Communicating Assessment Results
Leveraging CHNAs In The Media

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Leveraging CHNA in the Media

- You’ve met the IRS requirements, so why do extra media outreach?
- What is the opportunity?
- How to execute a media blitz?
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You’ve met the IRS requirements, so why do extra media outreach?

Media is a tool for building:

- Public support for your efforts to improve community health.
- Public support for your organization. Tell a *good* story.
- Lasting relationships with the media that can help in other circumstances.
- Morale among partners involved in the CHNA project, as credit is given.
What is the opportunity? Reporters like to feel like insiders, and appreciate access.

Take them along for a journey:

- Project initiation
- Announcement of collaborators
- Announcement of CHNA results
- Decisions made on major foci
- Development of plan
- Implementation of plan

They may not write about everything, but if you make them feel like they are part of the process, they’ll be likely to “bite” at least once. Once they write one story, they’ll feel ownership of follow-up stories.
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How to execute a media blitz:

1. Take stock of local/regional media in which you want to be featured:
   - Identify key reporters, create grid with contact information.
   - Do your research: Know what they are writing about.

2. Think like a reporter:
   - What do members of my community care about?
   - What affects them?
   - What is the new information?

3. Make personal contact:
   - E-mail thanks for a current story.
   - Establish rapport.
   - Tell them in an informal e-mail about your work.
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How to execute a media blitz:

4. Press releases:
   - Who, what, where, when, why.
   - Send via e-mail to your contact list.
   - Follow up with an informal e-mail.

5. Press conferences:
   - Major announcements only.
   - 4 key speakers – one is a community member.
   - Media training for participants.

6. Social media:
   - Leverage your own social media channels.
   - Expand with help of collaborators.
   - Create new online “homes” for the work, microsites, etc.
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Questions?