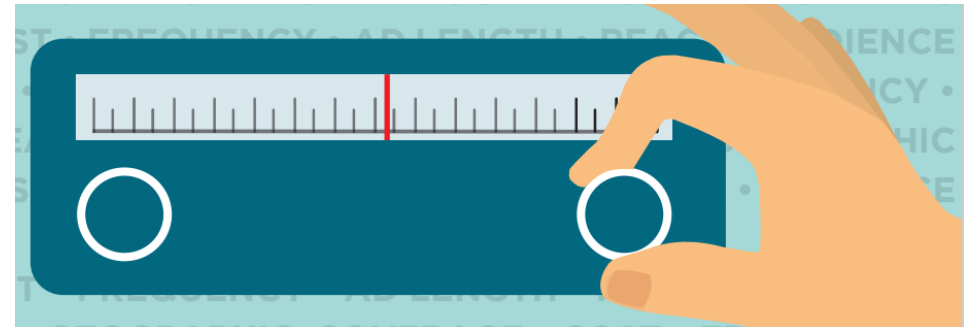
Purpose of Radio Promotion

Radio is an opportunity:



Let's talk about Radio

- Traditional Radio
 - 15-30 second PSA segments
 - Interview segments
- Online radio
 - Ads
 - Podcasts



Tuning Into Success: How to Choose the Right Radio Station for Your CDC-Recognized National Diabetes Prevention Program

**Determine
Costs/Budget**

**Determine your
Audience**

**Find the radio
station that
matches your
audience**

**Determine
availability and
frequency**

**Develop your
messaging and
timeline for
dissemination**

Tuning Into Success: How to Create Key Radio Messaging

You have a set amount of time to clearly get your message across and fully keep the listeners engaged.

The 3Cs of effective messages:

- **Clear:** avoid jargon
- **Concise:** say what you want to say, then stop
- **Compelling:** relate with stories, facts



[ADCES Diabetes Language Guidance](#)

Presenting Key Messages

- Illustrate vision/passion
- Convey analogies/comparisons
- Share compelling stories and use anecdotes
- Use repetition and memorable phrases
- Demonstrate confidence and expertise
- [Key Messaging Guide](#)



Group Discussion!

Provide an example of a call-to-action message that your organization/HC would potentially create.



Incorporate Key Points of the National DPP



- Prediabetes means that a person's blood sugar levels are higher than normal, but not high enough for a diagnosis of type 2 diabetes.
- An estimated 32% of Hispanics/Latinos have prediabetes. Only 1 in 4 know they have it.
- Type 2 diabetes can often be prevented with lifestyle changes, and we are here to help!
- Our local lifestyle change program offers personalized information to meet individual needs and is scientifically based, designed in a fun and encouraging environment.
- Eating healthy, losing weight, and being active can cut your risk of type two diabetes in half.
- Find out if you are at risk – take a 60 second risk test today!

Social Media...which one to use

- YouTube
- Twitter
- Facebook
- Instagram
- Snapchat
- LinkedIn
- TikTok



Tuning into Success: Facebook Live Quick Tips for Your CDC-Recognized National Diabetes Prevention Program

What is Facebook Live?

Facebook Live is a live video streaming feature on Facebook that allows you to broadcast a live video through an organization page or personal profile.

Facebook Live is an **effective tool** for when you want to:

- raise awareness for the National Diabetes Prevention Program (DPP) lifestyle change program
- reach more viewers on social media
- increase participant engagement

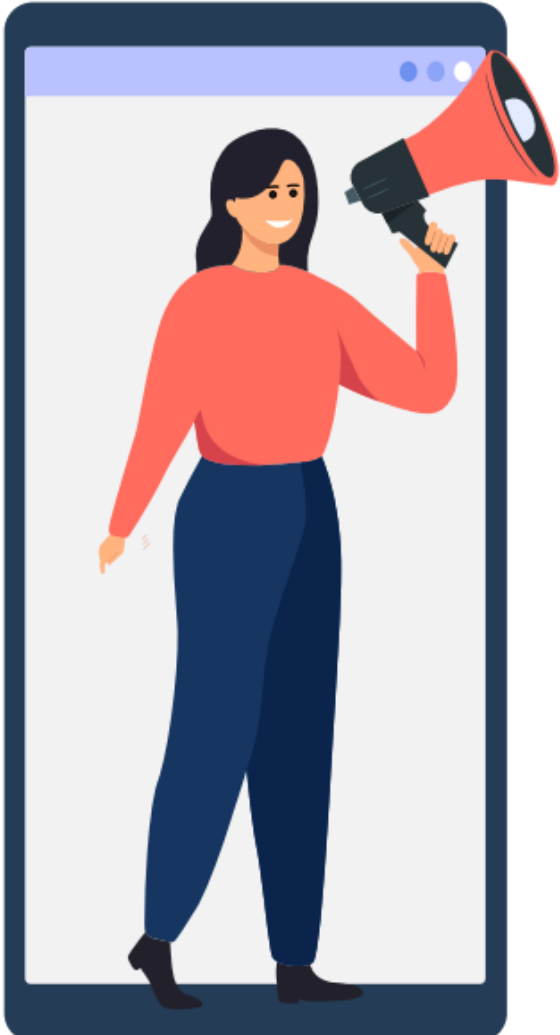
Ways to Use Facebook Live For Promotional Campaigns

Benefits:

- **Connect with Viewers**
- **Interact and Inform**
- **Showcase a class or event**



Why Use Facebook Live



- Promote family involvement in participant's journey to better health
- Increase engagement as viewers can join in from work, home, or anywhere they are at the time (may be a solution to patient barriers to visit health centers)
- Viewers can ask questions or comment in real time
- Private groups can be formed to hold educational classes
- Viewers can go back and access information at a later time

Best Practices for Facebook Live

1. *Schedule broadcast on Facebook*
2. *Promote your Facebook Live event*
3. *Prepare talking points and a call to action*
4. *Pick a location for your broadcast*
5. *Pay attention to timing*
6. *Interact with your viewers*



Example of a livestream: Educational Cooking Classes

- How cooking and eating healthy foods can decrease your risk for prediabetes.
- How to shop and build a healthy meal.
- Ways to develop healthy eating habits.
- Showcasing new National DPP resources and tools viewers can use to shop, cook, and eat well.
- Connecting viewers to their nearest health center and join the National DPP for support.

Examples:

- [El Paso Center for Diabetes Cooking Class Facebook Live](#)
- [Sabrosa Vida Video](#)



Now to create your Facebook live event:

Lights, Camera, Action!

Group Discussion!

What have you used FB live for at your health center/organization?

In what ways have you used FB?



Do's and Don'ts for Media Communication

ADCES Language Guidance Tool

- Explain acronyms you use because audiences may not be familiar.
- We never use the term diabetic
- Use language that is neutral, person-centered, collaborative and strengths based. Refer to shared document on language guidance.



How to Deliver the Key Message

- Be concise and maintain focus
 - Lay down the facts
 - List the steps to follow
 - List your information details
 - Use simple language
- Keep calm and be respectful
 - Emphasize and re-emphasize
 - Promise less but deliver more
 - Stick to the facts
 - Share an anecdote or story



Tips for a successful interview

- Keep calm. Use pauses well.
- Know well which of your messages have priority.
- Talk and participate in the interview actively but remain in control.
- Do not get into too many details.
- Avoid using acronyms or scientific terms when you can use commonly used words.
- If you have to use a technical term, define it.
- You should never reply that you have "No comments".
- You should never disclose any individual's personal health information.

"You are Live"... Tips

- Write down what you are thinking of saying before it is air time!
- Use your normal tone and cadence – this is supposed to be fun, not stressful
- Be you!
- Take your time to gather your thoughts
- Try to avoid big inhales or big exhales into the phone or microphone
- Have a bottle of water nearby in case you need to clear your throat.



How to Keep Control During an Interview or Live Event

- Read, watch, or listen to examples of the journalistic work of the reporter conducting the interview.
- Be gentle but not too friendly.
- Be enthusiastic about the interview topic and stick to topics you know about.
- Have a copy of the main message you want to communicate or learn it by heart.
- Feel free to restart the interview if there's something you don't like the way it sounds, particularly if it's a radio interview being recorded.
- If you are on a live interview/event, just breath and continue to maintain eye contact, confidence, and enthusiasm. Provide responses to the best of your ability.

Voice and Body Language

Things to be attentive to over the phone:

- Your voice is your body language
- Stand up to convey energy
- Maintain inflection
- Speak slightly more slowly
- Pause
- Smile



Lastly, in response to media/reporters....



“The most important point for the public to know is...”

“As a matter of fact...”

“Let me explain...”

“That brings me back to my main point...”

“I believe the bigger issue is...”

“That’s a great question and it points to the real issue here, which is...”

Tune Into Success

The illustration features a radio tower on the left with lightning bolts emanating from its top. The background is light blue with several grey gears of different sizes. In the center, a large magnifying glass is held by a hand, focusing on a group of four diverse people. Surrounding this central group are several other circular portraits of diverse individuals. The overall theme is communication, technology, and community.

Recap & Key Take-aways

- You are the expert in knowing your target audience and their needs, incorporate the type of media platform(s) that you feel best aligns.
- It's great to try a new platform that hasn't been used to increase patient engagement- you might find successful outcomes that you didn't expect!
- We are here for you to assist in your media implementations to meet the needs of your health center and your target audience!

Poll: Evaluation Survey

Questions/Comments?





DIABETES RESOURCE HUB

[Diabetes Resource Hub](#)

National Center for Farmworker Health

Population Specific



[Population Estimation](#)



[Fact Sheets & Research](#)



[Health Center Learning Collaboratives](#)

Health Education/Patient Education Resources



[Resource Hubs](#)
[Diabetes](#)
[Mental Health](#)
[SDOH](#)



[Digital Stories](#)



[Patient Education Materials](#)

Governance/ Workforce Training



[Health Center Toolbox](#)



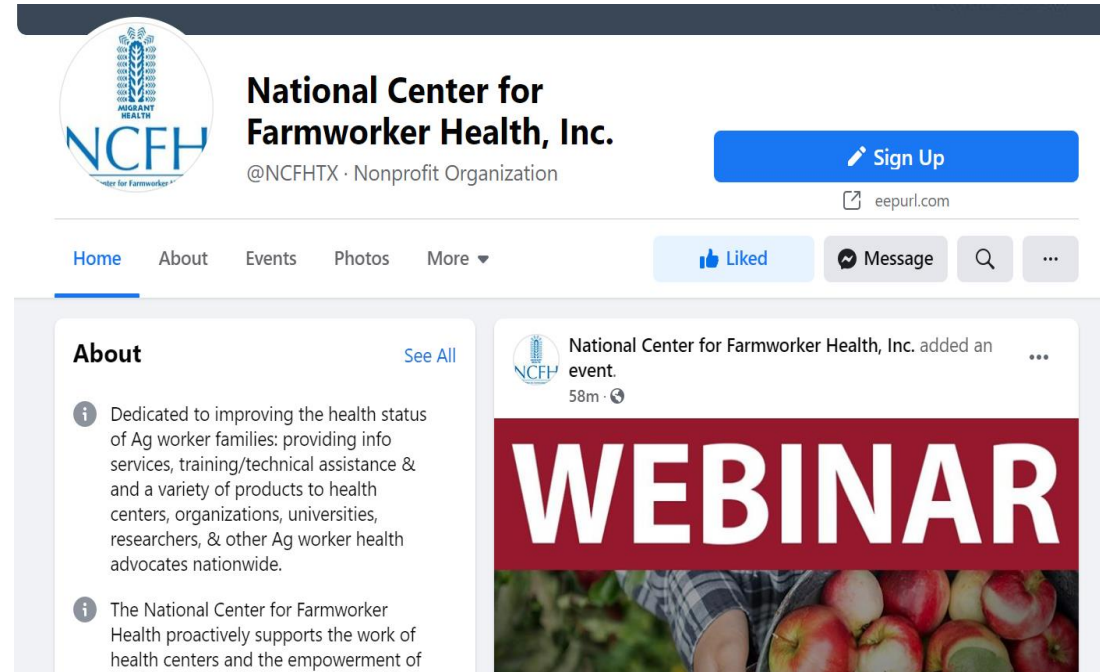
[Archived Webinars](#)



Governance Tools

[Board Tools, Resources & Templates](#)

Connect with NCFH!



The screenshot shows the Facebook profile of the National Center for Farmworker Health, Inc. (@NCFHTX). The profile picture is the NCFH logo, which features a stylized figure holding a scale and a banner that says "MIGRANT HEALTH". The name "National Center for Farmworker Health, Inc." is displayed in bold, with the handle "@NCFHTX · Nonprofit Organization" below it. A blue "Sign Up" button is visible, along with the website "eepurl.com". The navigation bar includes "Home", "About", "Events", "Photos", and "More". Below the navigation bar, there are buttons for "Liked", "Message", and a search icon. The "About" section is expanded, showing two informational items: "Dedicated to improving the health status of Ag worker families: providing info services, training/technical assistance & and a variety of products to health centers, organizations, universities, researchers, & other Ag worker health advocates nationwide." and "The National Center for Farmworker Health proactively supports the work of health centers and the empowerment of". A recent post is visible, titled "National Center for Farmworker Health, Inc. added an event." with a "58m" timestamp. The event image features a large red banner with the word "WEBINAR" in white, set against a background of a person's hands holding a basket of red apples.

Facebook and Twitter: @NCFHTX

Linkedin: [company/national-center-for-farmworker-health-ncfh/](https://www.linkedin.com/company/national-center-for-farmworker-health-ncfh/)



NCFH Newsletters

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Thank You!

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