

HEAL Spring 2017 Network Leaders Learning Circle 03.22.2016

Discussion Highlights

CORE MESSAGE FOR COMMUNITY

Anaheim and Ontario Table

- Together we are making Anaheim a safe place. Join us and get active.

Lemon Grove and Riverside Table

- We help residents to develop safe, healthy and happy communities by celebrating diversity for generations to come.
- The HEAL Zone Initiative exists to create a culture of unity, health, hope and leadership among community members for generations to come.
- Through collaboration, education and awareness the HEAL Zone empowers and unites resident to increase safety and quality of life in Lemon Grove. Through awareness, leadership and positive collaboration for generations to come.
- The LG Heal Zone unifies and celebrates community to increase health and safety and to empower all residents to have a voice and a choice to reclaim hope health and harmony.

Ventura Lancaster and Long Beach Table

- In our community, we understand it can be difficult to find healthy food and places to exercise and safe places to be heard. We are bringing together schools, government organizations and residents to make the healthy choice the easy choice we are bringing together schools, government organizations and residents. So that people will be healthier and be connected to each other and their communities.

CUSTOMIZE MESSAGE FOR COMMUNITY

What are key demographic data we can use to customize message?

- Age, income, language, federal aid, percentage of home owners versus renters.

Table 1: Spanish Speaking Female 20-50

Long Beach (Viki+Louisa), Anaheim (Javier+Res+Res), and Riverside (Nicole+Noel)

- Message: "Join HEAL Zone in making a safe and healthy space for families by overcoming barriers for families."
- Motivation: Health and wellness, financial cost of services, and legal status. Overcoming fear is essential for them to join us, to congregate, and to making a healthy community.

Table 2: Parents of School Age Children

Ontario (Karen+Evette), Riverside (Stephanie+Shene), Lancaster (Michelle+Alan)

- Message:
- Audience: Parents and schools.
- Motivation: Safe to walk to school, build friendships, develop social skills, and independence.

Table 3: Youth 13-18

Anaheim (John), Ventura (Claudia) and Lemon Grove (Anita+Jim+Angeles)

- Message: “Have fun with friends as you make your school and community a healthy and legit for everyone. #YouthLeadership #FreeFood #WalkAudit #JointheLGMovement.”
- Motivation: Fun, friends, food, incentives, anything trending and new. Opportunities to play.

CHOOSING THE MESSENGER

Table 1: Teens 14-17

- Teens want to be part of a group, acceptance with peers, fun and games. The messenger may be a local athlete or celebrity.
- Teens are defining themselves in a virtual world. The messenger may not be a person, it may be an avatar, mascot or fictional character.
- Teens may rally behind an idea and movement (e.g. Women’s March).

Table 2: Parents of School Age Children

- Messengers can include other parents, teachers, principals and staff.
- Messengers can include coaches, law enforcement and elected officials.
- Other messengers include coaches, older siblings and childcare providers.

Table 3: Women 20-50

- Messengers can include soroptimist, women’s groups and their own children.
- Locations can include DELAC meetings, easy to make friends with leaders from the different schools. They become your messengers.

COMMUNICATION PLANS

Ontario Communication Plan

- Engaged promotres, school and city stakeholders in process. Identified their core message, vision, talking points, audience and objectives.

Lemon Grove Communication Plan

- Developing 10 Step plan and answering the following questions from Cause Communications Toolkit: Where are you now? Where do you want to go? and How do we get there?

Anaheim Communication Plan

- Communicating with partners through newsletter updates. Communicating with the community using traditional PR, full page newspaper, social media, events, paid advertisement, bus shelters, etc.

Measuring Impact

- Build in ways that you can measure impact, set realistic goals and check on quarterly or biannual basis.
- Use “landing page” to track visitors to websites.

Resources

- Upleaf Technology Solutions Inc. is a consulting firm based in the Denver, Colorado metro area, dedicated to helping nonprofits flourish through strategic online communication and creative technology solutions. <https://upleaf.com/>