

Adolescent Pregnancy Prevention Program

Spreading the Word About Your Program: Applying Strategies from *Contagious*

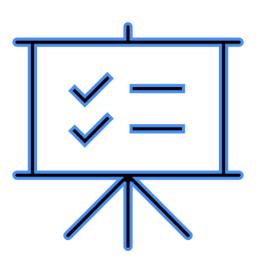
April 29, 2021



Jonah Berger, Wharton School of Business, University of Pennsylvania

Webinar Logistics

- You are muted.
- Check your computer audio volume and enable speaker (if trouble hearing).
- If comfortable, share video.
- Use Chat Box.



Objectives

By the end of this webinar, participants will be able to do the following:

- 1. Describe six steps for amplifying messaging about their programs.
- 2. Identify tools that support application of the *Contagious* strategies in their work.
- 3. Identify at least one next step they can take to increase awareness of their programs.

Experiences From the Field

<u>Poll:</u>

Have you tried something new that you learned from the Topical Training presentation on this topic?

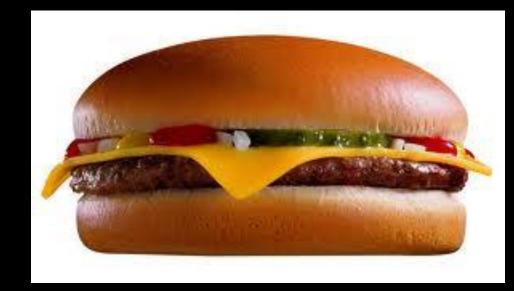




Adolescent Pregnancy Prevention Program

Which is tastier?





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?

Prof. Jonah Berger Jonahberger.com @j1berger



NEW YORK TIMES BESTSELLER

Contagious

WHY THINGS CATCH ON



JONAH BERGER

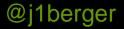
"Jonah Berger knows more about what makes information 'go viral' than anyone in the world." **–DANIEL GILBERT, Professor of Psychology, Harvard University and author of** *Stumbling on Happiness* Six key STEPPS

Social Currency **T**riggers **E**motion Public **P**ractical Value **S**tories



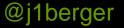
@j1berger

Social Currency



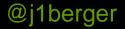
(1) How can we make people feel like insiders? Smart, special, and inthe-know?







Top-of-mind means tip-of-tongue



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?





Trojan Horse Story

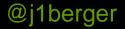
Engaging Story

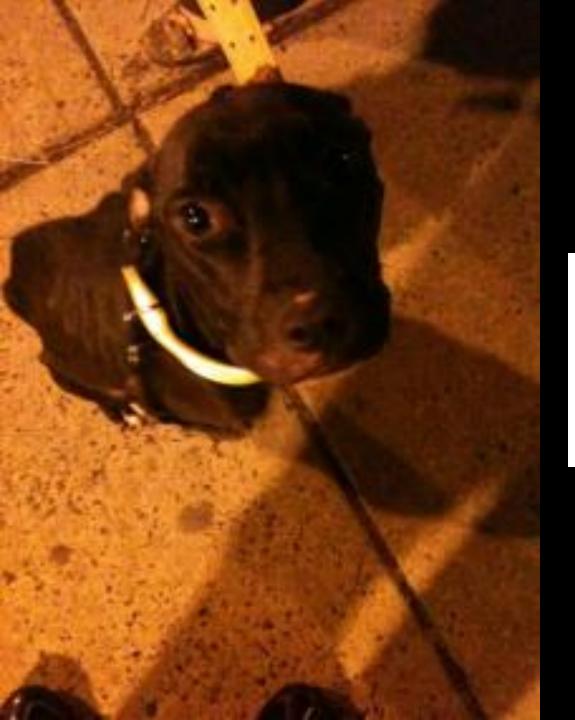
Kernel

(Brand or Key Attribute)



When we care, we share









When we care, we share

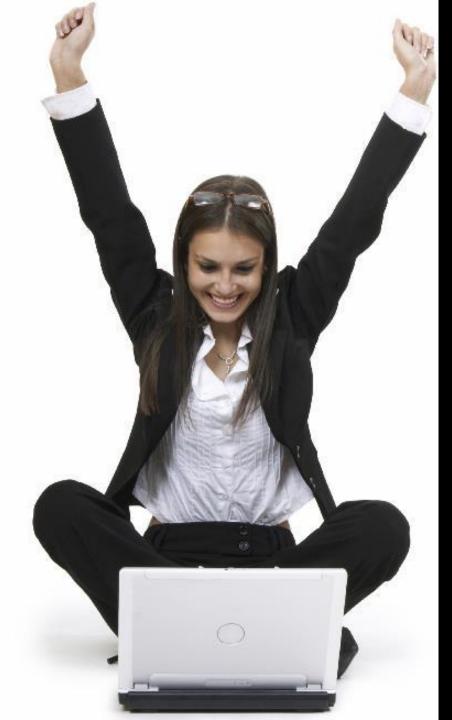


Ask the 3 Whys

- Why does someone use Google?
 To find information
- Why do they care about finding information?
 They have a question they want the answer to
- Why do they care about that?
 - Want to connect with loved ones, live happier lives

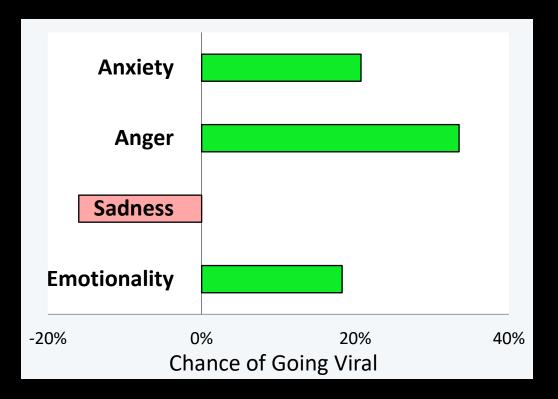
Applying This to Our Audience

- Why does someone come to our after-school program?
 - Because their friends said it was fun.
- Why do they care about what their friends say?
 - Because they want to be accepted by their friends.
- Why do they want to be accepted by their friends?
 - Because they want to feel connected and part of a group
- How can our programs evoke these feelings? How might we convey that through our messaging?

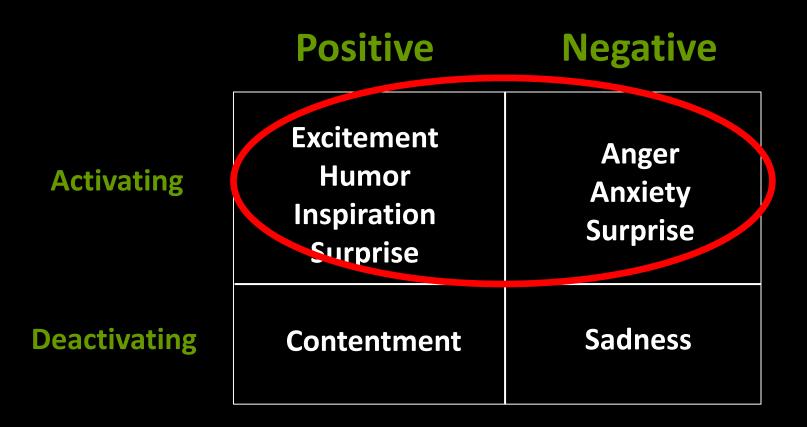




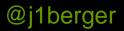
Do All Emotions Increase Sharing?



Not Just Emotion, Arousal



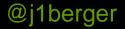
Public







Built to show, built to grow



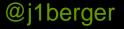


Social proof

Make the Private Public



"Nine out of ten people in Britain pay their tax on time."



"Pluralistic Ignorance"

Binge drinking in college

"Most 9th graders have never had sex." "Eight of ten 9th graders have never had sex."

Practical Value

News you can use

@j1berger





TOP 10 Superfoods



SALMON Prevents cardiovascular disease





ALMONDS Packed with magnesium, which loosens tight muscles and promotes flexibility



FLAX Packed with heart healthy

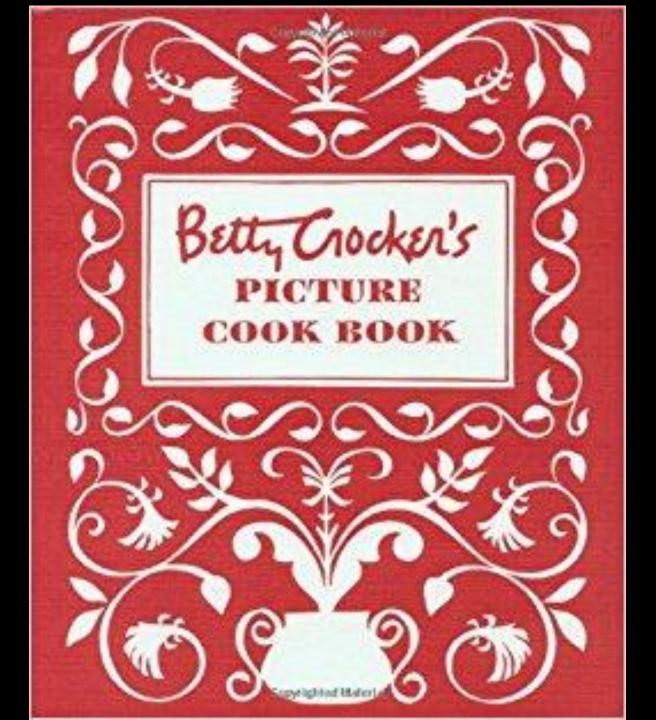
6 Simple Things You Can Do Every Day To Be Consistently Happy



Written by Joel Gascoigne

Follow @joelgascoigne 29.5K followers

Content Marketing





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How to cope with a market correction

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

Learn more

Share: 🗗 🏏 😵

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.

TEACHING STRATEGIES

How Learning Happens

In this video series, we explore how educators can guide all students, regardless of their developmental starting points, to become



TECHNOLOGY INTEGRATION

⊙ A Classroom Without Walls: Teachers Take Their Lessons to TikTok

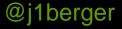
TikTok's bite-sized video content helps educators deliver key academic concepts while their students learn anywhere, anytime.



ETR Health Newsletter: March 18, 2021

As educators, we know that our students' social and emotional well-being is intricately tied to their academic success. Research shows that education promoting social and emotional learning (SEL) improves classroom behavior, increases students' ability to manage stress and depression, and improves their attitudes about themselves, others, and school.

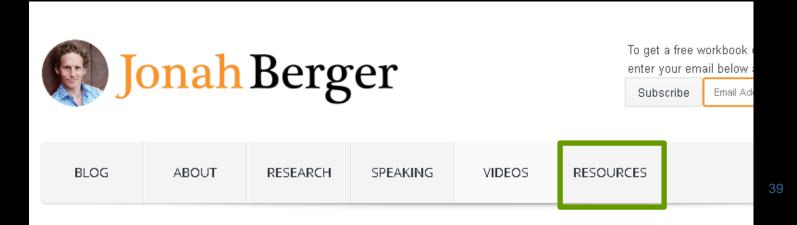
Now with students starting to transition back into classrooms, it feels more important than ever to ensure schools are supporting the social and emotional health of young people in our communities—and we can do that through our health education choices. Here's where we can help! Six key STEPPS to word of mouth Social Currency Triggers **E**motion Public **P**ractical Value **S**tories



Two Key Next Steps

1) Find Your Kernel

2) Apply the STEPPS Free Crafting Contagious Guide Jonahberger.com/resources



Small Group Work – Find Your Kernel

1) Open Contagious Workbook (resource is in the chat)

2) Individually (5 min):

- What is your idea?
- What is the message that you want to spread?

Small Group Work – Find Your Kernel

3) Share your idea with others in the group and ask the group to repeat it back to you.

4) What did the group say? Did it match? If not, where was the disconnect?

Thank you.

Jonahberger.com @j1berger jberger@wharton.upenn.edu

Questions?



Self-Reflection and Share



Taking Action - Share

How might I use the information shared in this webinar to advance messaging about my program?

> FYSB Family & Youth Services Bureau

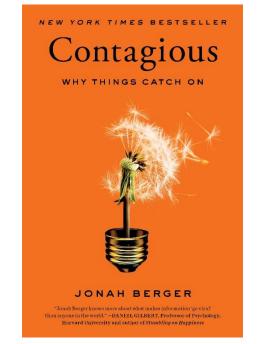


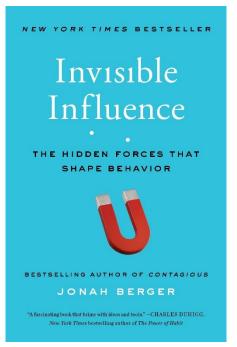
Resources on The Exchange

- Webinar: <u>Successfully Sharing Your Program: Packaging and Dissemination</u>
- Toolkit: <u>Community Saturation Toolkit: Resources for Youth-Serving Program</u> <u>Providers</u>
- Webinar: <u>Effective Communication Through Data Visualization</u>
- Webinar: <u>Disseminating Innovative Strategies</u>: Finalizing and Packaging Your <u>Curriculum</u>
- Tip Sheet and Webinar: <u>Recruitment and Retention of Teens for Pregnancy</u> <u>Prevention Programs: A Social Marketing Approach</u>
- Tip Sheet: <u>How Adolescent Boys Learn: Tailoring Prevention Messages</u>

Other Resources

https://jonahberger.com/resources /





The Catalyst

HOW TO CHANGE ANYONE'S MIND



JONAH BERGER

FYSB Family & Youth Services Bureau

Thank you!



Contact us:

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Let's Hear From You!

 Please complete a short survey about your experience with today's webinar.

https://survey.alchemer.com/s3/6290723/Webinar-Feedback-Survey-<u>Contagious</u>

 If you attended the webinar with other team members, please share the link and complete the evaluation separately.

