



ACHIEVE Communities

ACTION COMMUNITIES FOR HEALTH, INNOVATION & ENVIRONMENTAL CHANGE

MEDIA GUIDE FOR ACHIEVE COMMUNITIES

How to Leverage the Media to Support Your Community Health Efforts

National Association of County and City Health Officials

National Association of Chronic Disease Directors

National Recreation and Park Association

Society for Public Health Education

YMCA of the USA

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INTRODUCTION

The purpose of this *Media Guide for ACHIEVE Communities* is to support your efforts to create policy, systems, and environmental changes in your community by harnessing the power of the media to inform the public about what change is needed and why.

Media coverage of your ACHIEVE community message and activities can help you:

- Inform the public of upcoming events.
- Increase public awareness on the importance of improving the health of your community.
- Build public support for the health issue you are addressing.
- Educate stakeholders that strategies to improve health are an important component of community development.

This *Guide* is intended to help you:

- Focus your local ACHIEVE community message.
- Identify contacts in the media who can help you spread your message.
- Build relationships with those contacts so they are receptive to your message and understand it.
- Identify newsworthy stories that convey your ACHIEVE community message.
- Prepare for and participate in interviews with the media.
- Prepare press materials that are consistent with media standards.

- Use social media to communicate with media, policymakers, and the public.

Press materials included in this *Guide* include a media advisory, press release, op-ed, and letter to the editor. You can learn more about what these items are and how to use them, and review sample materials from other ACHIEVE communities in later sections. The *Guide* also includes information about and samples of radio Public Service Announcements (PSAs) and a discussion of how to use social media to get your message out. It includes a template that you can customize with your local address and use to present your press materials.

Working with the media takes time and effort. Your ACHIEVE community coalition members can play a key role in building media support for your initiatives. It is most helpful to include a representative of the media on your coalition; that individual can advise you on what stories are newsworthy and can introduce you and your story to media colleagues. It will be valuable for your coalition to include members from organizations, such as a health department or hospital, with a strong public information/public relations office. Alternatively, you may look for a community volunteer who is willing to take on the role of working with the media to build interest in your message and your work.



FOCUSING THE MESSAGE

In order to work closely with the media, you need to be clear on what your message is. Public health strategies can be challenging to communicate to others.

What is ACHIEVE?

ACHIEVE (Action Communities for Health, Innovation, and EnVironmental ChangE) is a partnership between local communities and national organizations (including Ys, state and local health departments, parks and recreation departments) joined in a movement to create healthier places to live, work, learn, and play.

ACHIEVE brings together concerned community members who take a **comprehensive approach** to creating healthy environments for this and future generations. It provides local leaders with learning opportunities to sharpen their skills for empowering communities to address specific health problems. Your coalition should implement a strategic approach to address physical activity, nutrition, tobacco cessation, obesity, diabetes, and cardiovascular disease, to ensure that healthy living is within reach of the people who live in your community.

What Is Policy, Systems, and Environmental Change?

Policy is “a law, regulation, procedure, administrative action, incentive, or voluntary practice of governments and other institutions.” Implementing health policies is an effective, evidence-based strategy to protect America’s health that has been used by public health

agencies for decades. Policies can create sustainable changes in systems (procedures or protocols) and environments (changes to the places where people live, work, and play). For many years, health programs have focused on individual behavior, assuming that if you teach people what will make them healthy, they will find a way to do it. Unfortunately, being healthy is not just about individual choices.

What’s Your ACHIEVE Message?

First, you need to determine what your overall goal is. Here are some questions to ask yourself when developing your overall strategy.

What is the problem you are highlighting? — This could be poor nutrition, inadequate physical activity, tobacco use, etc. But you should narrow your problem to a specific population. For example, you might want to increase the access to healthy food options in low-income areas.

Is there a solution to it? If so, what is it? — Again, try to narrow this down to a specific population or setting. If you are focusing on outdoor recreation areas, you could educate about smoke-free policies in county-run parks in your area.

What do you need to do or say to get the attention of those who can make the solution happen? — Sometimes you may need to adapt your message to gain attention. For example, one ACHIEVE community began a Complete Streets initiative by stressing the health benefits of the policy. The coalition soon found, however, that it needed to make the case for the economic benefits of this strategy to appeal

to a wider variety of stakeholders. And remember, many strategies do not require the use of the media. Sometimes it is easier to get your message out through community outreach activities than through news releases and press conferences. This may be particularly true if your community is in a rural area with few media outlets.

Once you have defined your overall public education goal, then you can design the message that you want to get out to the public. You want your message to be simple and clear. Make sure you communicate:

- The problem you are addressing,
- Why your intended audience should be concerned with this problem, and
- What should be done about the problem.

Try to create a message that is compelling and that people can relate to by telling the story of a specific individual affected by the problem. By humanizing the message, your issues will have a greater impact on the public than if you just state statistics.

You can communicate your local ACHIEVE goals by supporting needed changes with facts and statistics from your state and/or local community. For example, you may wish to include information about the incidence of major chronic diseases in your state, city, or county. You may be able to provide examples of change strategies (e.g., school wellness policies, which all schools must develop under the Healthy, Hunger-Free Kids Act) that have already been adopted in your community.

In general, the more specific the examples of successful actions your community and others have taken, the easier it will be for people to understand what types of strategies will work. And the more local you can make your story, the more it will resonate with local stakeholders.

Understanding When a Story is Newsworthy

In working with the media, it is important to understand what the news media consider newsworthy. If you flood your media contacts with information that is not of interest to them, they will begin to ignore your communications and may miss out when you have an important story to tell. Here are some factors that reporters and editors consider when determining when to report on a story:

Timing. The word news refers to that which is new. Topics which are current make good news. If it happened today, it's news. If the same thing happened last week, it's no longer interesting.

Significance. The number of people affected by the story is important. A law that affects 15,000 residents of your community draws people's attention more than an event that impacts just a few people.

Proximity. Stories which happen close to us have more significance. The closer the story to home, the more newsworthy it is.

Prominence. Famous people get more coverage just because they are famous. Adding prominent politicians and community leaders to your coalition can help attract reporters' attention to your story.

Human Interest. Human interest stories appeal to emotion. Everyone is interested in other people's interesting stories. Television news programs may place a humorous or quirky story at the end of the show to finish on a feel-good note. Newspapers often have a dedicated area for offbeat or interesting items.

Keep these principles in mind in deciding what stories to pitch to the media.

How Have ACHIEVE Communities Focused Their Message?

Bloomington/Monroe County (IN)



To empower individuals and catalyze organizations to be a model community that values and embraces the healthy choice as the easy choice through collaborative education, policy, and initiatives.

- We are a collaboration of organizations and businesses throughout Bloomington and Monroe County.
- We build healthier communities through policy, systems and environmental change strategies.
- We support collaboration and sharing of policies and initiatives across sectors .
- We encourage healthy, lifestyle changes in our community.

Activate Anaheim (CA)



OUR VISION: Our vision is to create a community where residents of all ages engage in daily physical activity, eat nutritionally-balanced diets, and make positive choices that lead to longer, healthier lives. We will do this through working collaboratively with all

community sectors to advocate and implement policy/ environmental strategies that: provide safe areas for daily physical activity; increase access to healthy eating choices; and inspire action among all residents around health-related opportunities and resources.

Syracuse, NY

ACHIEVE Action Communities for Health, Innovation, & EnVironmental ChangE
Bringing communities together to prevent chronic diseases & promote healthy lifestyles.

The vision of ACHIEVE Syracuse is to create a sustainable healthy community for living, working, and playing by creating an environment that promotes healthy behaviors and reduces the prevalence of chronic disease.

Lake County, OH



ACHIEVE fosters collaborative partnerships between city and county health officials, city and county government, tribal programs, parks and recreation departments, local YMCAs, local health-related coalitions, and other representatives from the school, business, health, and community sectors to implement improvements. State departments of health and other state-level partners provide additional resources and information to help communities meet their goals.

Examples of community-based improvements include increased access to and use of attractive and safe locations for engaging in physical activity, revised school food contracts that include more fruits and vegetables and whole grain foods, and requirements for sidewalks and crossing signals in neighborhoods to make them more pedestrian-friendly.

The YMCA of Greater Whittier (CA)

Funded by the Centers for Disease Control and Prevention (CDC), ACHIEVE is a partnership between local communities and national organizations (including YMCAs, state and local health departments, parks and recreation departments) joined in a national movement to create healthier places to live, work, learn and play. Through ACHIEVE, partners collaborate to develop and implement policies that make the healthy choice the easy choice. ACHIEVE national partners include the Centers for Disease Control (CDC), the YMCA of the USA (Y-USA), the National Association of Chronic Disease Directors (NACDD), the National Association of County and City Health Officials (NACCHO), the National Recreation and Park Association (NRPA), and the Society for Public Health Education (SOPHE). ACHIEVE, founded in 2008, is one of Y-USA's Healthier Communities Initiatives, which also includes Pioneering Healthier Communities and Statewide Pioneering Healthier Communities. The Y's Healthier Communities Initiatives help drive the Y's mission of strengthening communities by fostering social responsibility to improve the health of the nation. ACHIEVE convenes influential leaders in a cause-driven effort that provides tools for Ys and their communities to tell their story, deepen relationships, collaborate with Ys and community partners, and demonstrate true impact.



BUILDING RELATIONSHIPS WITH THE MEDIA

Build Your Media Contacts List

The first step in working with the media is to research and identify the news outlets you would like to cover your ACHIEVE community's initiative(s). You can identify any reporters who have covered issues related to your initiatives in the past. To make the research easier, set up Google Alerts online (www.google.com/alerts), so that you automatically receive updates on relevant news stories in your area. Scan your local newspaper daily for health and community stories. Remember to update your media list regularly so that you can use it for outreach efforts throughout the year.

You can purchase media contact information from services such as Cision (www.cision.com) or BurrellesLuce (http://www.burrellesluce.com/Media_Outreach).

Once you've identified these outlets and contacts, build an electronic media list using a program such as Microsoft Excel. Electronic lists are easy to update, and users can merge contacts for effortless delivery of materials via e-mail or mail. Additionally, users can easily track who they've reached out to, and responses received. In a spreadsheet program include:

- Names of media outlets
- Key reporters and their titles and beats
- Contact information, including phone and e-mail address
- How he or she prefers to be contacted

- A "notes" column to list other relevant articles that reporter has written
- Known deadlines and any previous interactions that you've had with the reporter.

Build Relationships

Once you have compiled your media list and are ready to begin your outreach efforts, you can begin to build your relationships with key media contacts. Remember that media relations is a two-way street: you are looking for accurate coverage of your initiatives and reporters are looking for good stories. On slow news days, a reporter might call you looking for story ideas. Be sure to have some in your back pocket, if that happens.

Here are steps you can take to build positive relationships:

1. **Call the reporter.** Introduce yourself and state why you're calling. Ask the reporter if he or she is on a deadline. If so, find a time to call back.
2. **Have a good story.** Practice your pitch before calling. You need to know your topic well, understand the reporter's interests based on your previous research, and be ready to revise your pitch as needed.
3. **Plan a good strategy.** Do not use the same strategy for every story or media outlet. Think about how to create excitement for that particular media source or audience.

4. **Keep your word.** Building trust with the media is paramount. Provide follow-up information that you promised within the agreed-upon timeframe.
5. **Follow up.** While you may gain coverage after just one interview with some reporters, you may have to contact others multiple times before they will do a story.
6. **Send thank you notes.** Send a reporter a handwritten note expressing appreciation for the benefits gained from his or her story.

Distribute Your Press Materials Effectively

To distribute electronically, copy and paste your press release into the body of the e-mail. Many reporters will not open unsolicited attachments. Make sure they can clearly see the headline and first paragraph without enlarging or scrolling down in the e-mail, as this will increase the likelihood your release will be seen. Personalize each e-mail so the reporter knows it's not a mass message. For example, mention a story recently written by the reporter that caught your eye, or if you have had previous interactions with him/her, mention when and where to jog his/her memory.

If you'd like to send your press release to a large number of recipients, there are many online resources available to help you increase the awareness and visibility of your event. Some of these services may charge a fee, so it's important to research each option before submitting your event materials. Some may offer discounts to nonprofit organizations. Top distribution sites include:

Business Wire (www.businesswire.com)

PR Newswire (www.prnewswire.com)

PR Log (www.prlog.org)

24/7 Press Release (www.24-7pressrelease.com)

Some free press release distribution sites include:

Free Press Release (www.free-press-release.com)

PR (www.pr.com)

1888 Press Release (www.1888pressrelease.com)

After distributing your press materials, follow up via phone or e-mail with your media contacts for the official "pitch." Make your calls short and direct, sounding confident to establish yourself as an expert providing valuable information. Offer to send more detailed information in an e-mail or to arrange an interview with a local expert. It may be helpful to write a brief script so your conversation flows more easily. It's important to accommodate the media contacts as much as possible.

If you're unable to reach a reporter by phone, forward your media advisory or press release, with a brief note at the top offering to answer additional questions or to arrange an interview. Always provide your contact information in case the reporter needs more information.

It's important to build a working relationship with your contacts by staying in touch. Send the reporter new and useful information about your coalition or initiative on a regular basis, say every two to three months. This will build your credibility with the reporter and can lead to increased publicity through media interviews.



SPEAKING EFFECTIVELY WITH THE MEDIA ABOUT ACHIEVE

Keep a list of people who are willing and able to talk with the media about your ACHIEVE community's initiative. When reporters call looking for more information, in addition to referring them to those who are "official" spokespersons for your initiative, you will want to be able to direct them to experts in the issue that you're working on, community members with a point of view supporting your ideas, and/or others who may be affected by the issue.

When choosing a spokesperson to talk about your ACHIEVE community initiatives, make sure the person you choose is comfortable speaking with the media, is knowledgeable on the issue, and is not easily rattled in stressful situations. Dealing with the media can be fast-paced, so it is important that your spokesperson be able to remain calm.

It may also be helpful to designate certain people on your coalition who will speak with the media. They should be the only people to communicate with the press. This way, the media will not get conflicting information from multiple sources, but the planned message you are trying to get across.

Use the following tips to prepare for a successful interview with the media:

Research the outlet and reporter before your interview. Read or watch previous stories the reporter has developed to get a sense of his/her style. Think about what type of questions the reporter tends to ask.

Prepare any supplementary materials in advance of your interview. You may wish to send graphs, photos, spokespeople biographies, or information about the

issue you are addressing to the reporter in advance to enhance your interview.

Practice before your interview with a colleague or friend. Rehearse what you intend to say during the interview and ask for feedback. To ensure your points are accurately portrayed, avoid using jargon and instead use short, catchy sentences that are easily understood.

The day before your interview, confirm the subject, time, location, and anticipated length of the interview with the reporter. Keep in mind that the primary goals of the interview are to communicate the key messages supporting your ACHIEVE community initiative(s). Once the interview begins, it's useful to restate the question in your response so that the answer is a complete thought, and can be quoted independently. This also will ensure that your messages are clear. Use the following techniques to ensure a successful interview:

Bundling – To ensure your messages are concise and clear, quantify your information and tie it together, giving the reporter verbal clues to follow. For example, you may say "ACHIEVE is a national partnership to create policy, systems, and environmental changes that reduce the burden of chronic disease and achieve health equity. Our local ACHIEVE community supports this goal by, say for example, "working to reduce obesity and increase the prevalence of physical activity in our community by... (cite specific results or outcomes you are working toward)." This tactic will allow all your key messages and thoughts to come across as polished and brief.

Bridging – A reporter may ask you a question that tries to distract you from your key messages or anticipated topics. Instead of directly answering, use the opportunity to tie it back to your points by “bridging” your response or reform the question in terms most favorable to you. For example, you may respond to an irrelevant question by stating “Yes, that’s one perspective, but what is important to understand is...”

Blocking – In some instances, reporters may ask you a question that you don’t know the answer to or may not want to answer. Never say “no comment,” as it looks as if you are trying to hide something. Explain why you can’t answer the question, and “bridge” to other discussion topics or offer to research the topic or put the reporter in contact with someone who may be able to answer the question. Follow up to ensure the reporter has received the answer.

In addition to the above techniques, keep in mind the following during an in-person interview:

Eye contact – If you are on camera, remain focused on the reporter instead of staring directly at the cameraperson. Try not to be distracted by any commotion surrounding you.

Body language and voice inflection – Effective body language and voice inflection are even more important than actual words when it comes to how messages are received. Sit up or stand up straight and use gestures sparingly. Also, you may want to vary your pitch by raising your voice slightly to emphasize key points.

Dress properly – Although there are some exceptions (such as a walk/run), try to dress neatly and conservatively. A professional style ensures that the reporter and audience take your messages seriously.

These tips will help make a phone interview successful:

Location – Try to call from a quiet place with no background noise. For a clear and stable connection, call from a land line, not a cell phone.

Basic etiquette – Remember to greet your interviewer with a smile on your face. Even if the person at the other end can’t see you, this affects the tone and quality of your voice.

Ask questions – Since there will be no visual cues to react to, it’s important to ask questions to ensure the reporter understands the messages you have conveyed.



HOW TO WRITE A MEDIA ADVISORY

What is a Media Advisory?

Media advisories, or media alerts, are simple one-page documents that briefly alert the media to an upcoming event they may want to attend. Advisories provide the basics of what most journalists need to know. They should:

- Look similar to an event invitation, including bullets covering “who, what, where, and when” with corresponding answers on noteworthy event participants, photo opportunities, and how to schedule interviews.
- Include the contact information for your organization or ACHIEVE community coalition so reporters can request further details.

How to Format a Media Advisory

- At the top left side of the page, write MEDIA ADVISORY.
- Underneath MEDIA ADVISORY, include the date of your event; for example, “For Sept. 19, 2011.”
- Below the date include your contact information.
- At the bottom of the page, type # # # indicating the end of the advisory.

When to Send a Media Advisory

Advisories should be sent about one week in advance to the calendar editor of your local newspaper, and also the health care reporter or editor that covers local news or events.

Sample Media Advisory

A sample media advisory from an ACHIEVE community appears below.

Lake County
General Health District



Public Health
Prevent. Promote. Protect.

Lake County General Health District

33 Mill St
Painesville, Ohio 44077

Painesville: (440) 350-2543
Cleveland: (440) 918-2543
Madison: (440) 428-4348 Ext. 2543
www.lcghd.org

Frank Kellogg, R.S., M.P.H., Health Commissioner

NEWS MEDIA ADVISORY

Contact: Tori Sinclair

Phone: (440) 350-2442

Date: May 14, 2012

PRESS CONFERENCE: **BIKE DAY 2012**

WHAT: ACHIEVE Wellness Lake County will hold a press conference to discuss Bike Day Lake County 2012

WHEN: **MAY 19, 2012; 12:00 noon – 12:45 p.m.**

WHERE: Eleanor B. Garfield Park
7967 Mentor Avenue
Mentor, Ohio 44060

SPEAKERS: Tori Sinclair, Lead Coach, ACHIEVE Wellness Lake County
Paul Hegreness, City of Mentor

BACKGROUND:

Bike Day Lake County is working toward promoting active living and proper nutrition. Bike Day 2012 will lend itself as an opportunity to begin to reverse the trends of chronic disease that are plaguing Lake County and its residents.

Goals of Bike Day Lake County:

- Educate participants about biking as a means of “active transportation”.
- Provide information on bike safety and designated bike routes, trails, and bike friendly roads that exist within the county.
- Promote biking as fun and family oriented.
- Promote healthy eating.

###



HOW TO WRITE A PRESS RELEASE

What is a Press Release?

Press releases, or news releases, are one- or two-page announcements sent to the media so they will cover your story or event. A press release goes into greater depth than a media advisory and is written like a news story. Press releases should:

- Contain approximately 500 words, formatted in short paragraphs.
- Use an inverted pyramid style of writing, meaning the most important information is at the top, filtering down to the less crucial details toward the end.
- Include a quote from your organization's spokesperson or key event figure. If you are partnering with another organization, its spokesperson should also be quoted.
- Close the press release with a paragraph that provides a concise overview of your program, including where to find additional information and your contact information.

How to Format a Press Release

- Use letterhead or the [ACHIEVE communities template](#) to identify your program.
- At the top left side of the page, write PRESS RELEASE.

- Underneath PRESS RELEASE, state the release date and time. Most often, this will state FOR IMMEDIATE RELEASE: and the date. If not, be clear about when and what time you want your release to come out, e.g., EMBARGOED UNTIL 11 A.M., Wednesday, November 2, 2011.
- Below the date include your contact information.
- Use an informative headline that tells what your story is about.
- Indicate the dateline or where the release originated and that day's date.
- Double-space your copy and allow wide margins.
- At the bottom of the page, type # # # indicating the end of the press release.

When to Send a Press Release

Press releases are ordinarily issued the day of the event, either directly before or immediately following the event. If a media contact is on a tight deadline and needs the information in advance, you can provide him or her with an "embargoed" release. This implies the reporter will honor your request to publish the story after your event or announcement, even though he or she has advance information.

Sample Press Releases

Two sample press releases from ACHIEVE communities appear below and on the following pages.

NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact: Carolyn G. Griffith, Recreation Superintendent
235-8403
e-mail: cgriffith@cityofcasperwy.com



City of Casper Named 2010 NRPA ACHIEVE Community to Combat Obesity and Chronic Diseases

Casper, WY, December 12, 2010 – The National Recreation and Park Association (NRPA) recently selected the Casper Recreation Division as a 2010 Action Communities for Health, Innovation, and EnVironmental change (ACHIEVE) community to advance the nation’s efforts to prevent chronic diseases and their related risk factors.

ACHIEVE encourages the development of collaborative partnerships in all sectors of a community, and aims to combine public health expertise from the state and local levels with the experience of agencies that have expertise in providing community support and outreach, such as local park and recreation departments and the YMCA. The City of Casper Recreation Division will receive a \$35,000 grant for professional development opportunities related to health education and community outreach—including an Action Institute where community leaders can learn about effective strategies to design, implement and effect community change—and to promote programming focusing on issues such as physical fitness and obesity, nutrition, and tobacco cessation.

The City of Casper is dedicated to providing a variety of recreational spaces for the community while offering quality, comprehensive recreational programming that directly or indirectly encourages healthy, active living. Through collaborative planning, organization and input from citizens and a variety of community-based groups and partners, the City strives to meet the challenges of inclusion, competitive balance, skill development, volunteerism, sportsmanship and cooperation.

Through a partnership between NRPA, the National Association of County and City Health Officials (NACCHO), the National Association of Chronic Disease Directors (NACDD) and the YMCA of the USA (Y-USA), a total of 40 U.S. communities in 23 states and one territory were chosen to be ACHIEVE communities for 2010. The 2010 communities will build upon the successes of the 2008 and 2009 ACHIEVE communities.

Recreation Superintendent, Carolyn Griffith, sees the ACHIEVE award as an opportunity and tool to strengthen partnerships within the Casper community. “The ACHIEVE grant may prove to be the glue that holds community health and wellness providers together as we work together to encourage people to be more active, improve nutrition choices and develop community-wide strategies to reduce chronic disease factors.”

“Our country is experiencing a staggering increase in health issues, which we can only overcome by investing in and supporting programming and education at the local level,” said Barbara Tulipane, CEO of NRPA. “The inspiring efforts of our 2010 ACHIEVE agencies will enhance the health and livability of their local communities, and create awareness of the essential services that parks and recreation provide to individuals in terms of physical fitness, health, and wellness.”

The National Recreation and Park Association is a national not-for-profit organization dedicated to advancing park, recreation, and conservation efforts that enhance quality of life for all people. Through its network of 21,000 recreation and park professionals and citizens, NRPA encourages the promotion of healthy lifestyles, recreation initiatives, and conservation of natural and cultural resources. For more information, visit www.nrpa.org. For digital access to NRPA’s flagship publication, Parks & Recreation, visit www.parksandrec-magazine.org.

End

FOR IMMEDIATE RELEASE

September 27, 2011

Contact: Stephanie Horace
509-493-6234
stephanieh@co.klickitat.wa.us

PRESS RELEASE**Healthy People Alliance and Klickitat County Health Department Celebrates Food Day
with “Nourish” Community Screening**

Klickitat County –Local organizations are joining efforts to participate in Food Day--a national movement aimed at promoting healthy, sustainable, and affordable food systems in America. Modeled after Earth Day, Food Day is an occasion to teach and learn about local and seasonal food, healthy diets, sustainable agriculture, food access, school gardens, and children’s health. Healthy People Alliance of Klickitat County, a coalition of local organizations supporting our local food system, will be hosting Food Day celebrations county-wide.

Food Day is organized around six main policy goals:

1. Reduce diet-related disease by promoting safe, healthy foods
2. Support sustainable farms and limit subsidies to big agribusiness
3. Expand access to food and alleviate hunger
4. Protect the environment and animals by reforming factory farms
5. Promote health by curbing junk-food marketing to kids
6. Support fair working conditions for food and farm workers

Healthy People Alliance and Klickitat County Health Department are partnering with Café Drift and Goldendale Community Library to host community screenings of Nourish, an educational initiative designed to open a meaningful conversation about food and sustainability, particularly in schools and communities. The events will also include information tables, guest speakers, local food producers, local restaurants, and a preview of the Nourish Middle School Curriculum Guide.

Date: Friday, October 22, 2011**Time:** 5:30 PM to 7:00 PM**Location:** Café Drift
(202 Main Street, Klickitat)

This event will include: light snacks served
with refreshments

Date: Wednesday, October 26, 2011**Time:** 5:30 PM to 7:00 PM**Location:** Goldendale Community Library
(131 W Burgen Street, Goldendale)

This event will include: light snacks served
with refreshments

As a volunteer-supported nonprofit organization, Healthy People Alliance has been a champion for innovative policy, systems and environmental changes to promote health to every resident of Klickitat County and to promote vibrancy to the place we call home.

You can join the celebration and organize Food Day activities in your community! For more information on how to inspire your community or to host a screening, visit www.healthypeoplealliance.org or contact Stephanie Horace at 509-493-6234.

###



HOW TO WRITE A BACKGROUNDER

What is a Backgrounder?

Backgrounders are brief documents that contain additional information about a subject touched on in a news release. A backgrounder may accompany the release, be distributed at an ACHIEVE community event, or to reporters for further information. It can be written in paragraph form, or have bulleted key information. You could also put the backgrounder into a frequently-asked questions (commonly known as a FAQ) format to make it easy to read. Create a backgrounder that highlights:

- ACHIEVE communities as a national initiative
- Your coalition
- Your specific initiatives
- Information about the health issues that your initiative addresses
- Information about your community's policy, systems, or environmental change strategy.

Sample Backgrounders

Two sample backgrounders from ACHIEVE communities appear on the following pages. The first is specific to policy change while the second provides general information about the ACHIEVE coalition and goals.

Shared Responsibility: Morristown Pedestrian Project set to launch November 8th¹

10/29/11

Background Information on the Morristown Pedestrian Project



The Morris County Park Commission was one of approximately 50 recipients nationwide of an ACHIEVE (Action Communities for Health, Innovation, and EnVironmental changeE) grant from the Centers for Disease Control (CDC). The grant is designed to enhance a local community's abilities to develop and implement policy, systems and environmental change strategies that can help prevent or manage health-risk factors for heart disease, stroke, diabetes, cancer, obesity, and arthritis.

Starting in Morristown (with the eventual goal of replicating this initiative in other municipalities throughout the County), representatives of local, state and county government agencies, the business community, non-profits, public health and law enforcement are working collaboratively, under the leadership of the Alliance for Parks/Morris County Park Commission, to share resources and best practices that enhance health and wellness, with a particular emphasis on walking.

The Project Partners conducted a "Walk Around The Green" in April to identify barriers to walking and make recommendations to improve safety. As a result of their "walk," the Project Partners compiled a list of recommendations (i.e., signage, markings, pavement conditions, signal timing, etc.) by transportation agency (state, county, municipal). The Partners shared their recommendations with the appropriate agencies as a service to the citizens who live and work in Morristown as well as visit the country seat for a variety of purposes (i.e., shopping, dining, business, etc.)

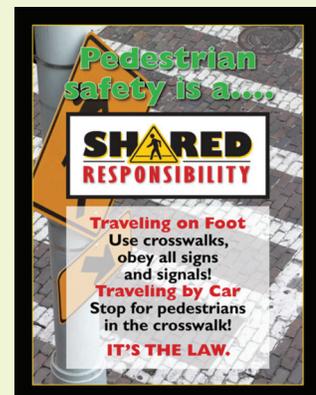
The Project Partners also recognize that while infrastructure improvements are important, educating both pedestrians and motorists about the importance of sharing the road is critical. Outreach and education materials — a palm card and poster — in both English and Spanish have been developed to convey the message that pedestrian safety is a "Shared Responsibility" between those traveling on foot and by car. Pedestrians are reminded to use crosswalks and obey all signs and signals, while motorists are required by law to stop for pedestrians in the crosswalk. (New Jersey's "yield to pedestrians" statute was changed to "stop" in April 2010.) The palm card also feature safe walking tips and a list of walking sites in the Morris County Parks.

The Project Partners are asking all businesses in Morristown to join with them in helping to display and distribute the outreach and education materials. Project partners and volunteers will be stopping by businesses on Tuesday, November 8 (they'll be "electioneering" for pedestrian safety!) to drop off palm cards (in a clear, Lucite counter stand) and posters. Businesses are encouraged to welcome these individuals into their establishments and prominently display the materials.

Community walkability matters to business! When residents, employees and visitors feel safe walking, they're more likely to stay longer and patronize local business. Walkers shop, dine and help to create an exciting community "vibe."

In addition to the outreach materials that will be distributed on November 8, "Shared Responsibility" signs will be posted in all Parking Authority facilities and the Mayo Center has been asked to reproduce the poster as an ad in their playbill. The palm card and poster artwork will be posted on the Morristown Partnership, Morris County Park Commission and Town of Morristown websites. Businesses are invited to link to the materials and/or to post the information on their websites, as well as include it in customer e-blasts and other outreach vehicles.

Finally, the Parking Authority has also installed signs on all parking meters around The Green reminding patrons to use the crosswalks rather than cross mid-block.



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¹ Reprinted with permission of The Alliance for Morris County Parks – Morristown Pedestrian Project.



FOR IMMEDIATE RELEASE

Making the Healthy Choice the Easy Choice

Mt. Morris, NY -- There's a new local leadership team aiming to create more opportunities to participate in physical activity, healthy eating, and clean outdoor spaces – an effort that will allow Livingston County residents to have an easier time making the healthier choice.

The leadership team heading the effort is called Community Health Action Response Team (CHART) and includes the following members: Jean Angililli, Cornell Cooperative Extension; Lisa Beardsley, Livingston County Department of Health; Angela Ellis, Livingston County Planning Department; Nita Hawkins, Livingston County Office of Workforce Development and Youth Bureau; Pam Maxson, Noyes Memorial Hospital; Cynthia Oswald, Livingston County Chamber of Commerce; Deborah Penoyer, SUNY Geneseo; Pete Yendell, Town of Lima.

CHART is part of the ACHIEVE initiative of the Centers for Disease Control and Prevention. ACHIEVE stands for **A**ction **C**ommunities for **H**ealth, **I**nnovation and **E**nvironmental **C**hange. Livingston County was recently named an ACHIEVE community by the CDC, and is one of 40 U.S. communities selected to participate in the program and find ways to combat chronic diseases.

The mission of the local ACHIEVE initiative is to empower the community to be a healthier place to live, work, and play through environmental, systems and policy changes. The CHART team has narrowed its focus to improving access to parks and trails, while encouraging municipalities to have tobacco- and smoke-free environments in outdoor public places. The team will also explore ways to encourage local worksites to offer employees healthy food and beverage options for meetings, vending machines and events.

Community members are welcome and encouraged to join the ACHIEVE team. If you would like to get involved, please contact Lisa at (585) 243-7299, LBeardsley@co.livingston.ny.us or Jean at (585) 734-2786, jma334@cornell.edu. For more information and updates about ACHIEVE visit www.livingstoncounty.us/doh_home.php.



HOW TO WRITE AN OPINION-EDITORIAL (OP-ED)

What is an Op-Ed?

An op-ed, or “opposite the editorial pages,” is an opinion piece that allows you to express your perspective in a public forum with maximum exposure. Anyone can write an op-ed, expressing his or her perspective on an issue. For example, members of your ACHIEVE community coalition and partners will be able to speak authoritatively about the issues, as will individuals who will benefit from the initiatives you are introducing. For example, if you are promoting bicycle lanes, a commuter who now drives a car to work but would prefer to bike could write about why he or she is in favor of a bike-friendly community.

Check with the newspaper to determine the requirements for an op-ed. Most are limited to between 500 and 800 words.

Before you start to write, keep in mind the following tips:

Identify which publication in your area best fits your message and will allow maximum readership. Local newspapers usually publish op-eds that focus on community issues, while top-tier newspapers such as the *New York Times* or *Washington Post* focus on a broader, national scope.

Start early, as publications receive a large amount of op-eds, and you might have to submit it a month or two in advance, and sometimes more than once for it to be seen by the right person.

Create a relationship with the editor in advance to help push through your op-ed. Always plan out what you are going to say before you call or e-mail the editor and provide background information about yourself, organization, and your ACHIEVE community, in addition to any local and state issues related to your initiative(s).

Remember to have one clear and concise topic or idea. Simple messages allow readers to stay focused and walk away with the message you are trying to convey. For example, if you decide to write about how community gardens positively affect your community, provide examples that are from your local area instead of one that takes place in another community or state.

The tips below will help you when you’re starting to write.

Express an opinion through a strong lead paragraph that clearly states your viewpoint and the cause you support.

Provide background information or facts and figures to increase the impact. You can find helpful resources in the searchable Healthy Community databases on the CDC’s Healthy Communities Web site (http://apps.nccd.cdc.gov/dach_chaps/Default/index.aspx).

Use a recent local story to connect with readers and make it personal. Use an active voice, rather than passive voice. For example, active voice is “I quit because smoking became too awkward,” whereas passive voice is “Smoking is so awkward to do these days so I quit...”

Keep your op-ed to about 600 words, but be sure to confirm specific op-ed guidelines with your newspaper.

Make sure your op-ed is reader friendly by avoiding acronyms or terms unfamiliar to those outside your field. Newspapers are usually written at the 5th to 8th grade level. You can check the reading level of your documents by enabling the readability statistics option built into most word processing grammar checkers.

Include your name, contact information, and a description of who you are and any other facts that highlight your qualifications. Some newspapers will contact you before printing an op-ed to verify your information.

How Do I Submit My Op-Ed?

While you may submit your op-ed to several publications at once, if you receive word that it will be published, you have to withdraw your other submissions, as it is usually considered an exclusive to the paper. Publications receive a large amount of op-eds and most newspapers won't publish your op-ed if they think it will be printed elsewhere or has already been published in another outlet. Also, if your op-ed is rejected at first, be open to modifications as long as it keeps your message intact. Only move on to a new outlet if you are certain that the first paper contacted won't publish your op-ed.

The tips below will help you when you're submitting your op-ed.

Research the publication's guidelines for submitting an op-ed, submission deadlines, word count minimums or maximums, and how the editor wants to receive the op-ed (some prefer U.S. mail or fax instead of e-mail).

Include a cover letter to introduce yourself when sending your op-ed, include previous interactions with the editor, a brief overview of the op-ed, and information about your ACHIEVE community.

Place a follow-up call to the editor one week after submitted. If he or she has not had time to look at it, follow up a week later. Be polite; state the importance of publishing your piece to help others. If your op-ed is rejected, or your local paper does not publish op-eds by community members, consider exploring online outlets as options.

Ask the publication's Web site editor if your op-ed can be posted on the online version of the newspaper. Other online publications such as Slate, iVillage, and The Huffington Post might be interested in your op-ed, especially if it ties into a larger theme, such as Complete Streets.

Blogs are another online outlet to consider. Tweaking your op-ed to directly relate to a specific readership online can help spread your message. Many bloggers enjoy covering local, altruistic events for their audience and most newspapers now have online bloggers that focus on specific issues. There may be a local community blogger dedicated specifically to news and events in your area and those outlets might be interested in your ACHIEVE community initiatives.

A sample op-ed from an ACHIEVE community appears on page 20.

Op-Ed Template

Date:

Contact:

Telephone:

E-mail:

Web site:

Title: Give your op-ed a title that emphasizes the main point and attracts attention.

Opening: The introductory paragraph should engage the reader, clearly state the issue at hand, and begin with a statement of fact, a true-life story from a third-person perspective, or a reference to current events.

Body: The paragraph should explain why the issue is important. Give overall statistics that explain the extent of the problem. Use local statistics to help the readers empathize with the situation. Tell why this subject matters. Use projections to indicate what will happen if nothing is done or if the current situation continues.

The body of the op-ed should also suggest a solution to the issue. Illustrate how this solution has worked for other issues or in other areas and demonstrate how it can be implemented and the expected results. Describe local efforts and results if they are available.

Call to Action: Ask readers or decision makers for support in a specific way.

Conclusion: Wrap up the op-ed by referencing any personal stories used in the opening paragraphs. Give a clear picture of the situation with the solution in place. Re-emphasize the main point.

Standard Boilerplate about Your Organization:

[Insert brief description of your program]. For more information about [your program name], please visit [insert your program's Web address] or call [insert phone number].

[Include author name, title, and brief summary of qualifications that make him or her an expert.]

###

Sample Op-Ed

THE REGISTER-GUARD

Eugene, OR

It's up to all of us to help in the fight against obesity, hunger Guest viewpoint²

By Laurie Trieger

Appeared in print: Monday, June 28, 2010, page A7

In Oregon, and across the nation, childhood obesity and hunger rates are on the rise. One in three Lane County children will eat out of an emergency food box this year. At the same time, one in three children born in the United States today will develop diabetes, an obesity-related illness, losing an average of 10 to 15 years off their lives. How can these two conditions co-exist? Consider the definition of food security and you're on your way to an answer.

As defined at the 1996 World Food Summit, food security exists “when all people, at all times, have physical and economic access to sufficient safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life.” Without access to nutritious food, conditions of malnutrition, both hunger and obesity, are often consequences.

Hunger and obesity can, and do, occur at the same time within the same community, the same families and sometimes even in the same individual. This is because they share the same underlying causes. Who suffers most? Often it is low income families that lack access to the resources needed to lead a healthy, active life.

Families trying to stretch their dollars often must buy cheaper, higher calorie foods in order to make their food budgets last, and to stave off sensations of hunger.

While obesity-related diseases affect every community in Oregon, low-income populations and communities of color experience a disproportionate burden of premature death and disability from these diseases.

Data collected by the Centers for Disease Control and Prevention indicate that while 25 percent of the white population in Oregon is obese, an alarming number in itself, obesity affects more than 40 percent of the African Americans in the state.

But income and race alone are neither predictors nor indicators of a child's need for good nutrition. An ongoing pattern of poor nutrition is hard on all developing minds and bodies.

Hunger and obesity are overwhelming problems, but they can be solved.

As a community, we can take a variety of steps to begin this process: supporting funding for physical education and improvements to school food; increasing the availability of full-service grocery stores, community gardens, and farmers' markets; and restricting marketing of unhealthful foods and beverages to children.

— CONTINUED —

² Reprinted with permission of The Register-Guard and Laurie Trieger.

And we can support community initiatives such as the Summer Food Program, which is critically important to the health of youth in our community. All children, ages 2 to 18 years, are welcome at any of the 64 sites located in parks, playgrounds, summer schools and other settings across Lane County, from Oakridge to Florence; Junction City to Cottage Grove. FOOD for Lane County is a clearinghouse for information about this program and other vital, local food resources.

By offering balanced and nutritious foods in socially acceptable, safe settings, the Summer Food Program provides a shining local example of how to create health-promoting food environments for our youth. By including all children, with some positive role modeling and supervision by caring adults, this program feeds kids with no stigma, no judgment, and no cost to families. The need for good child nutrition knows no income boundaries. Children of all ages, shapes, and colors need good food to grow and thrive.

The social conditions that have created hunger and obesity will never be addressed effectively if we remain focused on individual behavioral changes. Problems of the magnitude and severity of obesity and hunger require we use a comprehensive approach of collaboration, education and intervention; and adequate investment of resources, along with making bold changes to systems and policies, in the private and in the public sector.

Some of these changes are already in progress; all take long-term commitment, investments and courage. But children's health cannot wait. In the meantime, with the help of a caring community, parents and their children can take simple steps to improve their health. Sometimes a solution can be as easy as a trip to the park.

Laurie Trieger is executive director of the Lane Coalition for Healthy Active Youth, a non-profit organization dedicated to the prevention of childhood obesity in Lane County. This piece was submitted on behalf of the Early Childhood Planning Team, an advisory committee to the Lane County Commission on Children and Families.

<http://special.registerguard.com/csp/cms/sites/web/news/sevendays/24952441-35/obesity-hunger-community-lane-county.csp>

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HOW TO WRITE A LETTER TO THE EDITOR

A letter to the editor is the simplest way to communicate an opinion to the general public. Your chance of having the letter printed is quite good at smaller or less prominent newspapers or magazines. On average, many local papers publish up to 80 percent of the letters they receive.

Make sure your letter is no longer than what the target newspaper tends to publish. A much longer letter is more likely to be discarded or the editor will decide what information will be cut in order to fit the length requirements. Short, pithy pieces are best.

Before you begin writing your letter, look at the editorial pages of different newspapers. Often, specifications on writing letters to the editor will be on this page.

In general, follow these tips for writing a letter to the editor:

Be brief and concise. Limit your letter to 250-300 words. Focus on just one concept or idea.

Refer to other stories. If possible, refer to other articles, editorials, or letters the newspaper has recently published. This should be done as soon as possible after the article was published, as it will increase the chance of your letter being printed.

Include contact information. Include your name, address, and daytime and home phone numbers so the paper can contact you with any questions. Also, include any titles and degrees that are relevant to help the media know you have expertise. And make sure to refer to your organization in your letter.

Sample Letter to the Editor

A sample letter to the editor from an ACHIEVE community appears below, followed by a letter to the editor about a Complete Streets initiative on the next page.

THE STANDARD TIMES

New Bedford, MA

Letter: Join in to help change health policy³

May 26, 2011 - 12:00 AM

Thank you for Our View: “Live healthy, reduce costs,” in today’s paper. I would like to invite all interested citizens to get involved with a local coalition promoting a healthier lifestyle across SouthCoast. We are called “Voices for a Healthy SouthCoast” and our next meeting is at 4 p.m. on Tuesday, May 31, and will meet at the Southeast Regional Health Office, 1736 Purchase St., New Bedford.

The coalition has been working for a little over a year on policy and environmental changes that will contribute to active living, better nutrition and tobacco prevention in our 17 communities along the SouthCoast. The two lead partners are YMCA Southcoast and Southcoast Hospitals Group.

If you would like more information, please visit our website: www.voicesforahealthysouthcoast.org or contact Nancy LaRue Bonell, nbonell@ymcasouthcoast.org 508-996-9622, ext. 25, or Donna Querim querimd@southcoast.org 508-679-7187. We are always looking for more interested people to get actively involved in the coalition.

Thank you for continuing to bring this important topic to your readers.

Nancy LaRue Bonell
COO/VP Operations
YMCA Southcoast/Voices for a Healthy SouthCoast

http://m.southcoasttoday.com/apps/pbcs.dll/article?AID=/20110526/OPINION/105260305/-1/WAP03&template=wapart&m_section=

³ Reprinted with permission of Nancy LaRue Bonell.

THE DAILY NEWS

Iron Mountain, MI

Complete Streets Policies⁴

April 7, 2011

EDITOR: With spring in the air and recent car/pedestrian accidents, automobile drivers should be more aware of non-motorized road users.

Last August, Michigan became the 14th state to adopt Complete Streets legislation which encourages road users of all ages and mobility the use of safe and convenient roadways.

More directly stated, future transportation projects or improvements to existing roadways should take into account all user groups, including pedestrians, cyclists, transit riders, people in wheelchairs, pedestrians, and motor vehicles.

Complete Streets have bicycle lanes, sidewalks, pedestrian crosswalks and attractive landscaping, which lead to a more active lifestyle. They offer the potential for improved public health, a cleaner environment and economic development.

Communities that employ the design are more vibrant and inviting while also reducing long-term transportation costs.

Examples of such projects would include:

- Expanded non-motorized pathway networks throughout the community already being worked on by the Dickinson County Bikepath Committee — Lake Antoine trail connector.
- Efforts by the Building Healthy Communities Coalition to support sidewalk replacement and improved non-motorized paths.
- Safe Routes to School programs, allowing local children to travel between home and school safely.
- Traffic calming efforts in local downtowns to improve pedestrian safety including potential road diet for Carpenter Avenue.

When is the last time you saw an elderly person or small child trying to cross a wide street with heavy traffic?

What about a bicyclist riding along the side of the road rather than the ability to use a path? What about a person in a wheelchair unable to wheel up onto a non-ADA compliant curb?

Or the last time you saw someone walking in the street or along the side of the road due to the lack of a sidewalk?

Encouraging Complete Streets policies locally would allow each of the above situations to be addressed, ensuring healthy, active and safe communities for future generations.

Jonathan Ringel
Iron Mountain
DDA/Main Street

<http://www.ironmountaindailynews.com/page/content.detail/id/527376/Complete-streets-policies.html?nav=5111>

⁴ Reprinted with permission of The Daily News and Jonathan Ringel.



HOW TO WRITE A RADIO PUBLIC SERVICE ANNOUNCEMENT (PSA)

What is a Radio PSA?

Public Service Announcements (PSA) are unpaid announcements that promote government agencies, voluntary organizations, or programs that serve the public interest. Although you can spend thousands of dollars recording and editing video or radio PSAs, an economical alternative is to create copy for radio announcers to read on-air.

The downside of PSAs is that they are often aired late at night when few people are listening. To counteract this possibility, some ACHIEVE communities have purchased air time to promote their events. Local radio stations will often match the number of purchased minutes of airtime or place the unpaid PSAs in more desirable time slots.

How to Create a Radio PSA

Call the radio station(s) that you want to air your message to find out who handles PSAs. It is usually the promotions director or marketing director of the station. Introduce your ACHIEVE community and the initiatives you are supporting. Ask if the station will produce a PSA on your behalf or read the copy live. Make your request at least four weeks ahead of when you want it to run to allow the station time to schedule your PSA.

Write the PSA script in a conversational style. Use the active voice and simple sentences. Include a “call to action”—something you want the listener to do (e.g., call for more information).

Read your PSA out loud and time it carefully. Media outlets typically provide 15-, 30-, or 60-second messages and your PSAs must conform to these formats.

- A 15-second PSA is about 30-35 words.
- A 30-second PSA is about 60-65 words.
- A 60-second PSA is about 120-125 words.

Sample Radio PSAs

:15 PSA

Radio PSA: 15 Tobacco-Free Parks Santa Barbara⁵

The great outdoors just got greater. A new law now bans tobacco use on Santa Barbara beaches, parks, and trails. So go ahead—breathe easy. To find out more, call 805-681-5407.

<http://www.youtube.com/watch?v=DZ9H0QGJa3M&feature=related>

:30 PSA

Radio PSA: 30 Tobacco-Free Parks Santa Barbara⁶

Santa Barbara County is truly a slice of paradise. But even paradise has its problems: cigarette smoke can ruin a beautiful day, whether you're enjoying sun at the beach, a family day at the park, or a leisurely hike. And cigarettes create toxic and unwanted litter. So go ahead. Breathe easy, because the great outdoors just got greater. A new law now bans tobacco use on Santa Barbara beaches, parks, and trails. To find out more, call 805-681-5407.

<http://www.youtube.com/watch?v=Ntv8gkP8PPs>

^{5,6} Reprinted with permission of the Tobacco Prevention Settlement Program at the Santa Barbara County Public Health Department.



HOW TO USE SOCIAL MEDIA

What is Social Media?

Social media is a term that refers to Web-based and mobile technologies that allow people to interact with and engage one another. Such media includes:

- blogs and micro-blogs such as Twitter
- social networking sites, such as Facebook and LinkedIn
- image-sharing sites, such as Flickr, and
- video-sharing sites, such as YouTube

to name a few of the better known social media tools. The key characteristic of social media is that it's organized around user-generated content — people sharing messages with other people. And best of all, social media sites are generally free so the cost of setting up an account is non-existent or negligible.

How Can You Use Social Media to Convey Your ACHIEVE Message?

You can use social media to communicate directly with the public. But you can also use social media to communicate directly with policymakers and the media. Often, reporters will pick up a story based on what they've seen on Facebook or heard about via a Twitter feed.

If your ACHIEVE community has a Web site, you can place links to your social media channels on your site. Some communities have found that having an ACHIEVE Web page is a good investment, particularly if one of the partners has an existing Web site and you can simply add an ACHIEVE page to that

site. In such a case, you may also be able to minimize the amount of time that you spend updating your page by simply sending desired updates to the site's Webmaster who can do the updating for you.

Some points to keep in mind about using social media are:

- 1) It takes an investment of time to manage the sites, post new material, and monitor the conversation. Before you begin, make sure that someone on your coalition is responsible for any given social media channel with responsibility for maintenance, updating, and monitoring.
- 2) To keep your social media channels fresh and encourage people to keep coming back, you need to continually post new information. You may not have a great deal of news about your ACHIEVE efforts on a regular basis. You may therefore wish to position your social media channel as an authoritative source of reliable health-related news and update it weekly with new stories on health topics related to your initiative.
- 3) Social media is defined by the presence of user-generated content. That means that people will be having a conversation with you by posting questions or comments on your Facebook page; giving your site a thumbs up or thumbs down, depending on whether or not they like it; and responding to entries on blogs or to videos with written comments. You need to invest time in monitoring these comments, listening to what people are saying to and about you, and participating in the conversation.

- 4) Although social media sites are generally not difficult to use, it helps to have a tech-savvy partner to back you up if you do run into technical difficulties.

Links to social media created by ACHIEVE communities may be found on pages 32-34.

What is Blogging and How Can I Do It?

A blog is an online journal that is regularly updated. Blogs may focus on a specific topic (e.g., your ACHIEVE initiative's work) or on a broader topic (e.g., health news in your community). Most blogs are formatted so that their entries are posted in reverse chronological order (the most recent at the top) and readers are invited to post comments in response to blog entries.

Here are some tips from the Centers for Disease Control and Prevention (CDC) on blogging best practices:

1. **Observe the blogosphere** by reading other people's blogs before starting your own. You can find blogs through a blog search engine such as Technorati (www.technorati.com).
2. **Provide links to other reliable Web pages** that support the content in your blog.
3. **Keep your posts relatively short**, providing enough information to support main points but not a lot of detail. Web readers are more likely to read shorter posts.
4. **Make headlines attention grabbing.**
5. **Include numbered or bulleted lists** to allow more white space on the page.
6. **Use sub-heads and keep your headings and sentences short** so that your posts are easy to scan quickly.
7. **Keep a consistent style** and conversational tone.
8. **Use keywords strategically**; think about the terms that people are likely to search for.

Sample Blog

Here is a sample blog entry from the Lake County, Ohio Public Health Department, an ACHIEVE grantee:

Lake County, Ohio Public Health Department Blog

(<http://lcghd.blogspot.com/>)

Friday, December 9, 2011

Nutrition Facts and Menu Labeling Law

My apologies as it has been awhile since our last post. I wanted to briefly discuss the recently passed menu labeling law. The law is a HUGE step towards providing easily accessible nutrition information to the general public by being posted on the menus of chain restaurants. If you would like to see more of the details regarding the law you can visit <http://cspinet.org/new/pdf/nationalmllaw.pdf>, for an excerpt from the law beginning with Section 4205. The actual rules have yet to be adopted for implementation.

Do you think this will change the habits of fast food customers? Will knowing that a large latte is 405 calories or that a double bacon cheeseburger is 715 calories change our behaviors as Americans when we are often driven to make choices on "getting the most for our money"? This law IS a huge step in the right direction for population based education but I wonder if it will help unless you know the average adult should only consume 2,000 to 2,500 calories per day and is recommended to get at least 30 minutes of physical activity as well. I certainly hope that presentation of calories on menus will do at least two things; (1) that at least 20% of patrons will change their menu choices and (2) that the high calorie foods are slowly modified by restaurant chains to provide reduced calorie versions of these items. How great would it be if this law resulted DECREASE PORTION SIZES? For more information on how portion sizes have changed visit <http://hp2010.nhlbihin.net/portion/>

Have a Healthy Day!

Posted by Lake County General Health District
at 5:19 AM

What is Twitter and How Can I Use It?

Twitter is an information network made up of 140-character messages called tweets. Tweets are sometimes called “micro-blogs” because they are so short.

Twitter users subscribe to receive tweets by following an account. Followers receive messages in their timeline that includes a feed of all the accounts they have subscribed to. Tweets can be read as text messages, mobile Web sites, or on the Twitter Web site at Twitter.com.

Twitter users share information, links, videos, and photos, and retweet material posted by others. In addition, you can engage in Twitter events, including:

- **Twitter Chat:** Scheduled events in which your ACHIEVE coalition can communicate with its followers through discussion, questions and answer sessions, and the dissemination of information.
- **Twitterview:** This scheduled event is a type of interview in which the interviewer and the interviewee are limited to conversations made of 140-character messages.
- **Twitter Town Hall:** A scheduled forum that allows followers to submit questions on a specific topic. Responses can be delivered through live tweets, video, or live stream.
- **Live Tweeting:** Tweeting live from an event to highlight key points of a presentation and play-by-play moments.

CDC offers the following tips on Twitter best practices:

1. **Set up a profile name, image, and biography** when you establish your free account. Your profile name should be short (15 characters maximum) and reflect the nature of your organization. Your 160-character biography or organizational description should be the first post from your new profile. Include a logo or graphic that represents your ACHIEVE community.
2. **Keep content short and simple.** CDC recommends tweets of 120 characters so that messages can be easily retweeted by others without editing.
3. **Provide more information with a shortened URL of your main Web site.** There are Web sites (e.g., <http://tinyurl.com> or <http://is.gd>) that can help you shorten your URL.
4. **Promote your Twitter profile** in other communication materials.
5. **Engage your followers** by posting on a regular schedule.
6. **Post other relevant content** from partners and followers.

Sample Twitter Page

An example of content from an ACHIEVE community's Twitter Web page appears below.

Marquette, Michigan Twitter Page

(<https://twitter.com/#!/search/realtime/ACHIEVEMQT>)



ACHIEVEMQT ACHIEVE Mqt County

The @YMarquette has reduced joining fees for this week only. Now's your chance to start your resolution towards a healthier you! #Resolve
23 hours ago



ACHIEVEMQT ACHIEVE Mqt County

Start the year off right by following through with your resolutions for a healthier life and healthier community. #NewYearNewYou
3 Jan



ACHIEVEMQT ACHIEVE Mqt County

The MQT ACHIEVE team wants to remind everyone to set New Year's resolutions that strengthen your life and your community #Hello2012
29 Dec

What is Social Networking and How Can I Use It?

Social networking sites, like Facebook and LinkedIn, are online communities where people can interact with friends, family, coworkers, acquaintances, and others with similar interests. Most social networking sites provide multiple ways for people to interact, such as chat, e-mail, video, voice chat, file-sharing, blogging, and discussion groups.

Facebook is the most popular site and has over 500 million users. LinkedIn is a business-related social networking site.

CDC suggests the following best practices for using Facebook to communicate:

1. **Become familiar with other public health-related social network sites.** These are generally Facebook pages used by organizations and businesses, which

are distinct from Facebook profiles created by individuals.

2. **Ensure that there are adequate time and staff resources available to support ongoing maintenance** of the page in order to keep content fresh and fans engaged.
3. **Provide engaging posts and communication material** (e.g., videos, quizzes, games, images, etc.) to actively and repeatedly engage users.
4. **Create a comment policy** about how you will respond to inappropriate comments.
5. **Collect and store comments** in order to document the conversations you sparked. This documentation can help you evaluate your efforts.
6. **Promote your Facebook page** on all your communication materials.

Community Commons (www.communitycommons.org) is a site that seeks to link multi-sector local, state, and regional initiatives working towards a vision of healthy people in healthy places with one another. You

can post a profile of your community on the Web site and network with other initiatives to discuss areas of common interest.

Sample Social Networking Pages

Sample content from Facebook and LinkedIn pages from an ACHIEVE community may be found below.

Lake County, Ohio Facebook Page

(<http://www.facebook.com/pages/Achieve-Lake-County-Ohio/100832219989826>)



Achieve Lake County, Ohio

Want your kids to do better in school? Try exercise http://www.reuters.com/article/2012/01/04/us-children-exercise-idUSTRE8030B320120104?feedType=RSS&feedName=healthNews&utm_source=dlvr.it&utm_medium=twitter&dlvr.it=309303

Want your kids to do better in school? Try exercise www.reuters.com

(Reuters) – Children who get more exercise also tend to do better in school, whether the exercise comes as recess, physical education classes or getting exercise on the way to school, according to an international

Like • Comment • Share • 2 hours ago



Achieve Lake County, Ohio
Zumbathon

Lake Health

Join us for our Zumbathon! Zumba is a fun cardio workout which incorporates international dance styles that will have you moving and grooving during the entire workout. The choreography is simple and easy to follow. Participants of all levels are welcome to attend. Join us Tuesday, January 17 from 6 to 8 pm at the TriP...See More

Like • Comment • Share • Yesterday at 11:08am ·

Lake County, Ohio, LinkedIn Page



(http://www.linkedin.com/groups/ACHIEVE-Wellness-Lake-County-Ohio-4106106?home=&gid=4106106&trk=anet_ug_hm&goback=.gmp_4106106)

Our ACHIEVE Wellness Lake County is celebrating its 3 year anniversary soon. Over the next few months we are seeking new Lake County residents and leaders to join our group and our cause!

What is Online Image Sharing and How Can I Do It?

Online image sharing involves posting images (photos, artwork, etc.) to public Web sites where they can be viewed, tagged, categorized, and used by others. For example, you might want to post photographs of your community to document a problem that your coalition is targeting. If you sponsor a poster contest, you could share the winning entries online. Popular image-sharing Web sites include Flickr and Shutterfly.

Here are some tips from CDC to enhance image sharing success:

1. **Use a name that will resonate with users** when you establish your account. Include information on your profile page about your agency or coalition, along with a link to your Web site, if you have one.
2. **Think about the audience when choosing images.** What images will best help you achieve your communication objectives?
3. **Select, name, describe, and tag images carefully.** Choose a few well-selected pictures as you don't want to overwhelm the users with too many.
4. **Encourage viewers to add tags, notes, and comments** to engage their interest.

What is Online Video Sharing and How Can I Use It?

Online video sites, such as YouTube, MSN, and Yahoo allow people to share their videos with others who can comment on what they see. Videos can be produced inexpensively with a webcam or camcorder and editing software and then uploaded to the site.

CDC offers the following best practices for online video productions:

1. **Prepare content that is appropriate for your target audience.** Try to avoid technical information, jargon, and complicated charts and graphs. Focus instead on producing simple, easy-to-follow “stories” with human interest and a “call to action.”
2. **Keep videos short.** Most sites have limits on how long videos can be. Many users start to drop off after three minutes, according to CDC data.
3. **Promote your videos** on all your communication materials.
4. **Create high-quality video** by using a tripod to stabilize the camera, appropriate lighting, and a plug-in microphone.
5. **Choose appropriate music** that suits the mood of the video and is copyright-free (unless you are paying to use it).
6. **Include a URL** at the end of the video where people can find more information.

Sample YouTube Pages

Links to YouTube pages from ACHIEVE communities may be found on page 33-34.

How Can I Learn More about Social Media?

CDC's Social Media Toolkit (http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.PDF) contains detailed information about a wide range of social media. For each social medium profiled, links to more in-depth sources of information are provided.

Some ACHIEVE Communities Using Social Media

Facebook

Albuquerque, New Mexico

www.facebook.com/pages/ABQACHIEVE/166613523366681

Ashland, Kentucky

<http://www.facebook.com/#!/pages/HEART/200685789996702>

Eastern Highlands, Connecticut

<https://www.facebook.com/pages/ACHIEVE-CT/113117372058865?sk=wall#>

Lake County, Ohio

<http://www.facebook.com/pages/Achieve-Lake-County-Ohio/100832219989826>

Marquette County, Michigan

<http://www.facebook.com/ACHIEVE.MQTCTY>

Northeast District, Connecticut

<https://www.facebook.com/pages/HealthQuest-Northeast-CT/152971311388340?ref=ts>

Rockland County, New York

<http://www.facebook.com/pages/Monsey-Community-Coalition-for-Health-Wellness/108102729300570?sk=info>

Salamanca, New York

<https://www.facebook.com/AchieveSalamanca>

Tallahassee, Florida

<https://www.facebook.com/95210TWP>

Valley City, North Dakota

<http://www.facebook.com/#!/pages/Valley-City-Achieve/278271655527726>

Washington County, Utah

www.facebook.com/healthydixie

Williamson County, Texas

<https://www.facebook.com/#!/pages/WilCo-Wellness-Alliance/173751592693671>

National Association of Chronic Disease Directors

<https://www.facebook.com/ACHIEVENACDD>

LinkedIn**Ashland, Kentucky**

http://www.linkedin.com/groups?gid=4127305&trk=myg_ugrp_ovr

Eastern Highland Health District, Connecticut

<http://www.linkedin.com/?trk=hb-0-h-logo>

Lake County, Ohio

<http://linkd.in/uU8CNU>

Northeast District, Connecticut

<http://www.linkedin.com/pub/linda-j-colangelo/25/a87/546>

Rockland County, New York

http://www.linkedin.com/groups?home=&gid=4124227&trk=anet_ug_hm

Williamson County, Texas

http://www.linkedin.com/groups?about=&gid=4129163&trk=anet_ug_grppro

National Association of Chronic Disease Directors

<http://linkd.in/IfWXqR>

Twitter**Marquette County, Michigan**

<http://twitter.com/#!/ACHIEVEMQT>

National Association of Chronic Disease Directors

https://twitter.com/#!/NACDD_ACHIEVE

YouTube**Albuquerque, New Mexico**

www.youtube.com/user/ABQACHIEVE

Ashland, Kentucky

<http://www.youtube.com/watch?v=LzMbDtjJOG8&feature=colike>

Eastern Highlands, Connecticut

<http://www.youtube.com/user/EasternHighlandsHD>

Lake County, Ohio

<http://www.youtube.com/user/ACHIEVELakeCounty1?feature=mhee>

Marquette County, Michigan

<http://www.youtube.com/user/ACHIEVEMOT?feature=mhsn>

Northeast District, Connecticut

<http://www.youtube.com/user/HealthQuestNECT>

Rockland County, New York

<http://www.youtube.com/MCCHW>

Tallahassee, Florida

<http://youtu.be/8RyiCzx0whU>

Valley City, North Dakota

<http://www.youtube.com/user/vcachieve?feature=mhee>

Washington County, Utah

http://www.youtube.com/watch?v=ljVmVid2M6E&feature=youtube_gdata_player

Williamson County, Texas

<http://www.youtube.com/user/WilCoWellness>

National Association of Chronic Disease Directors

<http://www.youtube.com/user/ACHIEVEingHealth>



PRESS MATERIALS TEMPLATE

This optional template can be customized with your ACHIEVE community's information and used for media advisories, press releases, and backgrounders to give your press materials a polished appearance. A Microsoft Word version of the template is available from your national partner.


PRESS RELEASE

ACHIEVE Announces New Study Report

October 28, 2011 • New York, NY

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ACTION COMMUNITIES FOR HEALTH, INNOVATION & ENVIRONMENTAL CHANGE

www.achievecommunities.org



RESOURCES

You can learn more about how to work with the media effectively by consulting the following publications and sources:

CDC's Social Media Toolkit

http://www.cdc.gov/socialmedia/Tools/guidelines/pdf/SocialMediaToolkit_BM.pdf

Media Access Guide

A Resource for Community Health Promotion, CDC's Healthy Communities Program (2009).

<http://www.cdc.gov/healthycommunitiesprogram/tools/pdf/mediaaccessguide.pdf>



APPENDIX 1 – ADDITIONAL REQUIREMENT

Lobbying Restrictions

Applicants should be aware of restrictions on the use of funds from the Department of Health and Human Services (HHS) for lobbying of Federal or State legislative bodies. Under the provisions of 31 U.S.C. Section 1352, recipients (and their sub-tier contractors) are prohibited from using appropriated Federal funds (other than profits from a Federal contract) for lobbying congress or any Federal agency in connection with the award of a particular contract, grant, cooperative agreement, or loan. This includes grants/cooperative agreements that, in whole or in part, involve conferences for which Federal funds cannot be used directly or indirectly to encourage participants to lobby or to instruct participants on how to lobby.

In addition, no part of CDC appropriated funds, shall be used, other than for normal and recognized executive-legislative relationships, for publicity or propaganda purposes, for the preparation, distribution, or use of any kit, pamphlet, booklet, publication, radio, television, or video presentation designed to support or defeat legislation pending before the Congress or any State or local legislature, except in presentation to the Congress or any State or local legislature itself. No part of the appropriated funds shall be used to pay the salary or expenses of any grant or contract recipient, or agent acting for such recipient, related to any activity designed to influence legislation or appropriations pending before the Congress or any State or local legislature.

Any activity designed to influence action in regard to a particular piece of pending legislation would be considered “lobbying.” That is lobbying for or against pending legislation, as well as indirect or “grass roots” lobbying efforts by award recipients that are directed at inducing members of the public to contact their elected representatives at the Federal or State levels to urge support of, or opposition to, pending legislative proposals is prohibited. As a matter of policy, CDC extends the prohibitions to lobbying with respect to local legislation and local legislative bodies.

The provisions are not intended to prohibit all interaction with the legislative branch, or to prohibit educational efforts pertaining to public health. Clearly there are circumstances when it is advisable and permissible to provide information to the legislative branch in order to foster implementation of prevention strategies to promote public health. However, it would not be permissible to influence, directly or indirectly, a specific piece of pending legislation.

It remains permissible to use CDC funds to engage in activity to enhance prevention; collect and analyze data; publish and disseminate results of research and surveillance data; implement prevention strategies; conduct community outreach services; provide leadership and training, and foster safe and healthful environments.

Recipients of CDC grants and cooperative agreements need to be careful to prevent CDC funds from being used to influence or promote pending legislation. With respect to conferences, public events, publications, and “grassroots” activities that relate to specific legislation, recipients of CDC funds should give close

attention to isolating and separating the appropriate use of CDC funds from non-CDC funds. CDC also cautions recipients of CDC funds to be careful not to give the appearance that CDC funds are being used to carry out activities in a manner that is prohibited under Federal law.



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