

These resources are provided to support your efforts to expand community buy-in, increase parent engagement, and disrupt misinformation in your community.

Messaging

- [CDC Clear Communication Index](#)
- [AHRQ Publishing and Communications Guidelines](#)

Dissemination

- [Social Media Toolkit](#)
- [Social Media Strategy Tool](#)

Misinformation

- [Misinformation and Public Health: Implications for Personal Responsibility Education Program \(PREP\) Grantees](#)
- [Community Engagement to Tackle Misinformation about Adolescent Pregnancy Prevention](#)

Evaluation

- [Continuous Quality Improvement Tip Sheet](#)

Positive Youth Development

- [Building on Strengths: The Role of Positive Youth Development in Adolescent Pregnancy Prevention Programming](#)

Adulthood Preparation Guides

- [APS Resource Guide](#)
- [Adulthood Preparation Subjects Conceptual Models](#)



Access the full resource list for the *Messages Matter* toolkit.

Messages Matter

A Quick Guide for Youth-Serving Program Providers

This resource was created by the *We Think Twice*™ campaign with support from the Family and Youth Services Bureau. It is one of several valuable resources designed for youth-serving professionals. It is intended to encourage positive youth development by strengthening community support for prevention education and other youth development programs.

FYSB Family & Youth
Services Bureau



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Messaging: How to Brand or Rebrand Your APP Program


Frame the Right Message

You share a common goal with parents and the community: equipping and empowering youth to become healthy, productive adults. By crafting, promoting, and amplifying messages that lead with the overall goal of your program—adolescent development and well-being—you are more likely to **establish meaningful connections, build trust, and garner support** in your community.

A message strategy will help your program stand out. It will also help you connect with your community in a meaningful way.

There are 3 key part of a message strategy:

Key Parts	Key Considerations
Your Why	<ol style="list-style-type: none"> 1. Do you want to raise general awareness? 2. Do you want to educate your community? 3. Do you need to address or counter misinformation?
Your Who	<ol style="list-style-type: none"> 1. Use words, messages, and stories that resonate with your audience (emotional appeal). 2. Create a sketch (a persona) for different individuals and groups in your audience. When possible, include their goals, needs, and challenges.
Your What	<ol style="list-style-type: none"> 1. Always lead with a positive statement. 2. Always include proof points.

 Personas can help you understand the needs, experiences, behaviors, and goals of your community members. These insights help you develop messages that resonate with them. Here are a few ways to gather information to create your personas:

- Staff interviews
- Stakeholder interviews
- Focus groups (adults and youth participants)

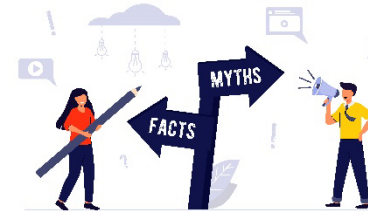


Access our *Messages Matter* toolkit for more information and tools on message strategy.

Misinformation: Navigating Challenges

Steer Clear of Misinformation

Misinformation is complex and requires a coordinated strategy. There is no single solution to address it. However, there are several tips and strategies you can follow to help mitigate misinformation about your program.



Six Tips to Stop The Spread Of Misinformation

1. Encourage compassion
2. Engage a communications or media/PR specialist
3. Learn what people are hearing
4. Empower and encourage information seeking
5. Collaborate
6. Build trust

Seven Information-Based Strategies to Combat Misinformation

1. Match and Prioritize (match—or respond—to misinformation on the same channel it was communicated; prioritize what you will respond to)
2. Fill in the gaps
3. Correct early and often
4. Let data tell the story
5. Neutralize misinformation with inoculation
6. Find common ground
7. Leverage credibility

Leverage Partnerships to Minimize Misinformation

Partnerships are an invaluable tool to address misinformation.

Consider the following questions for potential partners:

- ✓ Do they have a history of stability with strong leadership?
- ✓ Do they have a strong, supportive board with deep community ties?
- ✓ Do they have refined messages that resonate with youth?
- ✓ Are their programs or services culturally sensitive/inclusive?
- ✓ Is the organization well-respected by partners?
- ✓ Does their mission and vision align with ours?



Download our *Messages Matter* toolkit for more information on misinformation and partner activities.

Dissemination: Presenting Your Program to the Community

Disseminate Program Messages





Dissemination is a dynamic process of sharing information with members of your community, stakeholders, and wider audiences. It's where all your hard work comes together.

If you can say yes to the following questions, you are ready to share information with your community.

Have you...

- ✓ Defined your audience?
- ✓ Determined what you want to share?
- ✓ Identified the best product for the message?
- ✓ Determined the best dissemination channel?
- ✓ Identified the best time to share your message?

Here are a few dissemination products and channels you may want to consider.

Channels	Products
Social Media  <ul style="list-style-type: none"> - X post - Facebook post - YouTube video 	<ul style="list-style-type: none"> - Instagram post - LinkedIn post - Snapchat video
New Media  <ul style="list-style-type: none"> - Web content - Email newsletters 	<ul style="list-style-type: none"> - Podcasts - Blogs
News Media  <ul style="list-style-type: none"> - Op-eds - Press releases 	<ul style="list-style-type: none"> - Local/community news - Radio
Newsletters  <ul style="list-style-type: none"> - Community newsletters - Partner and Stakeholder newsletters 	<ul style="list-style-type: none"> - Fact or tip sheet - Infographic - Promotional products and giveaways - Policy/issue briefs - Poster - White paper or reports - PowerPoints/slides

Don't forget to regularly review and analyze the results of your dissemination efforts. Insights from your reach and engagement measures will help inform and refine future activities. It will also help you identify information gaps for future communications.



Explore our *Messages Matter* toolkit for more information on reach and engagement.