Community Saturation Sourcebook

**A Field Plan for
Youth-Serving
Program Providers**

FYSB Family & Youth
Services Bureau

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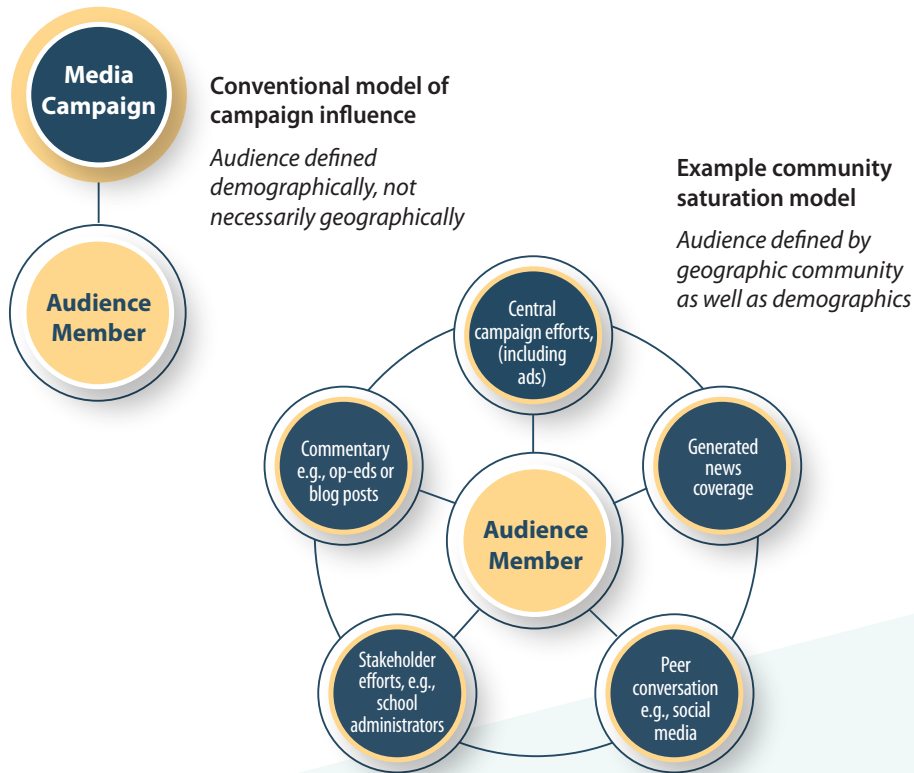
Overview of Community Saturation

A community saturation approach works to ensure comprehensive key message coverage across a community (Figure ES-1). Specifically, community saturation amplifies the reach of key health messages by encouraging their integration across all aspects of a community's information environment, including the information they see, hear, and interact with every day. This ensures that stakeholders and key audience members have the chance to engage with these messages on a regular basis. In addition, this approach offers a unique opportunity for community stakeholders who interact with youth to connect and share information with the youth and with each other in a coordinated way, which facilitates ongoing distribution and diffusion of key sexual risk avoidance (SRA) messages to youth and other key audiences.

Saturation is activated by addressing multiple target audiences through multiple channels simultaneously. This approach combines elements of traditional advertising with the foundations of community, family, and stakeholder engagement. It can include paid broadcast messages, but also incorporates comments from community leaders, educational messages from youth-serving program providers, and supportive messages from peers and family. The communication outlets, community groups, and individuals participating in community engagement are urged not to view saturation as a one-time event or short-term activity. Instead, they are encouraged to promote and amplify key health messages over a sustained period, which allows for further extension of the messages, inclusion of additional partners and participants, and continuous message refinement. Saturation of a community with messages to promote SRA and sex cessation among youth will ensure that youth receive supportive messages from multiple sources in their communities and achieve optimal sexual health outcomes.

Figure ES-1. Community Saturation Approach Compared with a Conventional Advertising Campaign

Conventional model of campaign influence

Audience defined demographically, not necessarily geographically

Example community saturation model

Audience defined by geographic community as well as demographics

Media Campaign

Audience Member

Central campaign efforts, (including ads)

Commentary e.g., op-eds or blog posts

Generated news coverage

Audience Member

Stakeholder efforts, e.g., school administrators

Peer conversation e.g., social media

Community Saturation Sourcebook

> **The extent to which a community is blanketed with targeted health information can affect the likelihood that the information will be effective.**

This Sourcebook presents a targeted communication strategy to empower youth-serving program providers with recommended activities that will equip youth with information that reinforces the benefits of SRA and promotes healthy outcomes for youth. The Sourcebook is divided into two parts: a field plan for using community saturation and a how-to guide for planning effective activities.

Note: This Sourcebook is a primer on community saturation and serves as a background document to define and describe community saturation. It is intended to be used in conjunction with its companion resource, the Community Saturation Toolkit.

① Part 1: Field Plan with Actionable Recommendations for Community Saturation

The *Field Plan* describes how to use a community saturation approach that will empower and engage community stakeholder groups—including local and school health officials, policymakers, community-based and faith-based organizations, parents and caregivers, and others—as they develop plans and implement activities to communicate and reinforce the benefits of SRA and promote healthy outcomes for youth.

The approach is based on five actionable insights or best practices:

ONE	TWO	THREE	FOUR	FIVE
View community saturation as a process that occurs over an extended period. It is not a one-time effort.	**Understand how and why stakeholders and partners make decisions.** Recognize these as potential barriers to and opportunities for community saturation.	**Build and highlight the credibility and reputation of sources when distributing materials.** This will encourage diffusion and adoption.	**Carefully consider new communication technologies.** Simple posting of materials online does not guarantee diffusion.	**Develop materials that are integrated into existing systems**, such as materials adapted to common youth organization curricula and relevant for various audiences. This will reduce the burden for adoption.

The Field Plan includes SRA community saturation recommendations tailored to specific stakeholder groups. These recommendations consider the characteristics of the groups and they provide a range of activities to help saturate communities with SRA messages. For example, low-effort activities are included for organizations or groups with limited time and resources, whereas medium-effort and high-effort activities that are likely to have a broader reach or greater effectiveness in promoting the uptake of SRA messages/materials are included for organizations with more time and resources.

These suggested activities are designed to help foster buy-in and build support to drive uptake of SRA messages within the broader community.

2 Part 2: How to Plan Effective Activities

The How to Plan Effective Activities offers practical information—such as guidance and considerations, and implementation steps—for activities identified in the *Field Plan*. This how-to guide also includes suggested metrics to be included in monitoring and evaluation plans, and that also can be used to refine and continuously improve community saturation activities for maximum impact.

About the Sourcebook

This Sourcebook presents a targeted communication strategy to empower youth-serving program providers with recommended messages and resources to equip youth with information that reinforces the benefits of sexual risk avoidance (SRA) and promotes healthy outcomes for youth.

Community saturation ensures that a substantial proportion of an information environment in a specific community includes references to key health messages. This approach is applied to adolescent sexual health because it can facilitate the ongoing distribution and diffusion of SRA messages to youth and other key audiences in the community.

Part 1 of the Sourcebook, the *Field Plan*, equips youth-serving program providers with guidance on how to assess their community's readiness for community saturation. It also helps providers plan specific activities to generate and disseminate messages throughout their community and to key implementation agents.
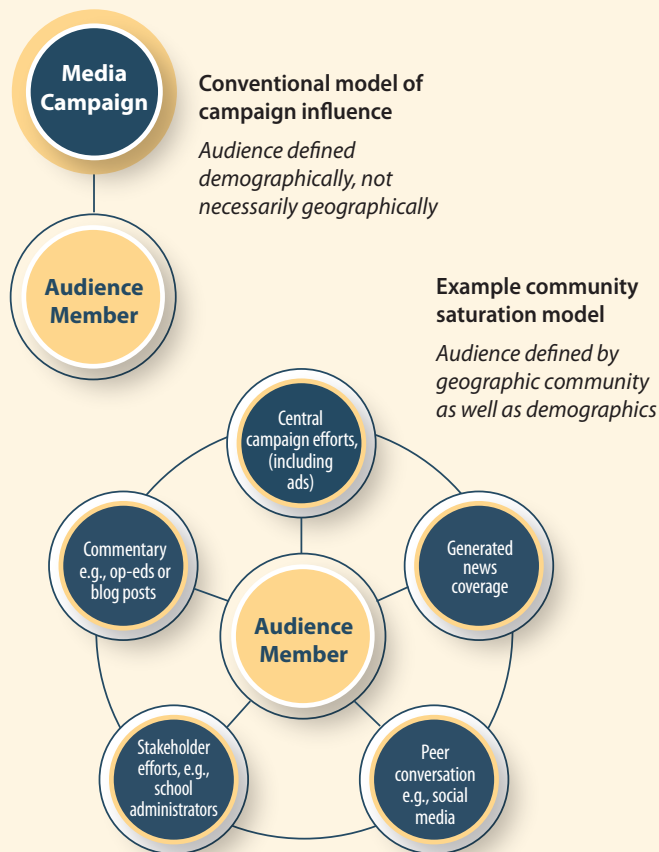
Part 2 of the Sourcebook, *How to Plan Effective Activities*, offers supplemental information on activities identified in the Field Plan and includes suggested metrics to refine community saturation activities for maximum impact.

Overview of Community Saturation

Community saturation offers a unique approach for sharing key health messages. This approach works to ensure comprehensive message coverage across a community. Specifically, community saturation amplifies the reach of key health messages by encouraging their integration across all aspects of information delivered to and shared between members of a community. Saturating a community with these messages ensures ongoing engagement between stakeholders and key audience members who are connected to youth and encourages the distribution and diffusion of reinforcing messages.

For our purposes, **community saturation is defined as ensuring that a substantial proportion of an information environment in a specific community includes references to key health messages**. Importantly, a saturation approach typically addresses multiple target audiences through multiple channels simultaneously (**Figure 1**).[1]

Figure 1. Community Saturation Approach Compared with a Conventional Advertising Campaign

Conventional model of campaign influence

Audience defined demographically, not necessarily geographically

Media Campaign

Audience Member

Example community saturation model

Audience defined by geographic community as well as demographics

Central campaign efforts, (including ads)

Generated news coverage

Commentary e.g., op-eds or blog posts

Audience Member

Stakeholder efforts, e.g., school administrators

Peer conversation e.g., social media

Community saturation combines elements of traditional advertising with the foundations of community, family, and stakeholder engagement. For example, this approach can include paid broadcast messages, but it is also designed to incorporate comments from community leaders, educational messages from key implementation agents (such as school staff), and supportive messages from peers and family.

The communication outlets, community groups, and individuals participating in community engagement are urged not to view saturation as a one-time event or short-term activity. Instead, they are encouraged to promote and amplify key health messages over a sustained period, which allows for the creation of joint strategies, inclusion of additional partners, further extension of the messages, and continuous message refinement.

Saturation of a community with messages to promote adolescent SRA, sex cessation, and avoidance of other risky behaviors will ensure that youth receive supportive messages from multiple sources in their communities and achieve optimal sexual health outcomes.

Sexual Risk Avoidance Community Saturation Model

Creating compelling and impactful messages is a key step in health communication. However, when the goal is to affect youth behavior, developing creative messages is not enough. It's also important to know, for example, how often these messages appear in the environment around targeted youth. What is the opportunity for them to see or hear these messages? How frequently are these messages presented to them and shared between them? Ensuring widespread exposure to information is crucial to inspiring engagement and bolstering consistent and supportive community norms. Consequently, blanketing the information environment becomes increasingly important.[2]

The literature varies in the amount of exposure necessary for attention and retention, but the general consensus that seeing an item multiple times can assist with engagement. However, some researchers recommend at least three exposures, whereas others recommend at least seven exposures,[3,4,5] as the need for repetition can vary between audiences.

Although there is insufficient evidence to claim differences between adolescents and adults regarding optimal exposure frequency, other audience and contextual factors are worth considering. For example, such factors as involvement with the message and message timing can affect exposure effects. Individuals who may not initially perceive a message to be highly relevant tend to perceive messages more positively after repeated exposure.[6] Repeated exposure also appears to be more effective when exposures are relatively more spaced (rather than immediately repeated back to back).6 In other words, optimal community saturation to reach individuals not initially highly involved with a message might be best accomplished over time and with some spacing between

exposures, rather than concentrated all during one week or in one venue. Other factors such as meaningfulness of the message, shock value, or impact also influence how often a message must be encountered to ensure engagement and establish a supportive community norm. Additionally, health-related decision-making and behavior reflect a variety of influences, such as environmental constraints, community norms, and supportive information available from local resources.[7]

Various strategies are available to shape adolescents' SRA perceptions and behaviors, including the use of digital media—such as social media and mobile apps—to engage

youth.[8] But an approach like community saturation that ensures adolescents receive supportive messages from multiple sources simultaneously holds promise. For instance, by empowering youth-serving program providers at the community level with recommended messages and communication tools, health officials could surround U.S. youth with supportive messages about the benefits of SRA.

Part 1: The Field Plan

The following field plan provides a targeted communication strategy to empower and engage multiple community stakeholder groups—including local and school health officials, policymakers, community-based and faith-based organizations, and parents/caregivers—as they work synergistically to develop plans, share resources, and implement activities to communicate and reinforce the benefits of SRA and promote healthy outcomes for youth.

This approach is based on five actionable insights or best practices that emerged from a literature review and consultation with several youth-serving program providers:

ONE	TWO	THREE	FOUR	FIVE

View community saturation as a process that occurs over an extended period. It is not a one-time effort.

Understand how and why stakeholders and partners make decisions. Recognize these as potential barriers to and opportunities for community saturation.

Build and highlight the credibility and reputation of sources when distributing materials. This will encourage diffusion and adoption.

Carefully consider new communication technologies. Simple posting of materials online does not guarantee diffusion.

Develop materials that are integrated into existing systems, such as materials adapted to common youth organization curricula and relevant for various audiences. This will reduce the burden for adoption.

This Field Plan provides SRA community saturation recommendations that have been tailored for the following key implementation agent groups, and may be adapted for a broader range of additional youth-serving groups:

- Youth-serving program providers
- Community leaders
- Faith-based organizations
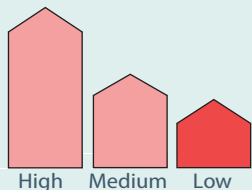- Policymakers

- School and health officials
- Parents/Caregivers
- Community-based organizations

These recommendations provide a range of activities designed to help implementation agents saturate their communities with SRA messages:

Low-effort activities are designed to provide quick, easily implemented tactics and approaches to help stakeholders with limited time and resources share and amplify key messages across a variety of channels with minimal burden on staff.
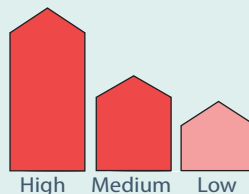
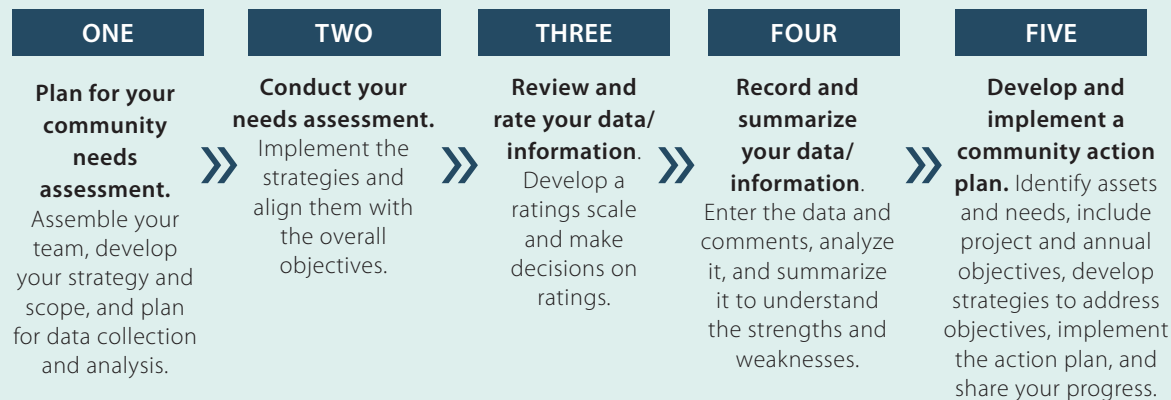**Medium-effort and high-effort activities** are designed for stakeholders with more time and resources to foster buy-in and build support to drive the uptake of SRA messages/materials within their communities. It is expected that high-effort strategies and approaches will have a broader reach and may be more effective in promoting the uptake of SRA messages/materials.

Community Needs Assessment

Before beginning your community saturation effort, it is important to conduct a community needs assessment. This assessment is a great way to create a snapshot of the key policies and systems in your community. It can also help identify specific environmental change strategies and determine specific areas where you can contribute SRA-related messaging and resources to promote optimal health outcomes for youth in your community.

The following five-step process will help guide your community needs assessment:

ONE	TWO	THREE	FOUR	FIVE
Plan for your community needs assessment. Assemble your team, develop your strategy and scope, and plan for data collection and analysis.	**Conduct your needs assessment.** Implement the strategies and align them with the overall objectives.	**Review and rate your data/information**. Develop a ratings scale and make decisions on ratings.	**Record and summarize your data/information**. Enter the data and comments, analyze it, and summarize it to understand the strengths and weaknesses.	**Develop and implement a community action plan.** Identify assets and needs, include project and annual objectives, develop strategies to address objectives, implement the action plan, and share your progress.

Different approaches can be used to conduct a community needs assessment. For instance, you might consider individual interviews or focus group discussions. You might also want to conduct a survey or include key informants to provide important knowledge or insights. For additional information on how to conduct each of the five steps in a community needs assessment, refer to the **Centers for Disease Control and Prevention's Community Assessment Participant Workbook**.

## Suggestions for Sexual Risk Avoidance Community Saturation

Are You a Youth-Serving Program Provider?

Youth-serving program providers have access to a variety of channels that can support efforts to saturate communities with SRA benefit messages. As a program provider, you can repackage key SRA messages and broadly share them with your program staff, constituents, parents/caregivers, and youth. Here are some activities you can leverage to help with community saturation efforts.

Level of Effort or Resources	Activities
High Medium Low	**In-house opportunities to share messages and materials with staff in your organization include:** • **Trainings:** Develop trainings to build organizational capacity or to update staff on new policies, procedures, or opportunities. • **Workshops:** Use for in-depth discussion and activities related to a specific topic. • **Webinars:** Utilize a live, web-based (online) video conference or meeting that connects a host to multiple online users.
	Tips: • When planning trainings for your organization, you can propose SRA-related topics and/or use SRA materials. • If you receive invitations to speak or present at community-related trainings or conferences, you can propose SRA-related topics and/or strategically include SRA messages in your training presentation.
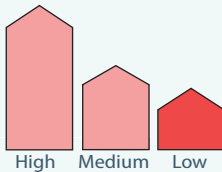
| Level of Effort or Resources	Activities
High Medium Low	**Existing communication channels within your organization:** • **Listservs:** Utilize mailing list software applications that facilitate distributing messages to subscribers on an electronic mailing list. • **Eblast announcements:** Email messages to a large group—such as members, employees, and constituents—simultaneously. • **Social media:** Utilize different forms of electronic communication to create or share information, ideas, messages, and content. • **Newsletters:** Develop a collection of print or electronic articles, published or disseminated regularly with a community of subscribers. • **Blogs**: Create an online journal or informational website covering a specific topic or addressing a specific audience. Entries (posts) are published by individuals or small groups of people with similar interests. • **LinkedIn:** Join this social media platform primarily used for professional networking and employment.

Tips:

- These existing communication channels are a great resource that can be used to share information within and beyond your organization.

- A content calendar is a great way to coordinate communication to effectively share SRA-related messages/materials throughout your community, to create synergy with related programs and messages, and to increase opportunities for engagement. See the "How To" section (Part 2) to learn how to create a content calendar.
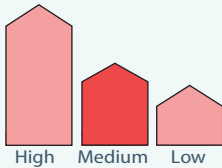
Level of Effort or Resources	Activities
High Medium Low	• **Op-Eds:** Develop a written opinion piece or commentary about a timely subject. Op-eds are typically published in a newspaper opposite the editorial page. See the "How To" section (Part 2) to learn more about how you to write a good op-ed. • **Conferences:** Attend formal meetings to exchange ideas on a particular topic. Speakers or presenters may discuss new ideas or approaches, and attendees have opportunities to contribute through questions and networking. • **Seminars:** Participate in academic instruction that brings together groups for regular meetings to discuss, question, and debate specific topics. • **Press release:** Develop a written communication directed at members of the news media for the purpose of announcing something newsworthy.
High Medium Low	• **Press conference:** Hold a media event in which news media are invited to learn, speak, and most often, ask questions about an important topic. • **Journal articles:** Develop manuscripts about very specific topics and publish as a collection. These pieces are written by experts and are intended for experts.
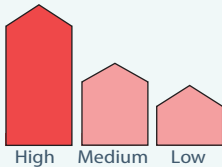
Tips:

• Academic or lay journals offer opportunities to share messages with an audience beyond your local community. Journals often publish special supplements and editorial features.

• To learn more about how to submit a manuscript, visit the journal website or contact the editor by phone.

Are You a Community Leader?

As a community leader, you are often the eyes and ears of your community. Your leadership is an invaluable asset that can help promote SRA messages and materials. Here are some tailored activities you can leverage to help with community saturation efforts.

Level of Effort or Resources	Activities
High Medium Low	• **Social media**: Use different forms of electronic communication to create or share information, ideas, messages, and content. • **Eblast announcements:** Email messages to a large group—such as members, employees, and constituents—simultaneously.
	Tip: • Eblasts can be used to provide important updates on community activities and events and broadly disseminate SRA messages and materials to local community contacts.
High Medium Low	**Op-eds are an effective way to raise awareness about an important problem and to motivate a community to action.** • **Op-Eds:** Create a written opinion piece or commentary about a timely subject. Op-eds are typically published in a newspaper opposite the editorial page. See the "How To" section (Part 2) to learn more about how you to write a good op-ed.
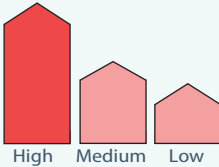
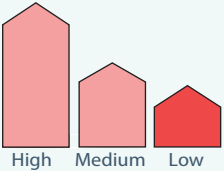| Level of Effort or Resources	Activities
High Medium Low	• **Paid advertising:** Utilize paid advertising, including promotions that appear in print (such as newspapers or magazines), in out-of-home outlets (such as billboards), on websites or social media feeds, on broadcast media (such as television and radio), and others.

Tip:

• Paid advertising is an effective way to reach many people while maintaining control over your message. However, it can be resource intensive and may require outside funding.

• Opportunities for donated or bonus placements may be negotiated with individual outlets.
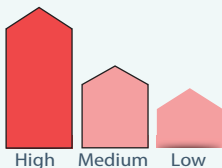
📖 Are You a Faith-Based Organization?

Faith-based organizations are important partners in promoting healthy outcomes for youth. As a faith-based organization, you are seated in the center of your community through your regular social interactions with families, youth, and community. In some instances, you may also provide youth services through community-based programs. Here are some activities to help your organization leverage your existing resources and time to share key SRA messages and materials.

Level of Effort or Resources	Activities
High Medium Low	• **Trust talks:** Foster conversations between trusted adults—such as mentors, big brothers, big sisters—and youth. • **Service announcements**: Create short messages that are shared at community gatherings, including worship services, ministry meetings, and staff meetings. • **Eblast announcements:** Email messages to a large group—such as members, employees, and constituents—simultaneously. • **Bulletin announcements:** Develop brief announcements to be placed in print or as general information for an organization. • **Social media:** Utilize different forms of electronic communication by to create or share information, ideas, messages, and content. • **Newsletter articles:** Develop print or electronic articles to share with a community of subscribers.
💡	**Tip:** • Eblasts can be used to provide important updates on community activities and events and broadly disseminate SRA messages/materials to local community contacts

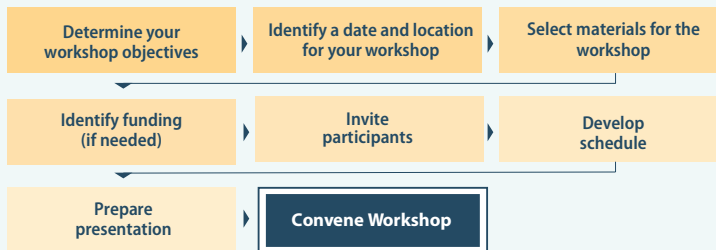| Level of Effort or Resources	Activities
High Medium Low	• **Press release:** Develop a written communication directed at members of the news media for the purpose of announcing something newsworthy. • **Health workshop:** Develop an information-sharing environment that provides educational materials and encourages open discussion.

Tip:

• Developing a health workshop involves a series of eight steps.

High   Medium   Low

Determine your workshop objectives ▸ Identify a date and location for your workshop ▸ Select materials for the workshop

Identify funding (if needed) ▸ Invite participants ▸ Develop schedule

Prepare presentation ▸ **Convene Workshop**
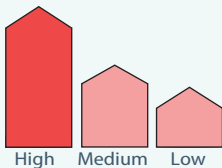
See the "How To" section to learn how to conduct a health workshop.

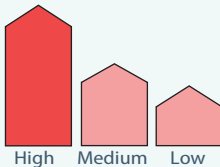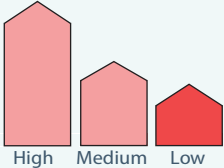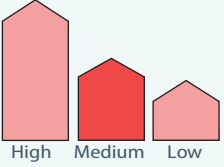| Level of Effort or Resources	Activities
	Tip: • Several types of community-based outreach models can be considered when planning a community health outreach. Select a model that works best for your organization and community. You can begin with a congregational assessment. This can be as simple as asking individuals in your congregation what are their needs and concerns
 High Medium Low	• **Community health outreach:** Develop a series of activities that provide health information for a community of faith. | Congregational Health and Wellness	Health Advocates
Faith Community Nursing	Community-Based Faith Community Health Networks | See the "How To" section to learn how to conduct a community health outreach.

Are You a Policymaker?

As a policymaker, you create and promote ideas and plans that influence the overall health and safety of your community. Here are some activities you can leverage to help share SRA-related messages and materials.

| Level of Effort or Resources	Activities
High Medium Low	• **SRA-policy/issue briefs:** Develop a concise summary of an issue that may include key recommendations, policy options, or a suggested course of action. • **Social media:** Utilize different forms of electronic communication to create or share information, ideas, messages, and content. • **Newsletter articles:** Develop print or electronic articles to share with a community of subscribers.
High Medium Low	• **Community-based (participatory) meetings:** Hold a City Council or community-based meeting, for example, to discuss key policies and priorities for the community.

Tip:

• By attending community meetings, you strengthen the trust between the community and your organization. Participatory meetings also provide key insights on issues that are important to your community. These meetings often frame community needs—such as healthy outcomes for youth or social supports—in a way that can inform and support your policy recommendations.
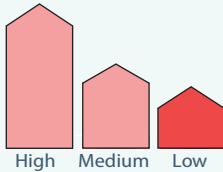
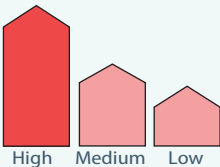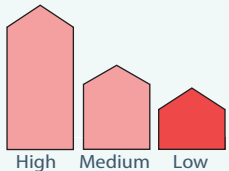| Level of Effort or Resources	Activities
High Medium Low	• Community participation energizes the community and helps promote adoption of policy and policy-related changes. • **Public agenda support:** The public agenda includes anything that's important for the community to address.
(lightbulb icon)	**Tip** • By getting SRA-related topics on your local agenda, you can help your community see that the issue is important enough that it requires taking action. This also will raise the level of awareness of the broader public, community officials, and fellow policymakers.
High Medium Low	• **Press conference**: Create a media event in which news media are invited learn, speak, and most often ask questions about an important topic. • **Town hall:** Hold an informal public meeting that provides space for discussions and problem solving around shared subjects of interest, informs the public of emerging issues, and allows organizations to gauge where their community stands on certain topics.
(lightbulb icon)	**Tip** • A town hall meeting can help generate earned media through news media coverage. It can also help jumpstart local advocacy efforts. See the "How To" section to learn how to convene a town hall.

⊕ Are You a School or School Health Official?

Teachers, principals, school nurses, and counsellors have direct contact with youth, parents and caregivers, and other school and school health officials every day. Here are some activities you can leverage to help share SRA-related messages and materials.

Level of Effort or Resources	Activities
High Medium Low	• **Eblast announcements:** Email messages to a large group—such as members, employees, and constituents—simultaneously. • **Bulletin announcements:** Develop brief announcements placed in print or as general information for an organization. • **Social media:** Utilize different forms of electronic communication by to create or share information, ideas, messages, and content. • **Newsletter articles:** Develop print or electronic articles to share with a community of subscribers.

Tip:

• A content calendar is a great way to coordinate communication to effectively share SRA-related messages and materials throughout your community, to create synergy with related programs and messages, and to increase opportunities for engagement.

See the "How To" section (Part 2) to learn how to create a content calendar.

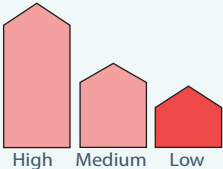| Level of Effort or Resources	Activities
High **Medium** **Low**	• **Press release:** Develop a written communication directed at members of the news media for the purpose of announcing something newsworthy. • **Trainings, seminars, and workshops**

Tip:

• Staff trainings and other meetings present a great opportunity to equip principals, teachers, coaches, counselors, and school health officials with important SRA messages, including school-based curriculums and the protective effect of goal-setting among youth.

• When planning training topics, propose SRA-related topics and/or plan trainings around bundles of SRA resources.

Are You a Parent or Caregiver?

As a parent or caregiver, your interest in the overall health and safety of your community is personal. You have direct contact with youth and likely interact with school and health officials every day. Here are some activities you can leverage to help share SRA-related messages and materials.

Level of Effort or Resources	Activities
High Medium Low	• **Social media:** Utilize different forms of electronic communication to create or share information, ideas, messages, and content. • **School meetings and planning events:** Hold parent meetings and workshops, PTA meetings, and meet-and-greet events. • **School or community events that promote adolescent health:** Hold a health and education fair. • **Trust talks:** Hold conversations between trusted adults—such as mentors, big brothers, and big sisters—and youth.
High Medium Low	• **Blog or newsletter article:** Develop potential outlets for blog articles, including parent/caregiver, education, and local/community blogs. Newsletters could be for local organizations, including human services organizations, or for school/health officials. • **Participatory meetings:** Hold a City Council or community-based meeting, for example, to discuss key policies and priorities for the community

Level of Effort or Resources	Activities
	Tip: • Participatory meetings often have regular and/or scheduled opportunities for public comment that provide an open forum to share important messages, resources, strategies, and key issues that may be of interest to community leaders, policymakers, and other stakeholders in your community.

Are You a Community-Based Organization or Community Partner?

As a community-based organization or a community partner—such as juvenile justice, a family service program, foster care, or a private business—you are often viewed as a valuable partner and resource in your community. Here are some activities you can leverage to help share SRA-related messages and materials.

Level of Effort or Resources	Activities
High Medium Low	• **Eblast announcements:** Email messages to a large group—such as members, employees, and constituents—simultaneously. • **Bulletin announcements:** Develop brief announcements placed in print or as general information for an organization. • **Social media:** Utilize different forms of electronic communication to create or share information, ideas, messages, and content. • **Newsletter:** Develop print or electronic articles to share with a community of subscribers.

Tip:

• A content calendar is a great way to coordinate communication to effectively share SRA-related message and materials throughout your community.

See the "How To" section to learn how to create a content calendar.
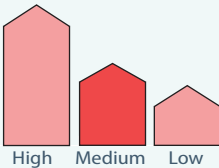
Level of Effort or Resources	Activities
High Medium Low	• **Sharing your space and knowledge:** Host community events and/or other events like trainings or seminars to share key messages and materials with your community.

Tip:

• You also can create an information hub in your organization—such as a table, small kiosk, or bulletin board—where SRA-related materials are available for visitors. As needed, increase the space to accommodate more or fewer visitors.

• SRA ambassadors: Identify enthusiastic individuals within your organization to go out into the community and engage adults and youth with SRA-related messages and materials.

  » Example locations for SRA ambassador engagement include athletic events, festivals, farmer's market, shopping centers.

  » SRA ambassadors also can create an online presence through social media, such as Twitter, Instagram, and Facebook.

Level of Effort or Resources	Activities
	• **Community event:** Hold community events—such as family days or health fairs—to provide informal and relaxed opportunities for engaging and educating the community.
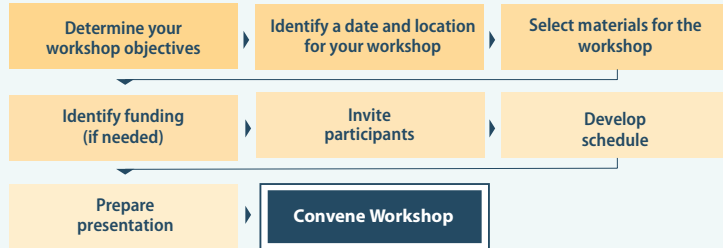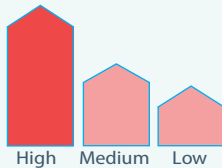
See the "How To" section to learn how to plan a community event.

Community Saturation Insights

1. Message uptake is not an event that occurs at a single point in time. Adoption often occurs in stages.

2. Presenting messages in new formats does not guarantee message diffusion.

3. Only technologies that directly address long-standing human needs and tendencies survive over time.

4. It is important that community gatekeepers accept and champion program ideas and messages if organizational staff are to implement programs and disseminate messages.

5. Interventions and messages developed without input from community members or without addressing the challenges within a community will likely have limited success.

6. Message credibility can be enhanced through ongoing community involvement.

7. Certain tools and resources make it easier for staff to adopt messages, materials, and resources.

8. Tailor resources to meet the needs of organizations that will use them.

Expanding Buy-in Among Program Providers

A successful community saturation effort leverages a targeted communication strategy to empower and engage multiple community stakeholder groups. Because community saturation is a process rather than a one-time effort, time is a key component when planning community saturation activities.[9] To strategically access stakeholder environments and build buy-in, it is important to have an in-depth understanding of stakeholder gatekeepers and processes.[10] It is equally important to note that new is not always better.

Online and digital communications are everywhere; however, simply posting materials online does not guarantee uptake of SRA messages and materials among stakeholders.[11] Also, health materials should always include formats that are easily integrated into existing systems that are relevant for stakeholders.

Revisit your needs assessment on a regular basis. It contains valuable information about your stakeholders and the community as a whole to understand their unique needs and challenges. It also will help you recognize that when community needs change, the response should change with it. Messages developed without input from community members or without addressing the challenges within a community will likely be met with limited success.

Always frame your health messages in a positive and solution-oriented manner and look for ongoing opportunities to engage with the community. These activities build your credibility and relevance as a trusted information source.[12], p.58

Some key questions to consider when working to expand stakeholder buy-in include:

1. **Are your community saturation efforts culturally relevant?** Look for ways to monitor and assess suggestions for how to adapt your materials for various groups. This also will help further establish message credibility and relevance.

2. **Who are your partners?** Partner with key organizations and individuals to strategically expand the reach of health messages and materials. Having a network of trusted partners share and distribute your messages, materials, and ideas is a low-cost approach and it builds on existing relationships. Also look for opportunities to encourage peer-to-peer communication to share your messages. People often view material shared by a friend or family member as being more credible than information from an unknown source.

3. **How can you reduce the burden of sharing your messages and materials?** Take time to learn about partners' resources. You may find stakeholders need tools and additional resources—such as toolkits, tutorials, fact sheets, and checklists—to help promote message uptake and adoption.

Part 2: How to Plan Effective Activities

STEPS TO KICK OFF A CONTENT CALENDAR

▶ ▶ **Step 1: Meet with staff to identify key dates and brainstorm opportunities, including:**

- Health observances
- New resource announcements
- Program announcements
- New curriculums

▶ ▶ **Step 2: Determine what you would like to say, including:**

- Identifying key messages
- Identifying supporting materials and resources

▶ ▶ **Step 3: Determine how you would like to say it.**

▶ ▶ **Step 4: Determine the best channel for your message, such as:**

- Email message
- Blog post
- Newsletter article
- Twitter, Facebook,

ACTIVITY: CONTENT CALENDAR

Description: A content calendar is a planning tool that can help you organize when (such as daily or weekly) and how (such as social media or eblast) you share SRA-related content.

Your content calendar should include relevant health observances and other "pulse points" (such as program events) that you can leverage to generate interest in the content you plan to share. By identifying the specific dates, you will share content, you can measure how frequently and broadly you are sharing SRA messages and materials.

ACTIVITY: OP-EDS

Description: A written opinion piece or commentary about a timely subject, typically published in newspaper opposite the editorial page. Timing is essential for an op-ed submission. When possible, link your op-ed to a current news event, issue, or topic to underscore relevance.

Potential Benefits

- Potentially reaches policymakers and opinion leaders.
- Raises the newsworthiness of your subject matter among the general public.
- Allows you to tell your own story without relying on the interpretation of a news reporter.
- Develops professional relationships with editorial teams who then might be more likely to cover your events in the future.

Potential Barriers

- Can be time consuming to write and requires a rapid turnaround, as quickly dated news is no longer news.
- Op-eds are popular, so it can be very difficult to get your piece published.

Steps to Implement:

1. **Research and decide on where to submit your piece** and look for any established guidelines from the newspaper.
2. **Determine your hook.** Consider your audience. Think about what will draw readers in and draft a short attention-grabbing sentence.
3. **Shape and write your story.** Make sure to write clearly, use plain language, and cite relevant sources and/or research.
4. **Pitch your story to the editor via email.** In the body of the email, include a quick summary of your idea, relevant credentials, and your contact information. Be sure to convey what makes your piece important and why the editor should publish it.

TIP: Copy and paste the op-ed content at the end of the email. Many companies do not accept attachments from unknown origins.

5. **Follow-up with the editor as needed.**

Additional Resources:

- **https://www.nytimes.com/2017/08/25/opinion/tips-for-aspiring-op-ed-writers.html**
- **https://www.theopedproject.org/oped-basics/**

Potential Benefits

- Develops personal connections with your community.
- Allows the community to directly voice what matters to them.
- Generates news media coverage.
- Jumpstarts local advocacy efforts.
- Identifies organizations for future partnerships and collaborations.

Potential Barriers

- Logistics can be challenging and time consuming to work through.
- Requires effort to publicize and ensure people will come.
- Requires lots of lead time.

ACTIVITY: TOWN HALLS AND/OR COMMUNITY FORUMS

Description: An informal public meeting that provides space for discussions and problem solving around shared subjects of interest, informs the public of emerging issues, and allows organizations to gauge where their community stands on certain topics.

Steps to Implement:

1. **Plan for your session.** Consider forming a planning committee. This is the perfect opportunity to identify and engage other program providers or community-based organizations to help diversify your committee and amplify your message through strategic partnerships. Potential stakeholders may include City Council members or other city officials, representatives from school districts, youth-serving entities like the YMCA or the Boys & Girls Club of America, cultural groups, and community volunteers to name a few. Local colleges and trade schools are also good examples of organizations to engage for your event.

   Key decisions include the format—such as in-person or a webinar, or a panel discussion with moderated questions or a town hall with an open floor—and your objectives.

2. **Work through the logistics.** Decide on the place, day and time, and identify key speakers and the moderator.

3. **Promote your session**. This can be done through activities such as press releases, social media posts, flyers around town, and email blasts.

4. **Hold your session. Be sure to track attendees and** assign someone to take detailed notes of the conversations.

5. **Conduct a debrief and develop an action plan.**

Additional Resources:

- https://guideinc.org/wp-content/uploads/2015/07/Organizing-a-Town-Hall-Meeting.pdf

ACTIVITY: PRESS RELEASES AND/OR PRESS CONFERENCES

Description: A tool to generate hard news that is particularly timely, significant, or prominent in your community. In-person meeting with members of the media.

A press release is a written communication sent to media outlets while a press conference is conducted.

Steps to Implement:

1. **Determine what makes the information you want to share newsworthy.** For example, is it linked to the anniversary of a local, national, seasonal, or topical milestone?

2. **Decide on the format.** Consider your resources and desired outcome. A press release may be less time consuming, but a press conference could be more impactful.

Potential Benefits

- Publicizes upcoming public events or reports on recent events, awards, or grants.

- Capitalizes on existing momentum and public discourse around a topic.

- Generates free publicity that otherwise may be very costly.

- Engages reporters, establishes relationships with media outlets, and answers questions.

Potential Barriers

- With so many competing interests, it may be difficult to generate attention and media interest in your story.

3. **Develop a press release:**

   » Develop a list of news outlets with whom to share your press-release.

   » Write your press release. Make sure it is engaging, easy to read, and includes your contact information.

   » Share your content with news outlets and on your organization's website.

4. Hold a press conference:

 » Plan the logistics—such as who, what, when where—and invite the press.

 » Develop a press kit and any presentation materials.

 » Host your press conference. Ensure your office is staffed during the press conference to field incoming calls.

 » Follow-up with journalists who attended the event and send media kits to those who were unable to make it.

Additional Resources:

- **https://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/press-conference/main**

- Wallack, L., Woodruff, K., Dorfman, L., & Diaz, I. (1999). News for a change: an advocate's guide to working with the media. Sage.

ACTIVITY: PAID ADVERTISING

Description: Paid advertising includes marketing or promotional efforts with placements that cost money or that have monetary value. Channels for paid advertising include print, broadcast (TV, radio), out of home (such as billboards), branded content, internet banner ad, Google Ad, or Social Network Ad.

Additional Resources:

- **https://www.bigcommerce.com/ecommerce-answers/what-is-paid-media-and-how-is-it-used-by-online-businesses/**

- **https://www.convinceandconvert.com/content-marketing/how-to-promote-your-content-across-owned-earned-and-paid-media/**

Potential Benefits

- Quick drives traffic and encourages engagement with content (especially digital).

- Increases message reach and potential exposure.

- Allows for control over message framing and approach.

Potential Barriers

- Cost

- Potential limited resources for audience research, development of creative materials, and placement.

ACTIVITY: SOCIAL MEDIA

Description: Websites and applications that allow individuals to create and share content or to participate in social networking.

Potential Benefits

- Increases message reach and allows for engagement with content and users.
- Allows for timely response to external events and messages can be quickly developed and disseminated.
- Establishes brand or organization as trusted source of key health information.

Potential Barriers

- Little control over response to messages.
- Requires time to create and manage social content and accounts.
- Competing with misinformation in a crowded social media environment.

Additional Resources:

- Social Media Toolkit
- **https://www.lifewire.com/what-is-social-media-explaining-the-big-trend-3486616**

ACTIVITY: NEWSLETTER

Description: A newsletter is a print or electronic publication that is shared regularly with a community of subscribers. Typically, newsletters are delivered to an inbox or printed and mailed or available at an organization.

Steps to Implement:

1. **Think about your audience.** Why would they be interested in a specific topic? Is the reader interested in tips, advice, resources or benefits?

2. **Do your homework.** Research and gather any necessary facts and find resources.

3. **Use quotes, facts, and statistics.**

4. **Write in a straightforward manner.**

5. **Keep it short and concise (no more than 2 to 3 pages)**

6. **Use images that support your article.**

7. **Begin with an engaging headline.**

8. **Cite your references.**

   » Remember to provide sources and references for any quotations or facts when used.

9. **Always spellcheck the content.**

   » When in doubt, have a colleague or friend proofread your article.

Additional Resources:

- **https://www.fsresidential.com/corporate/news-and-events/articles/tips-for-creating-a-timely-and-informative-communi**

Potential Benefits

- Promotes upcoming public events or announcements to an established target audience.

- Leverages relationship with community that has demonstrated shared trust.

- Requires limited resources, especially as relevant messages are incorporated into existing channels.

Potential Barriers

- Requires subscription.

- In a crowded information environment, it may be difficult to capture the audience's attention.

ACTIVITY: COMMUNITY HEALTH OUTREACH

Description: A community health outreach is a community-based activity that provides health information for a community of faith. This activity also can serve as a general community event.

Several types of community-based models are available. You will need to assess your community's current structure and identify ways to coordinate communication and services. Select a model that works best for your organization and community.

Steps to Implement:

1. **Complete a congregational assessment.**
2. **Develop programming for the congregation.**
4. **Begin with needs that are in your congregation.**
5. **Create reports to share with leadership and the community.**

Additional Resources:

- **https://www.faithhealthtransformation.org/resources-and-toolkits/developing-a-health-ministry/health-ministries-in-action/**
- **https://cfnm.org/wp-content/uploads/2013/06/Health-Ministry-Toolkit.pdf**

Potential Benefits

- Spreads the word on important health topics.
- Further establishes your reputation in broader community as a trusted. resource for health information
- Promotes community engagement.

Potential Barriers

- Lack of commitment from leaders and/or membership.
- Difficult to engage the congregation or community.
- Staff and volunteer turnover.

ACTIVITY: COMMUNITY EVENT

Description: A community event is a planned gathering in a public space. It is a great way to bring community members together to share information, build relationships, grow ideas, and garner support or achieve a mutual goal.

Once you decide that you want to have a community event, it is important to **identify the theme of the event**. What you want the event to be about? And how does that support your health message and promote healthy outcomes for youth in your community?

Next, **identify a date and location for your event**. When deciding on a date, it is important to consider dates (and times) that work well for your community. For example, if you know there is a big event happening in your community and that many people are likely to attend, you should avoid scheduling your event on that day. Similarly, you should look for locations as soon as possible. Your organization might have space available; however, you might also want to explore other locations in your community.

Determine your workshop objectives	→	Identify a date and location for your workshop	→	Select materials for the workshop

Identify funding (if needed)	→	Invite participants	→	Develop schedule

Prepare presentation	→	**Convene Workshop**

Also, begin to **identify the types and quantity of materials** for the event. There are many printable resources you can access online, including the Family Youth Services Bureau's **The Exchange**, an interactive website that helps youth- serving program providers learn, connect, and create materials to promote healthy outcomes for youth. Keep in mind that you should access resources and materials from reputable information sources.

If needed, **work with local organizations to raise funds** to support your event. Any funds obtained can be used to offset planning costs, such as costs for space or to buy promotional items like t-shirts, keychains, and water bottles.

After selecting the date and location and identifying materials, you have all the key information needed to **invite your community** to your event. You can be as formal or informal as you like. For example,

you can send a general email announcement and/ or create an event on Facebook. You may also choose to use your organization's communication channels, such as membership rosters, group lists, newsletters and any other contacts resource. Plan to promote your event through multiple channels—email, Facebook, Twitter, Instagram, YouTube, newspaper, newsletters, community news announcements. There's really no limit!

Next, **develop a list of activities** for the event. This will ensure that you have enough activities and information-sharing opportunities to keep your attendees engaged. If you are planning to have games, special presentations or other activities, it is a good idea to determine the length and capacity for each activity. Also, well-timed breaks can prevent fatigue from information overload. Also, having **giveaways and/or prizes** is a good way to engage your audience!

ACTIVITY: HEALTH WORKSHOP

Description: A health workshop is an event that is convened to communicate health information in ways that people can understand in a friendly and welcoming way. A workshop setting encourages open discussion about the benefits of SRA and it is an information-sharing environment where educational materials are welcome.
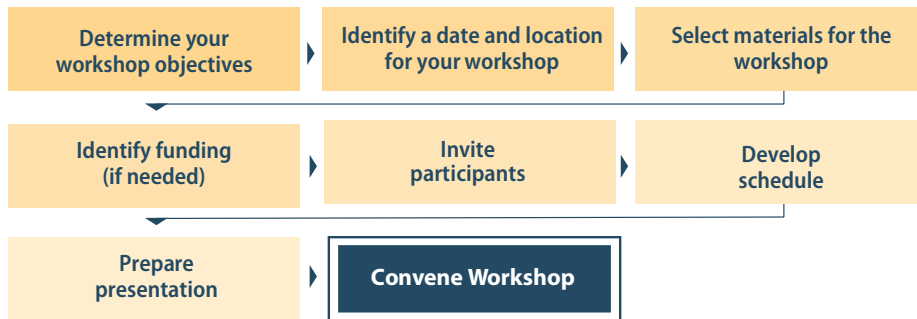

Tips for Planning a Health Workshop

Once you decide that you want to have a health workshop, it is important to **identify your objectives**—what you want the workshop to accomplish. An objective can be as simple as sharing information on an important issue in your community or it can be more complex. For example, you might want to change knowledge, attitudes, and beliefs about specific behaviors to help inform and promote healthy outcomes for youth in your community.

Next, **identify a date and location for your workshop**. When deciding on a date, it is important to consider dates (and times) that work well for your community. For example, if you know there is a big event happening in your community and that many people are likely to attend, you should avoid scheduling your workshop on that day. Similarly, you should look for locations as soon as possible. In some instances, you may be able to use space from your faith-based organization, but you might also want to explore other locations in your community.

Begin to **identify the types and quantity of materials for the workshop**. There are many printable resources you can online access, including the Family Youth Services Bureau's **The Exchange**, an interactive website that helps youth-serving program providers learn, connect, and create materials to promote healthy outcomes for

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┌─────────────────────┐    ┌─────────────────────┐    ┌─────────────────────┐
│  Determine your     │ ▶  │ Identify a date and │ ▶  │ Select materials for│
│  workshop objectives│    │ location for your   │    │ the workshop        │
│                     │    │ workshop            │    │                     │
└─────────────────────┘    └─────────────────────┘    └─────────────────────┘

┌─────────────────────┐    ┌─────────────────────┐    ┌─────────────────────┐
│  Identify funding   │ ▶  │     Invite          │ ▶  │    Develop          │
│  (if needed)        │    │  participants       │    │   schedule          │
└─────────────────────┘    └─────────────────────┘    └─────────────────────┘

┌─────────────────────┐    ┌─────────────────────┐
│  Prepare            │ ▶  │  Convene Workshop   │
│  presentation       │    │                     │
└─────────────────────┘    └─────────────────────┘
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youth. Please keep in mind that you should access resources and materials from reputable information sources.

If needed**, work with your organization to identify funds** to support your workshop. Any funds obtained can be used to offset printing costs, such as costs for space or to buy promotional items like t-shirts, keychains and water bottles.

After identifying your objectives and selecting your date and location, you have all the key information needed to **invite workshop participants** (and speakers, if needed). You can be as formal or informal as you like. For example, you can send a general email announcement and/or create an event on Facebook. You may also choose to use your organization's communication channels, such as membership rosters, group lists, newsletters and any other contacts resource.

Remember to **develop a schedule** for the workshop. This will ensure you have enough activities and information-sharing opportunities to keep your participants engaged. If you are planning to have formal presentations, it is a good idea to determine the length and order of the presentations and allow time for questions and answers, and for breaks. Well-timed breaks can prevent fatigue from information overload.

The only thing left to do is to **convene your workshop**. Your hard work, diligence, and attention to detail has paid off. Be sure to set aside time to identify planning activities or other things that worked well and activities that may have been challenging. This important activity can help you or someone in your organization refine planning activities for the next health workshop.

Suggested Metrics

The following metrics are provided as examples to help track and refine your community saturation activities for maximum impact.

ACTIVITY TYPE	EXAMPLE METRICS
Social media	
Twitter	• Engagement: counts of social media sharing (e.g., link shares, retweets, likes, comments)
Facebook	• Total views/followers
Instagram	• Total impressions
LinkedIn	• Total impressions
Others	
Meetings (external)	
Conferences	• Registration for each tracked event Total attendance for each event
Webinars	• Follow-up (such as visits to website, individual inquiry, materials requests)
Press conference	• Meeting attendance (and frequency) Live polling (via event app)
Meetings (internal)	
Staff trainings	• Registration for each tracked event
Workshops	• Meeting attendance (and frequency)
Print and digital communiques	
Op-ed	• Paper readership/distribution
Press release	• Reach (number of individuals that received the newsletter, eblasts, bulletins)
Newsletter/blog	
Eblast announcements	

ACTIVITY TYPE	EXAMPLE METRICS
Events	
Participatory meetings	• Earned media mentions
Public agenda setting	• Counts of social media sharing (such as link shares, re-tweets)
Health workshop	• Total impressions (for distributed materials and events)
Community health outreach	• Reach (percentage of total stakeholder audience exposed)
Space and knowledge share	• Total number of proposed new policies
School meetings	• Total number of activities or initiatives created in response to policy/issue briefs
	• Total number of hosted community events
	• Live polling (via event app)
Other activities	
Paid advertising	• Click-through rate
Volunteer	• Reach of purchased advertising
SRA ambassador	• Total number of hosted community events
	• Total number of events volunteered for
	• Total number of SRA ambassadors

Community Saturation Resources

The following is a list of resources (products and websites) to be generated through the tasks of RTI's SRA contract, some of which can be included in the Community Saturation toolkit:

1. **Making the Connection: Teen Pregnancy, Poverty, and Other Social Issues** [webinar]

2. **Using a Social Norms Approach to Prevent Youth Substance Use** [tip sheet]

3. **Social Media Toolkit** [toolkit]

4. **We're Not Done Yet: Prep Teens for the Future** [video]

5. **Teaching Real-Life Skills** [podcast]

6. **Healthy Life Skills** [tip sheet]

7. **The Exchange** [website]

8. **Youth Development Matters** [podcast]

9. **Peer Mentoring: Harnessing Positive Influence** [tip sheet]

10. APP Connect [newsletter]

11. The Youth Hub (forthcoming)

12. Forthcoming (varied topics: economic cost savings; social norms; success sequencing) [from SRA contract]
    A. Quizzes
    B. Micro-video
    C. Infographics (dynamic and static)
    D. Whiteboard videos
    E. PSA

Messaging Resources

1. **CDC Clear Communication Index**

2. **AHRQ Publishing and Communications Guidelines**

3. **Making Health Communications Programs Work**

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