



A report on Social Media Usage by the National Association of Chronic Disease Directors (NACDD) Action Communities for Health Innovation and EnVironmental ChangeE (ACHIEVE) Communities (2008-2012)

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Introduction

Over the last five years, the National Association of Chronic Disease Directors (NACDD) worked with a national partnership, including the National Association of County and City Health Officials (NACCHO), the National Association of Chronic Disease Directors (NACDD), the National Recreation and Park Association (NRPA), the Society for Public Health Education (SOPHE), and the YMCA of the USA (Y-USA), and 149 local communities to implement the Action Communities for Health Innovation and Environmental Change (ACHIEVE) Program. Funded by the Centers for Disease Control and Prevention (CDC) as part of its Healthy Communities Program, the goal of ACHIEVE was to reduce chronic diseases and their associated risk factors, reduce morbidity and mortality, decrease health disparities, and create healthy communities.

NACDD sought to fund, train and support 48 of the communities in 31 states and one US Territory. The ACHIEVE funding allowed local communities to create or continue a multi-sectorial coalition, assess the community for policy and environmental infrastructure and create a tailor made plan to address each community uniquely. To assist each community team along this process NACDD developed numerous training and technical assistance approaches. One unique approach that evolved over time was the use of social media as an innovative method of promoting and sustaining ACHIEVE messages and strategies. In recent years the use of social media by government, particularly public health agencies has grown significantly in an upward trend ¹. As this trend developed, NACDD responded with tools and training for ACHIEVE communities to utilize this new media to communicate the healthy community message with coalition members, constituents, decision makers, and peers. Social media was then encouraged as a way to sustain coalition momentum and connect with a broader audience.

This report seeks to provide data and a review of the use of social media among the 2008-2012 NACDD ACHIEVE community cohorts (Figure 1). Data was collected using Survey Monkey online technology and collected from all five ACHIEVE cohorts. Some of the data originated in regularly collected progress updates (2009-2012), and the 2008 data collection was in a post project 'Social Media Survey'. While NACDD officially adopted the use of social media during 2009-2010 cohort years, the previously funded communities (23 teams) were strongly encouraged and incentivized to utilize social media to tell their story, as well as sustain momentum. The use of social media

Figure 1. ACHIEVE 2008-2012 Cohorts

2007-2008 (10 teams)
2008-2009 (13 teams)
2009-2010 (10 teams)
2010-2011 (10 teams)
2011-2012 (5 teams/5 mentors)

among ACHIEVE communities was spearheaded within the national partnership by NACDD, however all 149 communities were encouraged to get involved and training opportunities and materials were made available to all funded communities.

NACDD, ACHIEVE and Social Media

As an organization, NACDD created a social media platform to reach members, organizations and partner groups with messages about resources, funding and recent research around chronic disease prevention.

- **Facebook page** <https://www.facebook.com/pages/National-Association-of-Chronic-Disease-Directors-NACDD/173568362690185>
- **Twitter handle** @NACDDInfo
- **LinkedIn group** <http://www.linkedin.com/company/national-association-of-chronic-disease-directors-nacdd->

NACDD ACHIEVE has expanded upon these efforts and embraced, supported and disseminated social media in a variety of methods, with a multi-pronged platform to reach communities, organizations and partner groups. NACDD ACHIEVE social media sites include:

- **Facebook** <https://www.facebook.com/ACHIEVENACDD>
- **Twitter** @NACDD_ACHIEVE
- **LinkedIn** <http://www.linkedin.com/groups/NACDD-ACHIEVE-3928586?home=&gid=3928586&trk=anet Ug hm>
- **You Tube** <http://www.youtube.com/user/ACHIEVEingHealth>
- **Flickr** <http://www.flickr.com/groups/achieve/>

Technical Assistance and Training

In an effort to make training new teams consistent, cost-effective, and time efficient for all, NACDD invested in the creation of www.achievecast.com, a website that houses web-based trainings, technical assistance documents, podcasts, and webcasts to support the use of social media specifically for ACHIEVE teams (Figure 2). Since the site was released in 2010, all NACDD ACHIEVE teams have been trained and encouraged to create a social media presence.

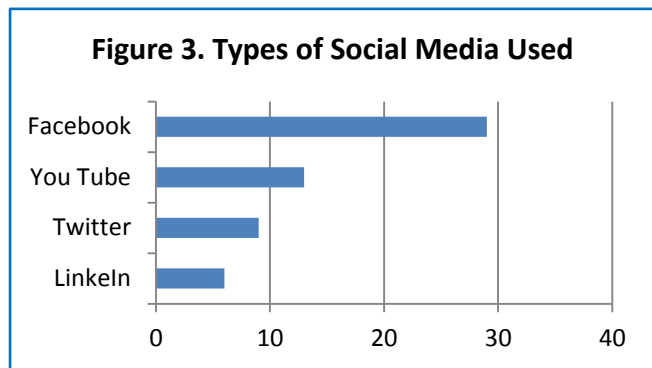


Figure 2. Website Screen Shot

A six-part web series was created to highlight multiple social media types and steps for creating a social media plan. To correspond with each type of social media and ultimately to assist with the development of a personalized plan, supportive documents were developed. Topics for the trainings included:

- Why does social media work
- How to enhance communication with Facebook
- How to use blogs
- How to use micro-blogs (Twitter)
- How to use photos and videos (You Tube and Flickr)
- How to create a social media plan

Other trainings included promotion of social media strategies at the annual Coaches Meeting, Action Institute and one-on-one trainings as requested from teams. Currently 29 teams have a Facebook page, 9 have a Twitter handle, 13 created a You Tube page, 6 are using a LinkedIn group and 31 have and additional website presence (Figure 3).



Type of Social Media Used

The table below reflects all 48 NACDD ACHIEVE teams and one additional team. In 2010 Winterpark, FL became an ACHIEVE team, though it never received funding from NACDD or CDC, only technical assistance. All reported social media or web-based presence was gathered from community progress updates, invoice surveys, and other reporting mechanisms.

State	Name of Community	Year Funded	Facebook	Twitter	You Tube	LinkedIn	Other*
AK	Wrangell, Alaska	2010	X				X
CA	Ukiah, CA	2011					X
CT	EHHD, CT	2009	X		X	X	
CT	Northeast Health District, Connecticut	2009	X		X		X
CT	Norwalk, CT	2012	X				X
DE	Seaford, DE	2011					X
FL	Daytona Beach, FL	2011					
FL	Winter Park, FL	NA	X	X	X		X

FL	Tallahassee, FL	2010	X	X	X		X
FL	Palm Beach, FL	2009					
GA	Whitfield & Murray Counties, Georgia	2011	X	X	X		X
IN	Randolph, IN	2012	X				X
IN	Frankfort, IN	2011	X				X
IA	Black Hawk, IA	2008					
KS	Colby, KS	2012	X				X
KS	Wichita, KS	2008					X
KY	Covington, KY	2012	X	X			X
KY	Ashland, KY	2010	X		X		X
KY	Manchester, KY	2011					
MA	Chelsea, MA	2010					X
ME	Mount Desert Island, ME	2008	X	X	X		X
MI	Marquette, MI	2010	X	X	X	X	X
MS	Forrest and Lamar, MS	2009					
MO	Clark County, MO	2011					
NC	Cleveland, NC	2008					X
NC	Whiteville, NC	2009	X				X
NC	Mecklenburg County, North Carolina	2009	X				
ND	Valley City, ND	2010	X				X
NM	Albuquerque, New Mexico	2008	X		X	X	
NY	Salamanca, New York	2008	X				X
NY	Rockland, NY	2009	X	X			X
OH	Stark County, Ohio	2008	X				
OH	Lake County, Ohio	2009	X		X		X
OR	Multnomah County, Oregon	2009	X	X		X	
OR	Jefferson, OR	2009					
OR	Lane County, OR	2011					
PA	Allentown, PA	2008					
PR	Coamo, PR	2009					
SC	Kershaw County, SC	2009					
SC	Spartanburg, SC	2011	X				X
TX	Harris County, TX	2008					
TX	Nacogdoches, Texas	2009	X				X
TX	Williamson, TX	2009	X		X	X	X
UT	St. George, Utah	2010	X		X	X	X
VI	Portsmouth,	2010	X	X	X		

	Virginia						
VT	Rutland, VT	2011					X
WA	Tacoma, WA	2008					
WA	Whatcom, WA	2009					X
WI	Green Bay, WI	2012	X	X	X		X

* Any other reported web presence, to include websites, blogs, Flickr or other web sites dedicated to the local effort

Facebook URLs

As of the final data submission (*September, 2012*), the below table reflects all active Facebook pages being used by NACDD ACHIEVE teams and one additional community.

State	Name of Community	Year Funded	Facebook
AK	Wrangell, Alaska	2010	https://www.facebook.com/pages/Long-Live-Wrangell/192772094099623?ref=ts&sk=wall
CT	EHHD, CT	2009	https://www.facebook.com/pages/ACHIEVE-CT/113117372058865?sk=wall#
CT	Northeast Health District, Connecticut	2009	https://www.facebook.com/Healthydixie?ref=ts&sk=wall#!/pages/HealthQuest-Northeast-CT/152971311388340
CT	Norwalk, CT	2012	www.facebook.com/norwalkhealth
FL	Winter Park, FL	NA	http://www.facebook.com/HealthyCentralFlorida?ref=hl
FL	Tallahassee, FL	2010	https://www.facebook.com/95210TWP
GA	Whitfield & Murray Counties, Georgia	2011	https://www.facebook.com/nwgahealthpartners?ref=ts&sk=wall
IN	Randolph, IN	2012	https://www.facebook.com/#!/HealthyDirectionsRandolphCounty
IN	Frankfort, IN	2011	https://www.facebook.com/cjprice19
KS	Colby, KS	2012	http://www.facebook.com/#!/thomascountyhealthdept
KY	Covington, KY	2012	https://www.facebook.com/MoveBreatheGrowCovington
KY	Ashland, KY	2010	www.facebook.com/HealthyEatingActiveRoutinesToday
ME	Mount Desert Island, ME	2008	https://www.facebook.com/pages/Healthy-Acadia/132796326764740
MI	Marquette, MI	2010	http://www.facebook.com/ACHIEVE.MQTCTY
NC	Whiteville, NC	2009	http://www.facebook.com/#!/pages/Columbus-County-Health-Department/127363150677585
NC	Mecklenburg County, North Carolina	2009	https://www.facebook.com/pages/Working-toward-Wellness/124519467608434?ref=ts&sk=wall
ND	Valley City, ND	2010	https://www.facebook.com/pages/Valley-City-Achieve/278271655527726
NM	Albuquerque, New Mexico	2008	https://www.facebook.com/pages/ABQ-Achieve/166613523366681?ref=ts&sk=wall
NY	Salamanca, New York	2008	https://www.facebook.com/AchieveSalamanca?ref=ts&sk=wall
NY	Rockland, NY	2009	http://www.facebook.com/pages/Monsey-Community-Coalition-for-Health-Wellness/108102729300570
OH	Stark County, Ohio	2008	https://www.facebook.com/nwgahealthpartners?ref=ts&sk=wall

OH	Lake County, Ohio	2009	https://www.facebook.com/pages/Achieve-Lake-County-Ohio/100832219989826?ref=ts&sk=wall
OR	Multnomah County, Oregon	2009	https://www.facebook.com/ItStartsHere?ref=ts&sk=wall
SC	Spartanburg, SC	2011	https://www.facebook.com/partnersforactiveliving
TX	Nacogdoches, Texas	2009	https://www.facebook.com/pages/ACHIEVE-CT/113117372058865?ref=ts&sk=wall#!/Healthynacogdochescoalition
TX	Williamson, TX	2009	https://www.facebook.com/#!/pages/WilCo-Wellness-Alliance/173751592693671
UT	St. George, Utah	2010	https://www.facebook.com/Healthydixie?ref=ts&sk=wall
VI	Portsmouth, Virginia	2010	https://www.facebook.com/HealthyPortsmouth?ref=ts&sk=wall
WI	Green Bay, WI	2012	https://www.facebook.com/Live54218

Twitter URLs

As of the final data submission (*September, 2012*), the below table reflects all active Twitter pages being used by NACDD ACHIEVE teams and one additional team.

State	Name of Community	Year Funded	Twitter
FL	Winter Park, FL	NA	https://twitter.com/HealthyCentralF
FL	Tallahassee, FL	2010	https://twitter.com/Tally95210
GA	Whitfield & Murray Counties, Georgia	2011	www.twitter.com/nwgahp
KY	Covington, KY	2012	https://twitter.com/MoveBreatheGrow
ME	Mount Dessert Island, ME	2008	https://twitter.com/#!/@healthyacadia
NY	Rockland, NY	2009	www.twitter.com/rockhealth
OR	Multnomah County, Oregon	2009	https://twitter.com/ULPDX=F36
VI	Portsmouth, Virginia	2010	https://twitter.com/HlthyPortsmouth
WI	Green Bay, WI	2012	https://twitter.com/Live54218

You Tube URLs

As of the final data submission (*September, 2012*), the below table reflects all active You Tube pages being used by NACDD ACHIEVE teams.

State	Name of Community	Year Funded	You Tube
CT	EHHD, CT	2009	http://www.youtube.com/user/EasternHighlandsHD
CT	Northeast Health District, Connecticut	2009	http://www.youtube.com/user/HealthQuestNECT?feature=mhee

FL	Winter Park, FL	NA	http://www.youtube.com/user/HealthyCentralFL?feature=mhee
FL	Tallahassee, FL	2010	http://youtu.be/8RyiCxz0whU
GA	Whitfield & Murray Counties, Georgia	2011	www.youtube.com/nwgahealthpartners
KY	Ashland, KY	2010	http://www.youtube.com/user/HealthyKY
ME	Mount Desert Island, ME	2008	http://www.youtube.com/user/HealthyAcadia
NM	Albuquerque, New Mexico	2008	www.youtube.com/user/ABQACHIEVE
OH	Lake County, Ohio	2009	http://www.youtube.com/user/ACHIEVELakeCounty1?feature=mhee
TX	Williamson, TX	2009	http://www.youtube.com/user/WilCoWellness
UT	St. George, Utah	2010	http://www.youtube.com/watch?v=ljVmVid2M6E&feature=youtube_gdata_player
VI	Portsmouth, Virginia	2010	http://www.youtube.com/user/HealthyPortsmouth
WI	Green Bay, WI	2012	http://www.youtube.com/user/live54218?feature=results_main

LinkedIn URLs

As of the final data submission (*September, 2012*) the below table reflects all active LinkedIn pages being used by NACDD ACHIEVE teams.

State	Name of Community	Year Funded	LinkedIn
CT	EHHD, CT	2009	http://www.linkedin.com/?trk=hb-0-h-logo
MI	Marquette, MI	2010	http://www.linkedin.com/company/2402625
NM	Albuquerque, New Mexico	2008	http://www.linkedin.com/groups/abq-ACHIEVE-4143686?gid=4143686&trk=group-name
OR	Multnomah County, Oregon	2009	http://www.linkedin.com/e/jf6n3m-gt38parv-41/vgh/4106106/eml-grp-sub/?hs=false&tok=3MtK6qZITEZQU1
TX	Williamson, TX	2009	http://www.linkedin.com/groups?gid=4129163&trk=group-name
UT	St. George, Utah	2010	http://www.linkedin.com/groups/Healthy-Dixie-Council-4122121?gid=4122121&trk=group-name

Effectiveness of Social Media

After the first three year funding cycle ended, NACDD conducted a ‘Social Media Survey’ with the 2007-2008 cohort. For extensive results from this survey please see Attachment 1. This survey was conducted at a time when NACDD’s overall social media plan was still under development for ACHIEVE. The concepts were still very new to the communities and not utilized on a consistent basis, nor was NACDD training and technical assistance strongly promoted. The data from this specific survey informed the development of the training modules, as well as the subsequent outreach plan.

Figure 4 illustrates that many 2008 teams (n=8) were not currently using social media strategies when they were asked about effectiveness of social media as a method of gaining and maintaining ACHIEVE support. At this early stage, the only strategy with any ‘*very effective*’ support was Facebook, with Twitter, You Tube and LinkedIn receiving minimal ‘*somewhat effective*’ support.

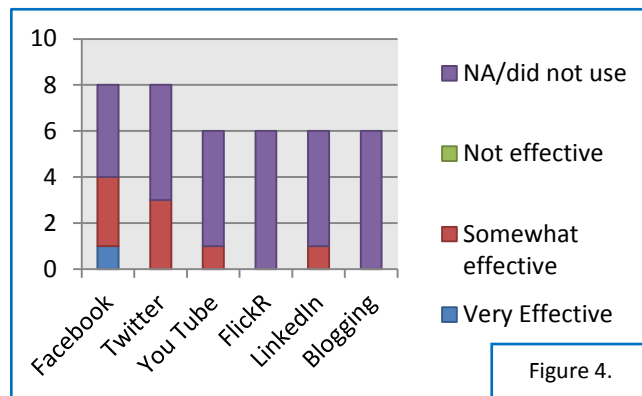


Figure 4.

In 2009, the question of social media effectiveness was not added to the bi-annual ‘Progress Reports’ collected from the 2009 communities, however in 2010 (n=10) and 2011 (n=10), communities were asked about the overall effectiveness of their social media outreach and which outlets were most effective. Figure 5 displays an upward trend in effectiveness from

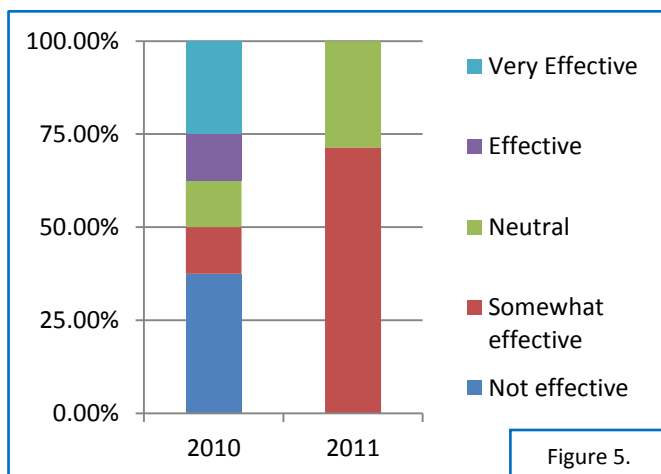
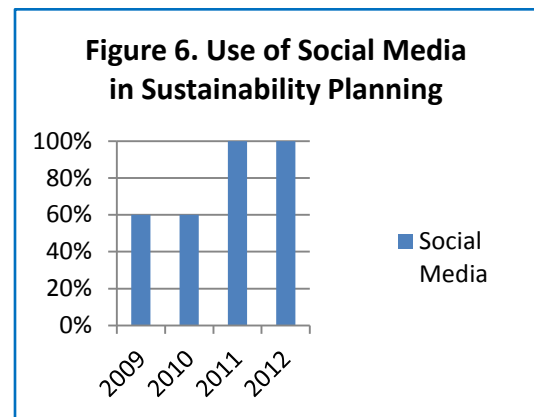


Figure 5.

2010 to 2011; however, it also shows a decrease in the ‘*very effective*’ category. When asked which social media outlet was ‘*most effective*’, Facebook was the overall favorite with 100% reporting in 2010 and 75% reporting in 2011; LinkedIn received the other 25% for 2011 answers. Twitter, Flickr and You Tube did not receive any recognition as being an effective communication strategy in this particular survey.

Social Media Use in Sustainability Planning

In 2010 with the release of the CDC ‘Sustainability Planning Guide’², NACDD developed a complement to the ‘Community Action Plan’ used by teams for planning. The supplement was CAP Part 4 and it focused on six core components of sustainability for healthy community coalition efforts. The six focus areas included a focus on coalitions/partnerships; Policy, Systems and Environmental improvements; social media/communication; funding and enhanced learning/mentoring. Figure 6 shows that by 2011 (n=10) and again in 2012 (n=5), 100% of the CAP Part 4 Sustainability Plans developed by NACDD ACHIEVE teams included a social media/communication focus.



Conclusions

The use of social media as a communication and sustainability strategy appear to be an effective mechanism for healthy community coalitions to reach coalition members, local decision makers, community members, and peers working in similar fields. However, the data collected for this report is only representative of a limited sample size of communities working in this area (n=48). Among the community data analyzed, Facebook was the preferred choice for communication, with 60% of total teams creating and maintaining a Facebook page.

While the training and technical assistance for social media was not fully evaluated, regular reviews of the www.achievecast.com for progress reporting indicate a high level of traffic with the most frequent sites visited consisting of the ‘Social Media’ pages on that site. Further evaluation of these trainings is recommended, inclusive of specific community training and technical assistance needs.

Finally, it is recommended that healthy community coalitions identify effective communication and sustainability strategies applicable to their resources, technical abilities and staffing. While many NACDD ACHIEVE teams choose to utilize social media as a mechanism for this purpose, it is speculated that lack of staffing resources, time and technical abilities may have played a role in the communities who currently do not choose to use this new type of media.

Resources

¹ http://www.cdc.gov/socialmedia/Tools/guidelines/pdf/SocialMediaToolkit_BM.pdf

² http://www.cdc.gov/healthycommunitiesprogram/pdf/sustainability_guide.pdf

ATTACHMENT 1:

NACDD



**Deliverable #3: Assistance in
compiling and organizing data from
the media survey (types, key
audiences, etc.)**

*Karma Edwards,
MSPH;NSCA-CPT*

Assessing Social Media Use of ACHIEVE Communities

This document reflects data information collected from social media assessments that were distributed to ACHIEVE communities and respective State Health Department Expert Advisors through Survey Monkey. Data from respondents of each of the three Survey Monkey assessments are organized and displayed in subsequent sections, as are any additional findings concluded through supplementary searches or progress updates. Finally, several recommendations are provided for the NACDD team that are written from the perspective of a community coach concerning communities' use of social media as a method of promoting or sustaining local ACHIEVE efforts.

2008 ACHIEVE Social Media Assessment

The "2008 ACHIEVE Social Media Assessment" was disseminated to coaches of all 2008 ACHIEVE funded communities. The chart and bullets below illustrate the data obtained from 2008 ACHIEVE community coaches regarding the use of social media as a strategy for promoting and/or sustaining ACHIEVE work.

Name of Community Respondent	Current Use of Social Media	Type of Social Media Used	Group Names or URL	Additional Comments Provided by Respondent
Albuquerque, New Mexico	Yes	Facebook You Tube Blog	ABQ ACHIEVE https://www.facebook.com/pages/ABQAchieve/166613523366681?ref=ts&sk=wall http://www.youtube.com/user/ABQACHIEVE http://abqachieve.blogspot.com/ http://youthfoodactionproject.blogspot.com/	<i>"I've found that it is a critical piece to communicate to our community what we have done and are doing—as well as invite them to join collaboration. I use flip videos often to do so. It allows people to describe their roles/participation in their own words."</i>
Salamanca, New York	Yes	Facebook	ACHIEVE Salamanca https://www.facebook.com/AchieveSalamanca?ref=ts&sk=wall	-----
Stark County, Ohio	Yes	Facebook Website	Live Well Stark County https://www.facebook.com/nwgah_ealthpartners?ref=ts&sk=wall www.LiveWellStarkCounty.org	-----

**Following an extensive Facebook search, it was discovered that the group name for the page belonging to Albuquerque, New Mexico is entitled "ABQ ACHIEVE". This is reflected above, but was not reflected in the assessment responses.*

- Only 30% (3/10) of 2008 funded ACHIEVE communities responded to the Survey Monkey Social Media Assessment.
- Of these respondents, all three indicated current participation in social media strategies, with two of the communities participating in multiple strategies:
 - Three communities indicated use of a Facebook page.
 - One community indicated use of two blogs.
 - One community indicated use of You Tube.

- One community indicated implementation of a standalone website for their local ACHIEVE entity.

ACHIEVE Social Media Assessment for 2009, 2010, and 2011 Communities

The “ACHIEVE Social Media Assessment” was likewise distributed to coaches of all 2009, 2010, and 2011 ACHIEVE funded communities. The table and bullets below clarify coaches’ responses to this survey (Please note that TA in the following table denotes Technical Assistance. Only data provided by survey respondents is represented in the table; footnote information is provided below the table regarding other data obtained through complementary searches):

Name of Community Respondent	Current Social Media Use	Type of Social Media Used	Group Names or URL	TA Desired	Type of Social Media for Desired TA	TA Frequency	TA Method	Additional Comments Provided by Respondent
Chelsea, MA (2010)	No	-----	-----	No	-----	-----	Phone (conf. call) Webinar	-----
Clinton County, IN (2011)	No	-----	-----	Yes	Facebook You Tube LinkedIn	Quarterly	Phone (conf. call) Webinar Skype	-----
Daytona Beach, FL (2011)	No	-----	-----	Yes	Facebook Twitter You Tube	Quarterly	Webinar	-----
Eastern Highlands, CT (2009)	No	-----	-----	No	-----	-----	-----	-----
Jefferson County, OR (2009)	No	-----	-----	Yes	Facebook	Quarterly	Phone (1-on-1)	-----
Kershaw County, SC (2009)	No	-----	-----	No	-----	-----	-----	<i>“We haven’t started using social media yet. Not sure that we need more TA, as you have already provided some great tools for this. Time is a barrier for keeping up with social media, so we would need to divide the duties among our group. This is something that our team will discuss further.”</i>
Lake County, OH (2009)	Yes	Facebook	https://www.facebook.com/pages/Achieve-Lake-	No	-----	-----	-----	-----

			CountyOhio/100832219989826?ref=ts&sk=wall					
Mecklenburg County, NC (2009)	Yes	You Tube LinkedIn	Did not provide with URL or group name for You Tube or LinkedIn	Yes	Facebook Twitter You Tube LinkedIn	<i>"Julie Jackman can decide"</i>	Phone (conf. call) Webinar	<i>"Important for awareness and education! Cost-effective!"</i>
Nacogdoches, TX (2009)	Yes	Facebook You Tube Flickr	Healthy Nacogdoches https://www.facebook.com/pages/ACHIEVECT/113117372058865?ref=ts&sk=wall#!/Healthynacogdochescoalition http://www.youtube.com/HealthyNacCoalition http://www.flickr.com/photos/healthynac	No	You Tube Flickr	Quarterly	Webinar	<i>"The biggest problem I have is not enough time to do it."</i>
Rockland County, NY (2009)	No	-----	-----	Yes	Blog Flickr	As needed (2-3x/year)	Phone (1-on-1) Webinar	-----
Rutland, VT (2011)	No	Website	Did not provide with URL or group name for website	Yes	Facebook Twitter You Tube LinkedIn Blog Flickr "Twit Pics"	Monthly	Webinar	<i>"Would love to begin using it, but feel overwhelmed on how to start and which type to start with."</i>
Spartanburg County, SC (2011)	No	-----	-----	Yes	Facebook You Tube LinkedIn Blog	Bi-monthly	Email Webinar	-----
Valley City, ND (2010)	No	-----	-----	Yes	Facebook Twitter LinkedIn	Monthly	Webinar	-----

					Blog			
					Flickr			

**Chelsea, Massachusetts indicated no desired interest to participate in social media technical assistance, yet did indicate preferred technical assistance methods.*

**Nacogdoches, Texas indicated no desired interest to participate in social media technical assistance, yet did indicate the types of social media that they are interested in, the frequency of technical assistance, and provided methods of preferred technical assistance.*

**Rutland, Vermont indicated having a website representative of the local ACHIEVE Initiative, yet did not provide the URL.*

**Following an extensive Facebook search, it was discovered that the Mecklenburg County, North Carolina ACHIEVE community uses a Facebook page, entitled "Working towards Wellness;" the Portsmouth, Virginia ACHIEVE community uses a Facebook page, entitled "Healthy Portsmouth;" the St. George, Utah ACHIEVE community uses a Facebook page, entitled "Healthy Dixie Council—Washington County, Utah;" the Northeastern Health District ACHIEVE community in Connecticut uses a Facebook page, entitled "HealthQuest NE CT;" the Wrangell, Alaska ACHIEVE community uses a Facebook page, entitled "Long Live Wrangell;" Multnomah County, Oregon ACHIEVE community uses a Facebook page, entitled "Healthy Active Multnomah County (It Starts Here);" and the Whitfield and Murray Counties, Georgia ACHIEVE communities use a Facebook page, entitled "Northwest Georgia Healthcare Partnership."*

**After a Facebook search, it was discovered that the group name for the page belonging to Lake County, Ohio is entitled "ACHIEVE Lake County, Ohio".*

- Nearly 40% (13/33) of ACHIEVE communities who received funding in 2009, 2010, and 2011 responded to the Survey Monkey ACHIEVE Social Media Assessment.
 - Of the 13 respondents, 7 respondents received funding in 2009, 2 respondents received funding in 2010, and 4 respondents received funding in 2011.
- Three respondents indicated *current* participation in social media strategies, with two of those communities simultaneously implementing multiple forms of social media:
 - Three communities indicated current use of a Facebook page.
 - Two communities stated use of You Tube.
 - One community specified use of LinkedIn.
 - One community denoted use of Flickr.
- Ten respondents indicated *no* current participation in social media strategies:
 - Four communities stated that they do not use social media.
 - Two communities reported that they plan to use social media in the future.
 - One community conveyed that they actively use a current website for the local ACHIEVE organization.
 - One community indicated that they would like to participate in social media, but that they have yet to get started.
- Nine respondents indicated that they *would* like to receive additional technical assistance in social media strategies:
 - *Types of Social Media:*
 - Eight communities indicated that they would like additional assistance with Facebook.
 - Seven communities signified that they would like additional assistance with You Tube.
 - Five communities revealed that they would like additional assistance with LinkedIn and Blogs.

- Four communities stated that they would like additional assistance with Flickr and Twitter.
- One community reported that they would like additional assistance with “*Twit Pics*”.
- *Frequency of Technical Assistance:*
 - Four communities preferred receiving increased social media technical assistance *quarterly*.
 - Three communities favored receiving increased social media technical assistance *monthly*.
 - One community desired receiving increased social media technical assistance *bi-monthly*.
 - One community expressed receiving increased social media technical assistance *as-needed*.
- *Preferred Method of Technical Assistance:*
 - Ten Communities indicated that they prefer social media *webinars*.
 - Three communities stated that they prefer social media *conference calls*.
 - Two communities indicated that they desire *one-on-one calls* on social media.
 - One community each stated that they favor *email* and *Skype* conversation on social media.
- Four respondents indicated that they would *not* like additional technical assistance in social media strategies.

ACHIEVE State Health Department Expert Advisor Social Media Assessment

The “ACHIEVE State Health Department Expert Advisor Social Media Assessment” was distributed to state expert advisors who represent 29 states that include at least one community with ACHIEVE funding. The table and bullets below demonstrate state level responses.

Name of State Respondent	Current Use of Social Media	Type of Social Media Used	Group Name or URL	Additional Comments Provided By Respondent
Alaska (2010)	No	Facebook You Tube	Did not provide with state URL or group name for Facebook or You Tube	-----
California (2011)	No	-----	-----	-----
Indiana (2011)	No	-----	-----	“All of the sites mentioned in this survey are blocked. I cannot access or utilize social media.”
Massachusetts (2010)	Yes	Facebook Twitter Blog	Did not provide with state URL or group name for Facebook http://www.twitter.com/massinmotion http://publichealthblog.state.ma.us/massinmotion/	-----
Oregon (2009)	Yes	Blog	http://healthycommunities.wordpress.com	-----
South Carolina (2009; 2011)	No	-----	-----	“My biggest concern about social media is having the capacity to keep it current and

				<i>accurate. I think if this is pursued, then it might best be done by local communities, provided they have the time. My guess is that ACHIEVE in addition to their regular job responsibilities is going to impact their ability to keep the social media up-to-date just like it does me. Just my 2 cents."</i>
Virginia (2010)	Yes	Facebook	Healthy Portsmouth (local) https://www.facebook.com/HealthyPortsmouth?ref=ts&sk=wall	-----

**Alaska indicated that they have used social media in the past, but are not currently participating in social media strategies. They did provide the types of social media that were previously used.*

**While Massachusetts does currently implement social media strategies, the social media sites focus on Healthy Communities work and not necessarily ACHIEVE-specific efforts.*

** Although Virginia reported current social media use in the form of Facebook, the URL and Group Name provided was not representative of state level social media, but rather that of the Portsmouth, Virginia community.*

**Following an extensive Facebook search, the following states possess an active Facebook page: Connecticut, Ohio, and Utah.*

- Approximately 24% (7/29) of ACHIEVE State Health Department Expert Advisors from representative ACHIEVE states completed the survey instrument.
- Three of the seven respondents indicated that the state organization *currently* participates in implementation of social media strategies, with one state fulfilling multiple social media strategies at present.
 - Two respondents each indicated that their respective state public health agency uses Facebook and blogging as a method of promoting and/or sustaining Healthy Communities' efforts.
 - One respondent indicated that a state public health agency is currently using Twitter as a method of promoting Healthy Communities' initiatives.
- Four of the seven responses indicated that the state's respective ACHIEVE community is *not* presently participating in social media strategies:
 - Three respondents indicated that their respective state agency does not use social media.
 - One respondent each indicated that the state agency has used social media in the past, but not currently, as well as indicated a prohibition to use social media at the workplace.

Collective Assessment Findings

Including solely *all Survey Monkey Assessments*, 30% (6/20) of the communities who responded indicated current use of social media as a strategy for promoting or sustaining ACHIEVE efforts, with Facebook being the most widely used (5 communities), followed by the use of You Tube and Blogging (2 communities each), as well as Twitter, LinkedIn, Flickr, or the establishment of a local ACHIEVE

website(s) (1 community each). Four of these communities are concurrently implementing more than one social media strategy.

Including *all Survey Monkey Assessments, coupled with supplemental Facebook research*, a total of 12 communities and 3 states are presently applying the use of social media to community efforts, comprising 25.6% (11/43) of NACDD funded local communities and 10.3% (3/29) of states that serve as home to these locally funded communities. Seven of these communities are utilizing multiple types of social media. Of these social media uses, Facebook is used the greatest (12 communities and 3 states), followed by You Tube (3 communities and 1 state), LinkedIn (2 communities), the establishment of a local ACHIEVE website(s) (2 communities), Blogging (1 community and 2 states), Flickr (1 community), and concluding with Twitter (0 communities and 1 state).

Below is a chart that depicts the current usage of Facebook by NACDD ACHIEVE funded communities and states, complete with group name and URL:

Name of Community	Year Funded	Facebook Group Name	Facebook URL
Albuquerque, New Mexico	2008	ABQ ACHIEVE	https://www.facebook.com/pages/ABQ-Achieve/166613523366681?ref=ts&sk=wall
Salamanca, New York	2008	ACHIEVE Salamanca, NY	https://www.facebook.com/AchieveSalamanca?ref=ts&sk=wall
Stark County, Ohio	2008	Live Well Stark County	https://www.facebook.com/nwgahealthpartners?ref=ts&sk=wall
Lake County, Ohio	2009	ACHIEVE Lake County, Ohio	https://www.facebook.com/pages/Achieve-Lake-County-Ohio/100832219989826?ref=ts&sk=wall
Mecklenburg County, North Carolina	2009	Working Toward Wellness	https://www.facebook.com/pages/Working-toward-Wellness/124519467608434?ref=ts&sk=wall
Multnomah County, Oregon	2009	Healthy Active Multnomah County (It Starts Here)	https://www.facebook.com/ItStartsHere?ref=ts&sk=wall
Nacogdoches, Texas	2009	Healthy Nacogdoches Coalition	https://www.facebook.com/pages/ACHIEVE-CT/113117372058865?ref=ts&sk=wall#!/Healthynacogdochescoalition
Northeast Health District, Connecticut	2009	HealthQuest NE	https://www.facebook.com/Healthydixie?ref=ts&sk=wall#!/pages/HealthQuest-Northeast-CT/152971311388340
Portsmouth, Virginia	2010	Healthy Portsmouth	https://www.facebook.com/HealthyPortsmouth?ref=ts&sk=wall
St. George, Utah	2010	Healthy Dixie Council	https://www.facebook.com/Healthydixie?ref=ts&sk=wall
Wrangell, Alaska	2010	Long Live Wrangell	https://www.facebook.com/pages/Long-Live-Wrangell/192772094099623?ref=ts&sk=wall
Whitfield & Murray Counties, Georgia	2011	Northwest Georgia Healthcare Partnership	https://www.facebook.com/nwgahealthpartners?ref=ts&sk=wall

Name of State	Year Funded	Facebook Name	Facebook URL
Connecticut	2009	ACHIEVE CT	https://www.facebook.com/pages/ACHIEVE-CT/113117372058865?ref=ts&sk=wall
Ohio	2008 2009	Healthy Ohio	https://www.facebook.com/HealthyOhio?ref=ts&sk=wall
Utah	2010	Southwest Utah Public Health Department	https://www.facebook.com/swuhealth?ref=ts&sk=app_4949752878

Recommendations

General Social Media:

- Continue to provide technical assistance and promote the usage of Facebook and You Tube as effective social media tools, as these are requested in greater number for technical assistance from those communities who are not participating in social media, and implemented highest from those communities who are participating in social media, respectively.
- Re-examine the benefits to community coaches, prospective community partners' use, and user-friendly measures of LinkedIn, Twitter, Blogging, and Flickr for funded communities. These social media opportunities were less tapped by funded communities in terms of current implementation, as well as were less requested for technical assistance.
 - According to assessment results, LinkedIn and Blogging are more valued than Twitter and Flickr with regards to both actual and desired use. (Perhaps the coaches need increased education and awareness for the two latter social media types).
 - If it is strongly felt that Twitter is an effective social media tool after reviewing the assessment data, then the NACDD ACHIEVE team should provide increased education to communities on the advantages of using Twitter, and how these differ from other types of social media.

Provision of Technical Assistance to ACHIEVE Communities:

- According to the assessments, coaches who indicated desired technical assistance preferred additional information on Facebook, You Tube, LinkedIn, and blogging, respectively, in the format of quarterly webinars, as both Flickr and Twitter received less technical assistance requests by the respondents who participated in the surveys.
- For community coaches, quarterly technical assistance is a favored frequency for a targeted series of topics (such as social media), since it occurs often enough to keep the intervention on the coaches' radar and remotely enough to avoid overwhelming coaches with too many meetings when their schedules are crowded with numerous duties, demands, and other responsibilities.

- Choose one social media focus per quarter to emphasize for a quarterly webinar session, ranging 30-60-minutes in length. Alternatively, it is plausible to focus on two social media sites for webinars lasting 60 minutes in length.
- To remain consistent with other technical assistance opportunities continually provided to the communities by NACDD the co-facilitation of the webinar should involve local level coaches who have experienced success with the employment of social media interventions.
 - Community coaches realize that implementation of social media is crucial to maintain the pace of technology and that these sites are critical for generating informative communication to mass audiences within their communities. What they need to learn is how other coaches have been successful in similar communities with comparable demands in daily job functions and responsibilities, i.e. having experienced co-facilitators representing rural, urban, and frontier community coaches whose schedules and job functions are mirrored by those receiving the technical assistance.
 - Offer quarterly or semi-annual social media webinars to state health department expert advisors through the involvement of a successful local-state team, comprised of a community coach and an accompanying expert advisor. Possible discussion topics that could ensue to interested states include: the role of state health department expert advisors in social media, NACDD expectations, success stories to-date that showcase effective social media partnerships between local and state affiliates, etc.
- Respondents of the assessments suggested webinars as the preferred method for delivering targeted technical assistance with social media by the national partners.
 - Webinars are most appealing to community coaches since they permit coaches to do the following:
 - Participate in a large meeting room in conjunction with CHART members, coalition members, or other community partners.
 - Participate in the confines of an office and be afforded some flexibility with marginal multi-tasking, answering emails, etc. without losing focus of the session.
 - Provide an alternative method of convening that is more verbally and visually interactive than traditional conference calls.
 - Allow for effective and efficient means of communication that is more convenient than other meeting or conference styles.
 - Additionally, webinars are cost efficient, in that coaches whose agencies are placed on travel or budget restrictions are able to participate without spending unwarranted travel funds.
- The NACDD ACHIEVE team should obtain better information from rural, urban, and frontier communities on how NACDD can best satisfy the communities' technical assistance needs regarding the use of social media.

- Social media outlets provide coaches with a cost-efficient method for increasing community awareness while additionally keeping pace with modern technology. It is the modern technology that is slowly diminishing traditional print media methods of advertisement and information dissemination. Most importantly, social media entertains few boundaries, in that its users are of many races, ethnicities, ages, socioeconomic statuses, and locations. Given all of these assets, coupled by the fact that most social media outlets are user-friendly, it makes sense that all ACHIEVE funded communities institute social media communication plans into various aspects of policy, systems, and environmental change efforts.
- Many community coaches are hesitant to try new and unconventional methods involving social media due to inexperience, lack of time, lack of personnel, lack of computer skills, or lack of ability or permission from employers who have yet to embrace social media as a proper work-related concept. It is suggested to administer surveys through Survey Monkey to ACHIEVE funded communities grouped into three categories: rural, urban, and frontier. Each of these types of communities has different barriers to social media implementation, lack many of the same community resources, and share many of the same community mobilization struggles. Each of these types of communities will require varying methods of assistance.
 - As an alternative suggestion, the NACDD ACHIEVE could administer one additional survey through Survey Monkey to all ACHIEVE communities with at least one question asking respondents to classify their community as rural, urban, or frontier.
 - New questions should be centered upon the types of strategies and assistance that coaches need in overcoming barriers to social media implementation.
 - Furthermore, particular guidance should be given towards which types of social media outlets work best for each community in accordance with their needs, skill level, and available time; as many community coaches fear social media implementation because multiple choices exist and it leaves them with feeling overwhelmed and feeling pressured to tackle more than one outlet at a time. It is imperative that the NACDD team understands which communities have abilities to institute multiple strategies simultaneously, and which communities need to concentrate building success from a single strategy.
- Particular to rural communities:
 - Help coaches deal with the lack of time and personnel to initiate and manage social media upkeep by helping them utilize unconventional resources within their communities, such as the following:
 - High school youth who are fulfilling volunteer and service requirements for college applications;
 - College students/interns from a local college or university;
 - Allocate increased or designated time to rural communities who are presently implementing social media or who have expressed interest in initiating social media use:

- Conduct extra one-on-one calls with coaches for instruction, guidance, or assistance on developing social media strategies.
 - Organize conference calls or webinars specifically for rural communities to share conversation about social media strategies, successes, and barriers.
 - Showcase the successes of rural communities who achieve progress with social media strategies at national meetings, conference calls, or webinars so that other rural communities gain assurance in the direction of their efforts.
 - Display equal confidence in the ability of rural coaches to accomplish such tasks that are often easier in larger metropolitan areas. When rural coaches learn of urban “ACHIEVEments,” it is easy to feel dispirited in local efforts. Showcasing small successes by rural communities on a large scale empowers and motivates these coaches and CHART teams, and feelings of national recognition become infectious.
 - Provide explicit key messages and talking points to rural community coaches so that coaches are equipped to discuss and leverage with their respective employers about the need to lift prohibitions against use of social media at the workplace.
- Continue to promote and utilize the ACHIEVE Cast website as a hub for podcasts, social media information, social media trainings, and ACHIEVE stories. This website incorporates simple, user-friendly navigation with up-to-date methods of information dissemination and partner sharing.
 - Maintain the website’s simplicity for users as the website is continually updated and modified, i.e. as when a searchable function is added to the site.
 - Secure resources to sustain this website for community coaches once the SharePoint site is no longer active.

The Role of State Health Department Expert Advisors in Social Media:

- The role that expert advisors play in providing state level assistance to community coaches on social media interventions should be emphasized. Specifically, the expert advisor role should embody the following components:
 - Assist local ACHIEVE communities with understanding how social media can be beneficial in facilitating policy, systems, and environmental change discussions with community leaders, decision-makers, and members.
 - Support local coaches and coalitions in the organization and sharing of useful state content, including successful examples of programs and policy change respective to increasing physical activity, healthy eating, and tobacco cessation.
 - Aid funded communities in reassembling data in useful ways utilizing social media on the local level.
 - Help coaches and coalitions understand legal considerations and implications, including but not limited to: privacy laws, free speech, intellectual property rights, and other state and federal regulations.



- Advocate to appropriate state- and local-level personnel the rationales for overturning any restrictions to social media sites or train community coaches on effective social media advocacy for agencies that exhibit restrictions to such sites.



Sources:

ACHIEVE Cast Website: <http://www.achievecast.com/>

ACHIEVE Healthy Communities SharePoint Website: <http://collaborate.achievecommunities.org/collaboration/NACDD/Pages/default.aspx> (Community Action Plans; Part 3: Planning, Implementation, and Evaluation; Part 4: Comprehensive Plan and Sustainability Plan).

Facebook Website: <https://www.facebook.com/home.php>

Survey Monkey Website: <http://www.surveymonkey.com/MySurveys.aspx> (ACHIEVE 2008 Communities Progress Update 3, ACHIEVE 2009 Communities Progress Update 3, ACHIEVE 2009 Communities Progress Update 4, ACHIEVE 2010 Communities Progress Update 2, ACHIEVE 2008 Social Media Assessment, ACHIEVE Social Media Assessment, ACHIEVE SHD EA Social Media Assessment).