



# Communication & Social Marketing Center

*Your SAMHSA Partner for Mental Health Promotion*

## Communicating to Succeed

### An Introduction to Your Communication & Social Marketing Center

Safe Schools/Healthy Students  
New Grantee Meeting  
Bethesda, MD  
November 2–4, 2009

# Congratulations!

Glückwünsche

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Felicitaciones

Congratulazioni

Congratulations

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Поздравления

Félicitations

Congratulations



Communication  
& Social Marketing Center  
Your SAMHSA Partner for Mental Health Promotion



Safe Schools  
Healthy Students

# Your New Partners

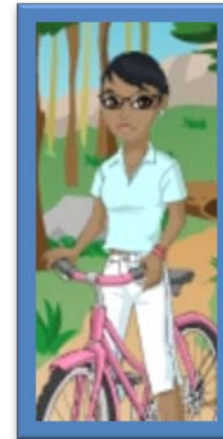
**Patrick Cook**  
Project Manager



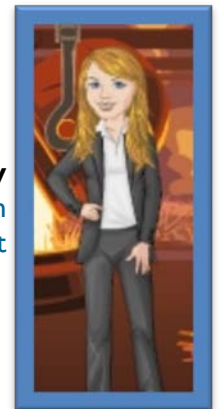
**Christina Zurla**  
Communication  
Specialist



**LaVerne Canady**  
Communication  
Specialist



**Adrienne Dealy**  
Communication  
Specialist



**Jean Synodinos**  
Communication  
Specialist



**Elisabetta Seratoni**  
T&TA Coordinator



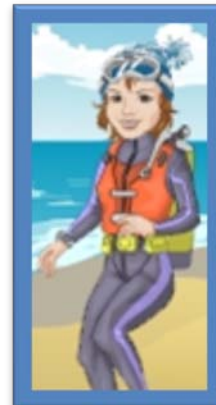
**Valerie Jackson**  
Communication Specialist



**Patric Rayburn**  
Communication Specialist



**Wendy Mayer**  
Communication Specialist



# Your Communication Specialist

Your communication specialist (CS) provides:

- Training
- Technical assistance (TA)
- Strategic communication counsel
- Support

**CS + TAS = Your T&TA Team**

# Effective Communication Can Help You ...

- Raise awareness.
- Increase program participation.
- Increase perceived value of your work.
- Enhance partnership and sustainability efforts.



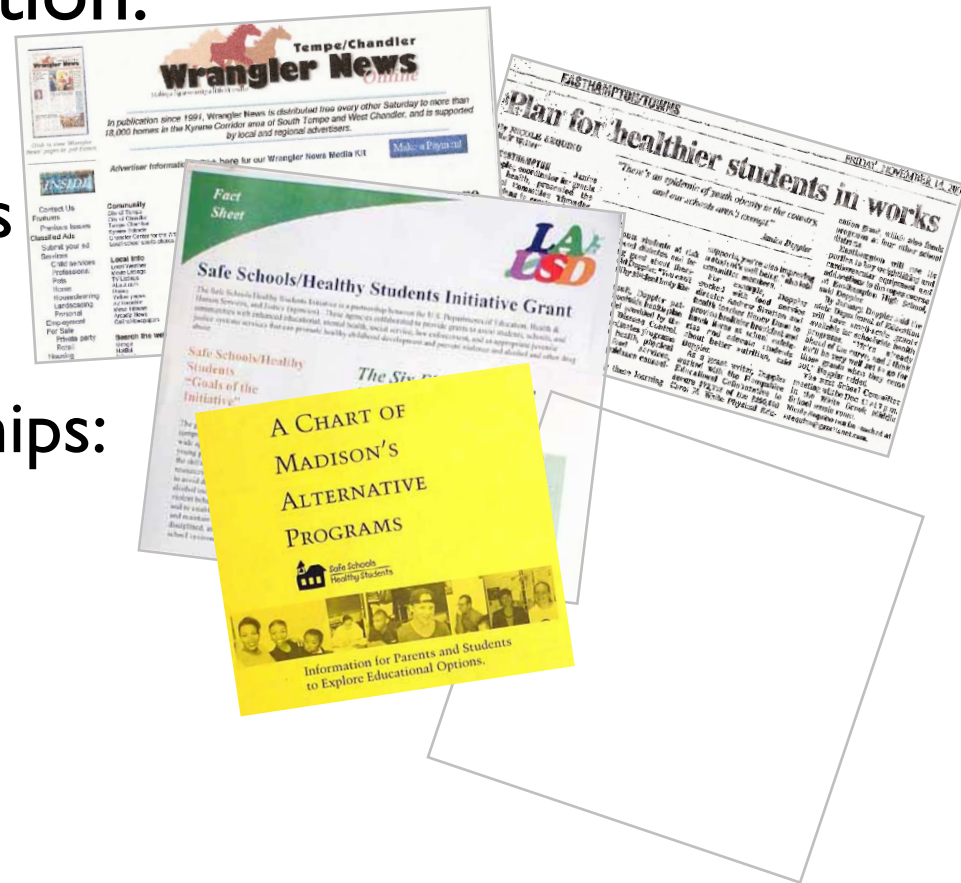
# A Tale of Two Grantees

# Year One—Grantee A

- Secured school district offices.
- Hired additional staff members.
- Initiated after-school program.
- Started campus mental health services.
- Distributed drug-free curriculum.
- Announced program to teachers at end of day-long in-service training.

# Year One—Grantee B

- Added communication:
  - Backgrounders
  - Newsletter articles
  - Media relations
  - Personal relationships:
    - Teachers
    - Principals
    - School board
    - Partners
  - Awareness raising.





# Year Two—Grantee A

Installed security cameras on high-crime campuses.

→ Saw dramatic decrease in campus crime.

**Did not share with media or stakeholders.**

Added four new on-campus social workers.

→ Announced program at end of staff meeting.

**Received fewer than expected teacher referrals.**

Expanded after-school drug and alcohol prevention program.

→ Received data showing positive impact on at-risk students.

**Did not share information with school board or public.**

# Year Two—Grantee B

- Shared successes and outcomes!
  - Tailored report-back
  - Outreach to parents
  - Ongoing media relations
- Kept “buzz” going.
- Started seeing change.



# Year Three—Grantee A

- Began contemplating how to sustain programs.
- Decided all programs equally worthy.
- Approached school board for first time to request funding.

# Year Three—Grantee B

- Programs working!
- Champions emerged
- Parents engaged
- New partners interested
- Students involved
- T&TA continued



# Year Four—Grantee A

- Became discouraged by lack of financial support from school board.
- Did not want to burden partners with “problem” of asking for money.
- Wrote a few grant proposals and kept their fingers crossed.
- Began plans to scale down programs and services.

# Year Four—Grantee B

- Continued outreach and behavior change.
- Developed sustainability strategy.
- Generated ownership:
  - Local businesses
  - Sherriff's department
  - School board
- Communicated success stories.
- Recognized champions.





# Lesson Learned?

# Communication & Social Marketing Center

## Training and Technical Assistance

- Strategic communication planning
- Social marketing campaign development
- Message development
- Materials/Web site review
- Media/public relations counsel
- Partnership development
- Spokesperson training
- Youth, parent, stakeholder engagement
- Focus group/moderator training
- Communicating evaluation data

And much more!



# Communication Technical Assistance

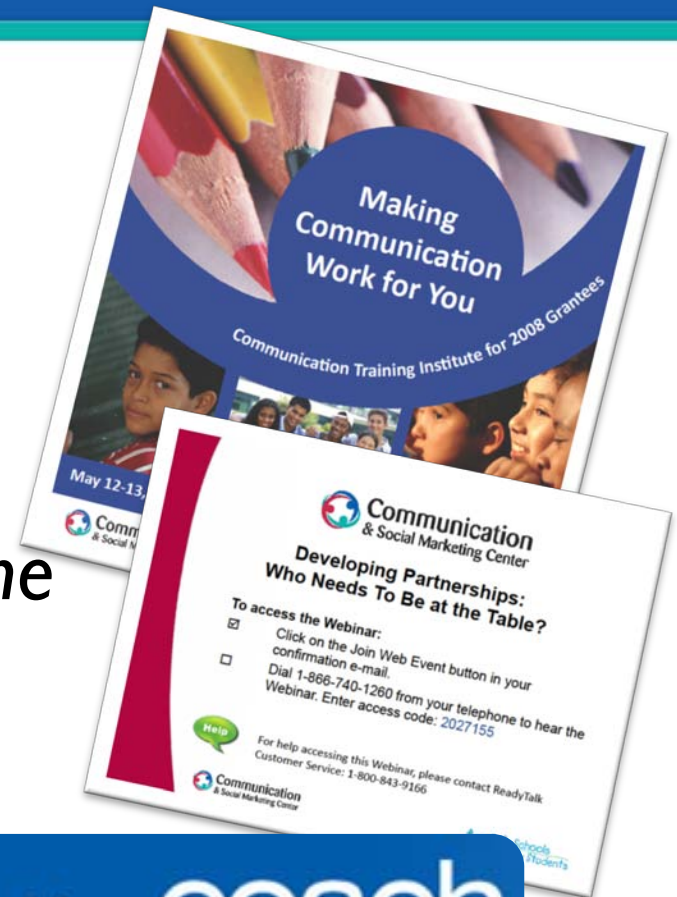
- Telephone
- Email
- Web-based
- Onsite

**Technical assistance  
requires FPO approval.**



# Communication Training Opportunities

- Communication Institutes
- Webinars
- Communication Web site
- *Communication Coach Online*



communicationcoach  
»online

# Resources: Communication Web Site

- Toolkits
- Materials templates
- Reference library
- Archives:
  - Conference presentations
  - Distance learning sessions
  - Webinars
- Listserv



<http://www.sshs.samhsa.gov/communications>

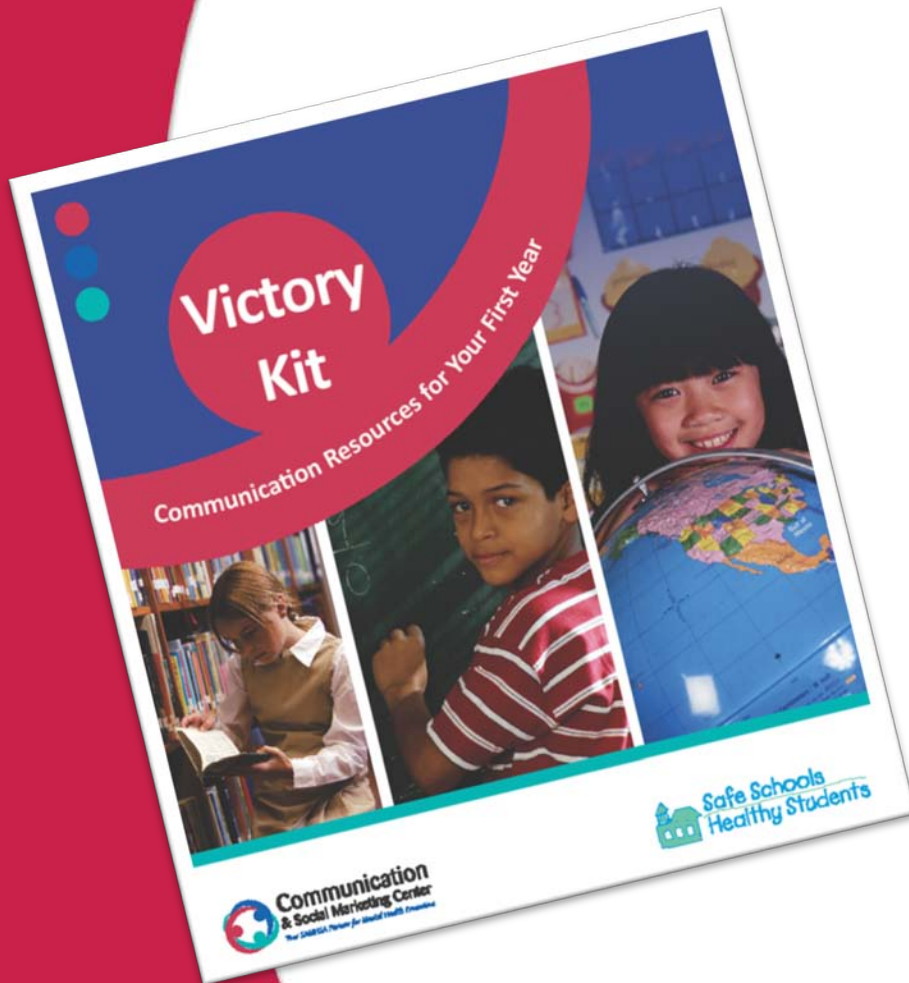
# Resources: *Communication Coach Online*

Quarterly electronic magazine includes:

- *Communiqué*
- *Spotlight on Success*
- *Ten-Minute Marketer* podcast
- Grantee blog
- Resource links
- Announcements

<http://www.communicationcoachonline.org>

# Resources: Victory Kit



- Critical tools for your first year:
  - Communication planning
  - Media materials
  - SS/HS identity package
  - Communication templates
  - Sustainability strategies
- Get yours Wednesday!



# Before You Meet Your CS ...



What's your  
biggest  
communication  
challenge  
*right now?*





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## Contact Us

### Communication & Social Marketing Center

**Toll-free: 800-790-2647**  
**team@csmcenter.org**

**<http://www.sshs.samhsa.gov/communications>**