

# Reimagining Challenges: How to Capitalize and Expand Programming during COVID-19

Virtual Topical Training  
February 9 - 11, 2021



U.S. Department of Health and Human Services  
Administration for Children, Youth and Families  
Family and Youth Services Bureau  
Adolescent Pregnancy Prevention Program

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1000feathers



advancing  
health  
equity

**etr.**

Child

**TRENDS**

# Objectives

- As a result of this training, participants will be able to do the following:
  - Identify opportunities to adapt and tailor program activities to align with participants' needs in current environment;
  - Incorporate best practices for engaging key partners at all levels of program implementation;
  - Assess capacity of program and staff to support/facilitate program implementation in a variety of settings (e.g., virtual, hybrid or in-person); and
  - Provide situational support to staff and others during difficult/challenging times.

# Day 1 Agenda

Afternoon	
1:00 p.m. – 1:15 p.m.	Welcome and Opening Remarks
1:15 p.m. – 2:45 p.m.	Contagious: How to Expand Program Reach During COVID-19 and Beyond
2:45 p.m. – 3:00 p.m.	Break
3:00 p.m. – 4:15 p.m.	<ul style="list-style-type: none"><li>▪ Reimagining and Expanding Learning for Program Facilitators, Part 1</li><li>▪ Leading through Uncertainty for Program Administrators, Part 1</li></ul>

# Day 2 Agenda

Afternoon	
1:00 p.m. – 2:00 p.m.	Grantee Panel
2:00 p.m. – 2:15 p.m.	Grantee Panel Q&A
2:15 p.m. – 2:30 p.m.	Break
2:30 p.m. – 3:30 p.m.	Reimagining and Expanding Learning for Program Facilitators, Part 2 Leading through Uncertainty for Program Administrators, Part 2
3:30 p.m. – 3:45 p.m.	Break
3:45 p.m. – 4:45 p.m.	<ul style="list-style-type: none"><li data-bbox="558 953 2525 1102">■ Creating and Sustaining Partnerships during COVID-19 for Program Facilitators</li><li data-bbox="558 1102 2525 1170">■ Developing Strong Partnerships for Program Administrators</li></ul>



# Day 3 Agenda

Afternoon	
1:30 p.m. – 1:45 p.m.	Welcome and Networking Overview
1:45 p.m. – 2:45 p.m.	Grantee Networking Session
2:45 p.m. – 3:00 p.m.	Break
3:00 p.m. – 4:00 p.m.	Get in Your Resilient Zone
4:00 p.m. – 4:15 p.m.	Wrap-Up Q&A
4:15 p.m. – 4:30 p.m.	Closing and Evaluation

# Contagious: How to Expand Program Reach During COVID-19 and Beyond

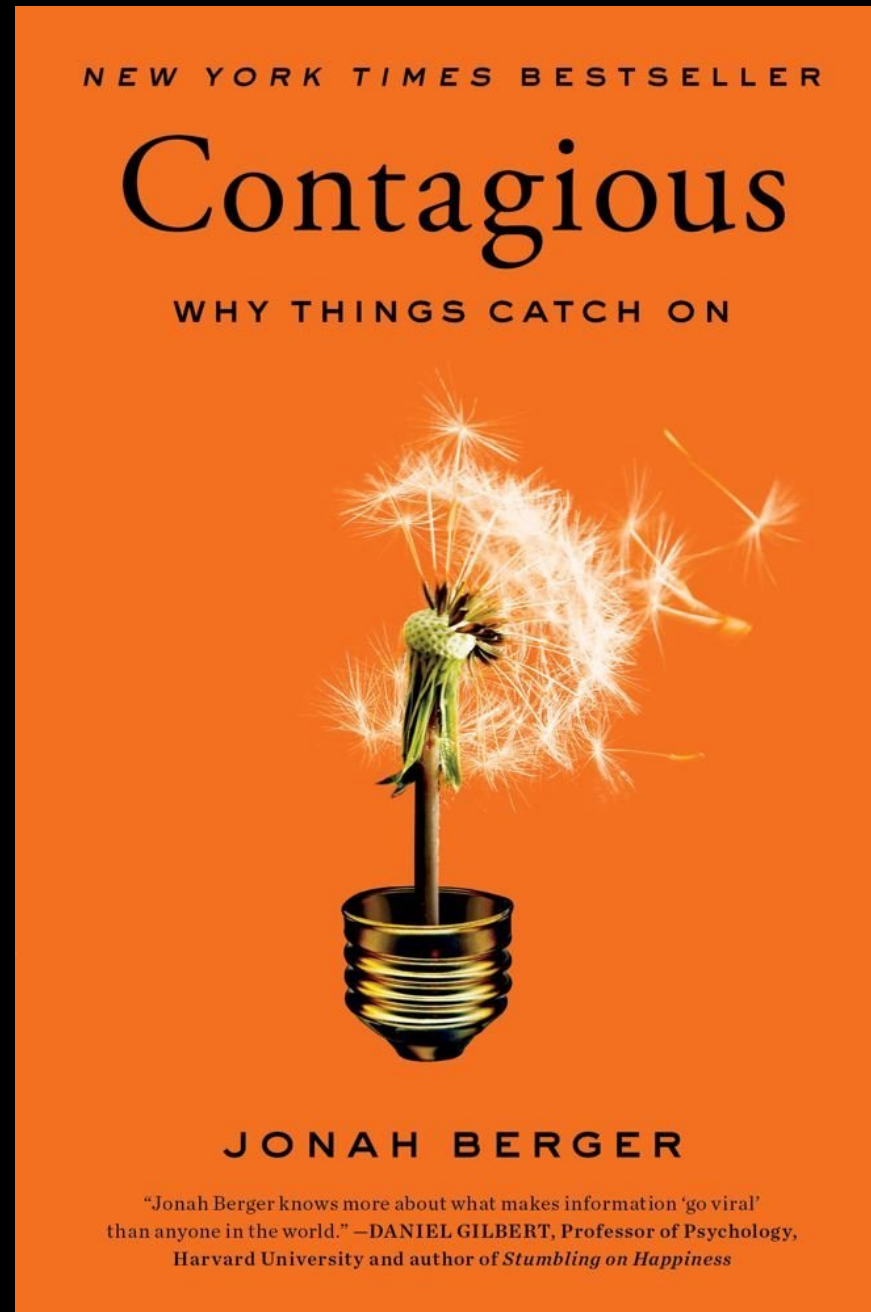
Prof. Jonah Berger

Jonahberger.com

@j1berger



**FYSB Virtual Topical Training  
February 9, 2021**



NEW YORK TIMES BESTSELLER

# Contagious

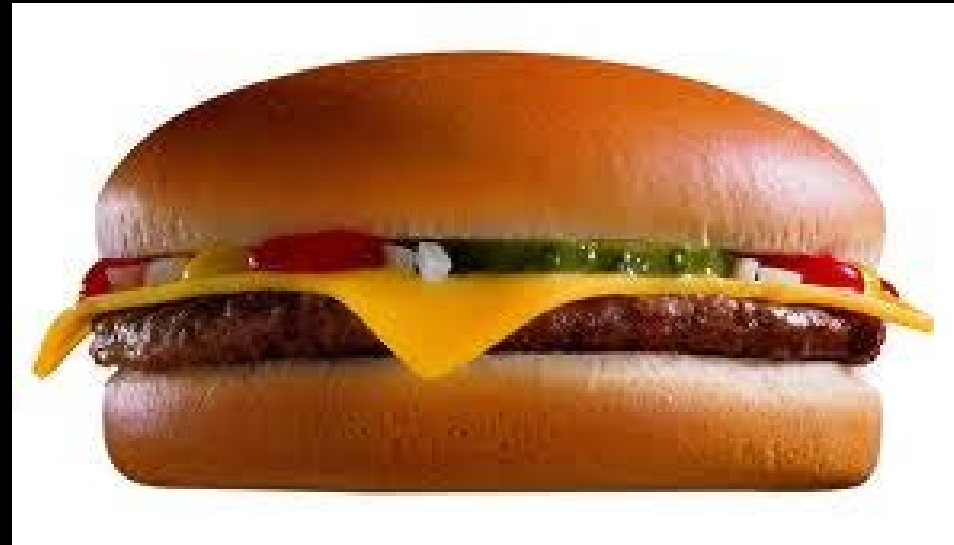
WHY THINGS CATCH ON



JONAH BERGER

"Jonah Berger knows more about what makes information 'go viral' than anyone in the world." —DANIEL GILBERT, Professor of Psychology, Harvard University and author of *Stumbling on Happiness*

Which is tastier?



**How tasty is our messaging?**



How can we make our messaging  
tastier?

Better frame our outreach and  
engagement material?

Use word of mouth to help teens  
learn about our programs?



“Word of mouth generates more than  
twice the sales of advertising”

--McKinsey & Company



## HAPPY HOLIDAYS

Hi Jonah,

The holidays are just around the corner and we all know what that means—party season has begun! Whether you're throwing an ugly sweater party, or planning a swanky soiree for your office, we've got you covered with safe, reliable, FREE rides for your guests.

[Request FREE rides for your guests here](#)

...the appropriate person!

Have questions? Send us a note to [SupportNY@uber.com](mailto:SupportNY@uber.com).

Happy Holidays!  
Team Uber NYC



**1,000 FRIENDS ON SOCIAL  
MEDIA**



**NONE IN REAL LIFE**

# Six key STEPPS

Social Currency

Triggers

Emotion

Public

Practical Value

Staories

**Each One, Reach One**





# Transportation Security Administration



.@AskTSA can I bring this brick with me in my checked luggage? This is 100% serious



**TSA** tsa  • [Follow](#)

tsa Yes, you may pack your brick in a checked bag, but please leave your mortar at home.

...

Excuse us while we play with words. And yes, people have packed mortars and inert mortar shells in the past. But that's enough talk about bricks and mortars! Read below about our fantabulous AskTSA team. They're standing by to answer your questions!

...

This picture is a screenshot of a tweet that was sent to our AskTSA team.

...

Have you ever wondered whether or not you can pack a certain item? If you're a regular follower of this account, I'm sure you can think of many situations where it would have behooved somebody to send



**12,207 likes**

OCTOBER 15, 2018

[Log in](#) to like or comment.





# Social Currency

# Choices communicate information



(1) How can we make people feel like insiders?  
Smart, special, and in-the-know?



## Lisa, congratulations!

You have one of the top 1% most viewed  
LinkedIn profiles for 2012.

LinkedIn now has 200 million members.  
Thanks for playing a unique part in our  
community!

[Read More](#)

**BEYONCÉ**

What are other good examples of applying Social Currency?

How can you apply this concept to something you're working on?



## (2) Find the Inner Remarkability

Surprising, novel, or interesting

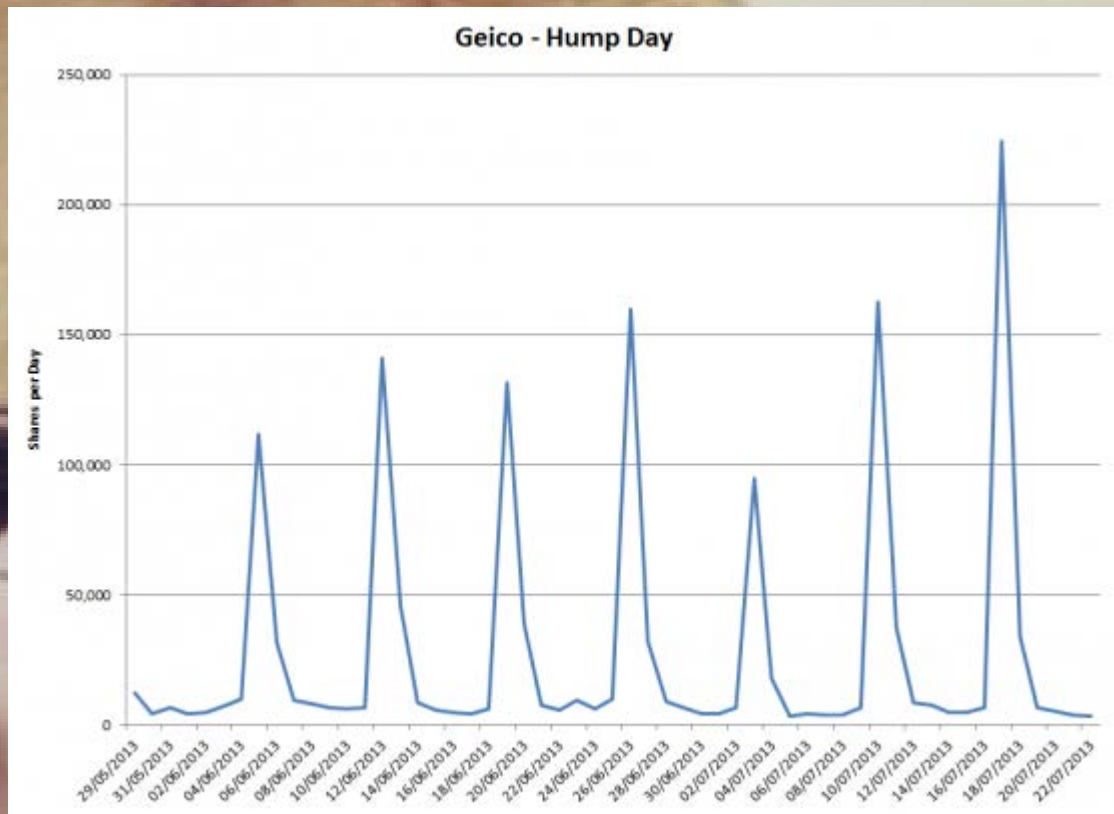


## (2) Find the Inner Remarkability

Surprising, novel, or interesting

# Triggers

# HUMP DAAAAAY!!!!

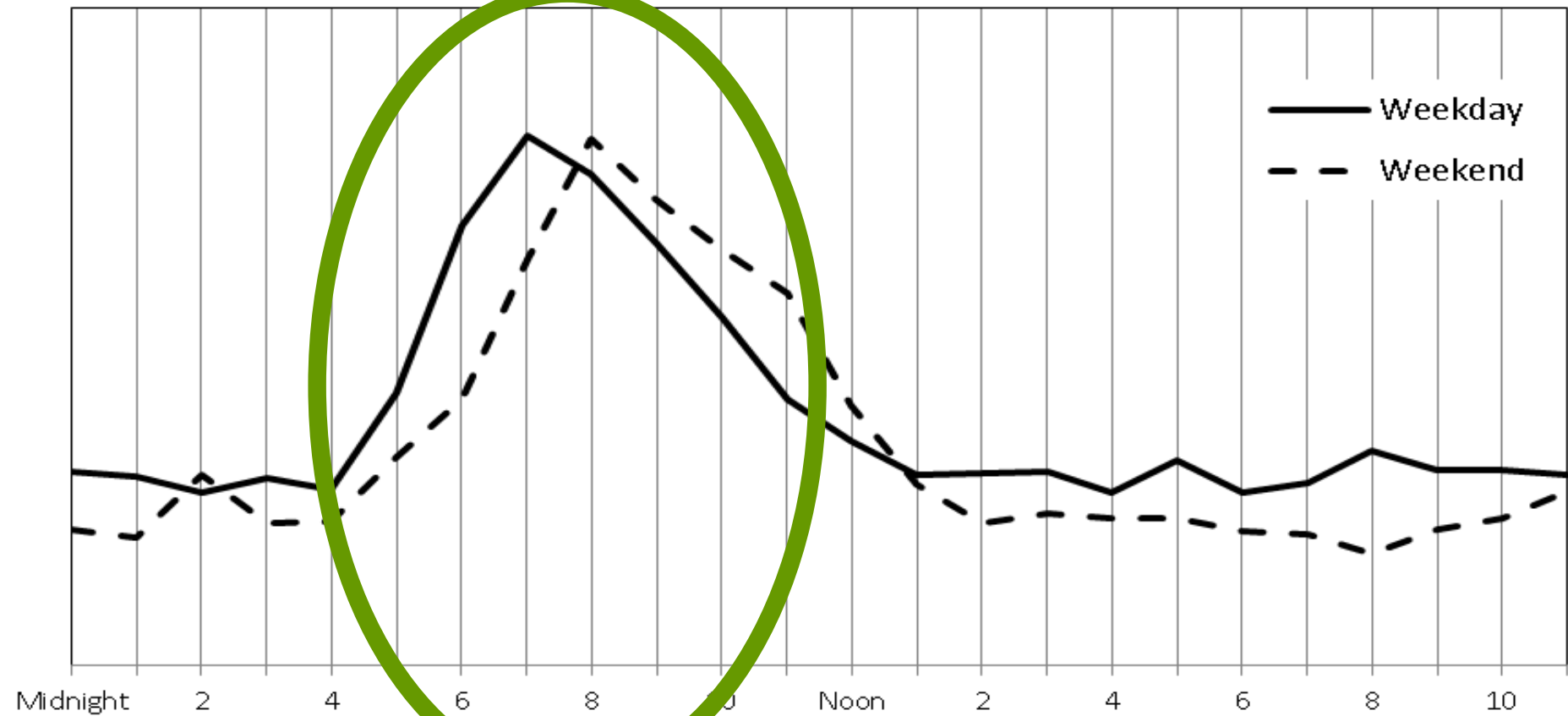


# HAPPIER THAN A CAMEL ON WEDNESDAY

# Triggers

Top-of-mind means tip-of-tongue

# Cheerios



Peanut butter and \_\_\_\_\_

Cake and \_\_\_\_\_

“Can you hear me now?”



KIT KAT & Coffee

***A break's  
best friend***

Now's a great time to take a break with a KIT KAT bar and coffee. While sipping your coffee and enjoying the smooth milk chocolate and light crispy wafers in every KIT KAT bar, you'll feel like you're getting two breaks in one. With KIT KAT bars and coffee – you can make BREAK TIME. ANYTIME.™



# 4 Key Questions

Who do we want to be triggered?

When do we want them to think of us?

What is around them at that time?

How can we link to that thing?

**Live the healthy way; eat 5 fruits and  
veggies a day**

**Each and every dining hall tray needs  
5 fruits and veggies a day**

How can you make the problem you solve your  
trigger?

Where do you see Triggers in your own life?

What is something we want people to remember or do?

How can we use the environment to remind them?

# Emotion

When we care, we share

Public





Public

Built to show, built to grow



Social proof

# Make the Private Public



**“Nine out of ten  
people in Britain  
pay their tax on  
time.”**

# Pactical Value



@j1berger

Jonahberger.com

# Pactical Value

News you can use



## TOP 10 Superfoods



### SALMON

Prevents cardiovascular disease



### ALMONDS

Packed with magnesium, which loosens tight muscles and promotes flexibility



### CRANBERRIES

Fight inflammation



### FLAX

Packed with heart healthy omega 3's

## 6 Simple Things You Can Do Every Day To Be Consistently Happy



Written by [Joel Gascoigne](#)

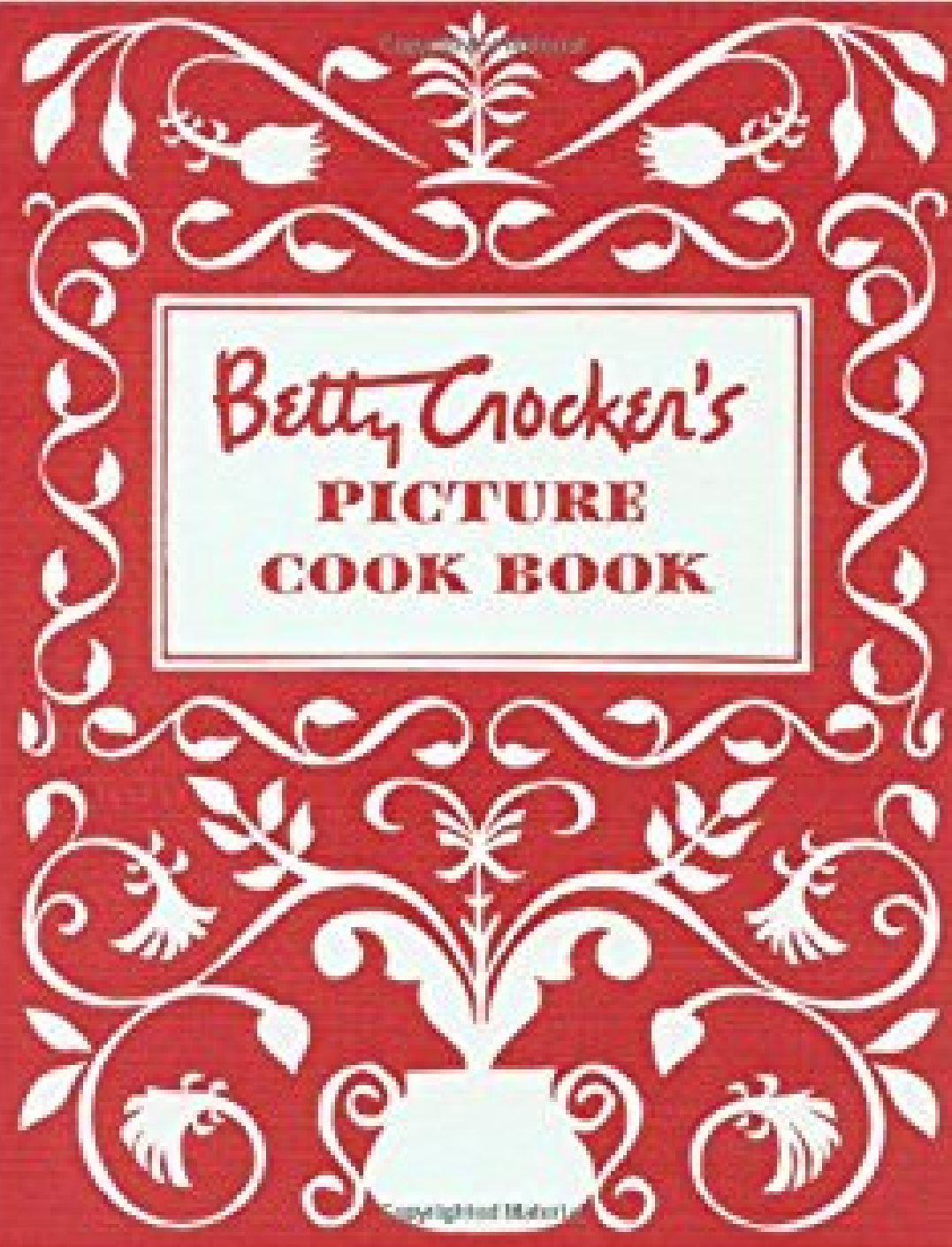
[Follow @joelgascoigne](#)

29.5K followers

# Content Marketing



*Betty Crocker's*  
**PICTURE  
COOK BOOK**





## How to cope with a market correction

During market corrections, doing nothing may be your best strategy.

[Learn more](#)

Share: [f](#) [t](#) [g+](#)

### Top Stories

#### Five ways to reduce financial stress

These tips can help you stop worrying about your money problems and start solving them.

#### The best shoppers may have less to spend

A shopping trip is better with a full wallet, right? It turns out that light pockets may help people make smarter purchasing decisions.

This was just published in the [Retail](#) industry category:



## 5 Holiday Shopping Trends to Watch in 2015

Last year, holiday shopping started early (like, Hall  
holiday creep, will you be ready for the moments th  
still matter? To help you prepare, we looked at Goc

This was just published in the [Retail](#) industry category:



## Back-to-School Shopping: How Marketers Can Make the Grade

Almost as soon as school is over, busy parents begin prepping to send  
their kids back. They rely on their mobile devices for back-to-school  
shopping and do their homework to get the best deals. Here are a few



## Newsroom

# How Design Changes Lives: Cory Hanscom

Sometimes starting at the end is the trick to getting to your goal.

## Featured Stories



### **The Age of these Brilliant Inventors Will Blow Your Mind**

The next generation of scientists knows they aren't too young to start solving the world's big problems. And nothing's too big.



### **What's Living in Your Nose?**

The nose is often referred to as the guardian of the lungs, and plays an essential role in our overall health. But there's something that might be taking up residence inside our noses that may surprise you.



### **Taking the Lab on the Road**

For this 3M Thailand scientist, great science happens when she takes the lab to the people.



### **The Art of Brazil's Automobiles**

This Brazilian loves cars and took home top honors on his home turf.

# Stories

Maui Jim has great  
customer service



# Trojan Horse Story

Engaging Story

**Kernel**

(Brand or Key Attribute)

# Panda cheese





Six key STEPPS  
to word of  
mouth

Social Currency

Triggers

Emotion

Public

Practical Value

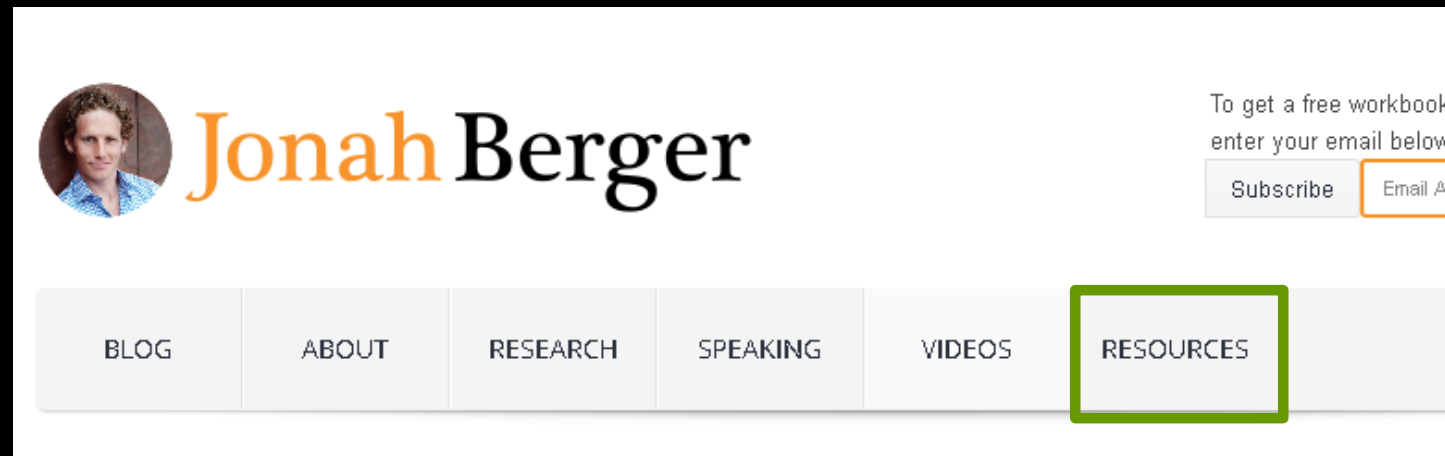
Stories

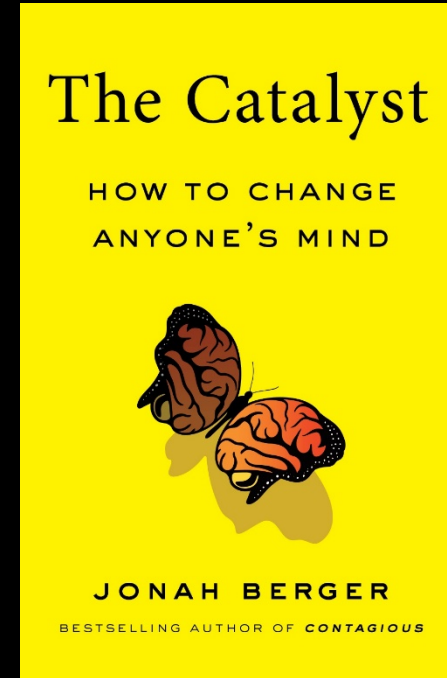
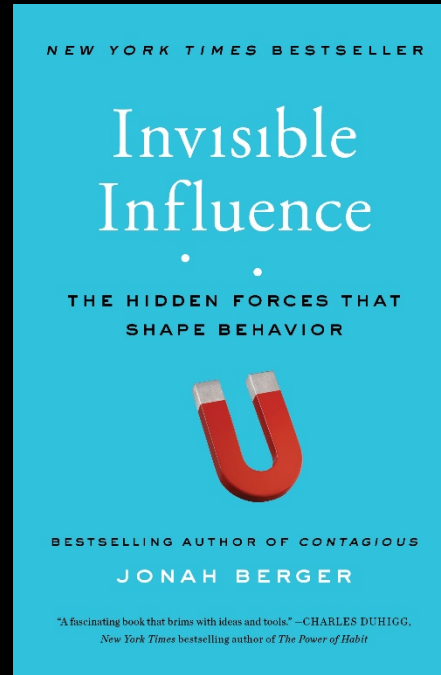
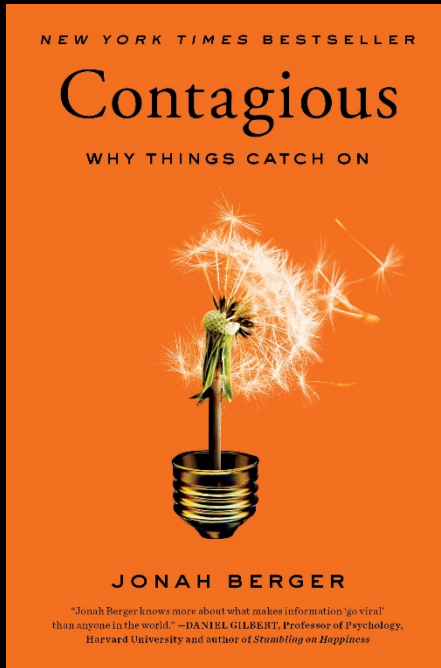
# Two Key Next Steps

1) Find Your Kernel

2) Apply the STEPPS

Free Crafting Contagious Guide [Jonahberger.com/resources](http://Jonahberger.com/resources)





**Thank you.**

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## **Additional Resources:**

<http://jonahberger.com/resources/>