

Community Outreach and Engagement



Engaging Participants and Communities in a Large Scale
Longitudinal Study: Lessons from the National Children's Study
Vanguard Study.

May 18, 2015

Why the *Community*?



- Community outreach vs. participant outreach
- 21-year study is a large commitment
- Need for community support
 - Health care providers
 - Schools
 - Day cares

Areas of Outreach and Engagement



- Regional Community Engagement Advisory Committee (RCEAC)
- Community events
- Print materials
- Social media

Regional Community Engagement Advisory Committee (RCEAC)



RCEAC Goals



- Assist with outreach/engagement strategic planning
- Develop targeted strategies
- Identify communication strategies
- Advise on community engagement events/forums
- Assist with evaluating NCS outreach activities
- Build trust and enhance credibility
- Community representation

RCEAC Activities



- Regular RCEAC meetings
- RCEAC website
 - Monthly updates
 - Online ordering for print materials
- Community event collaboration
- Subcommittees

RCEAC Achievements



- Suggested community events for ROC staff
- Participated in social media activities
- Distributed print materials
- Identified new partners
- Assisted with community events

RCEAC Lessons Learned



- Subcommittees provided an opportunity for more interactive RCEAC discussions about current issues, events, and materials
- Variety of communication methods were important for this size group. Some members preferred email, others direct contact via phone

Community Events



Community Events Goals



- Engage new and existing partners
- Retain/engage participants
- Increase community awareness of the Study
- Give back to the community/participants

Community Events Activities: Reading ROCKs!



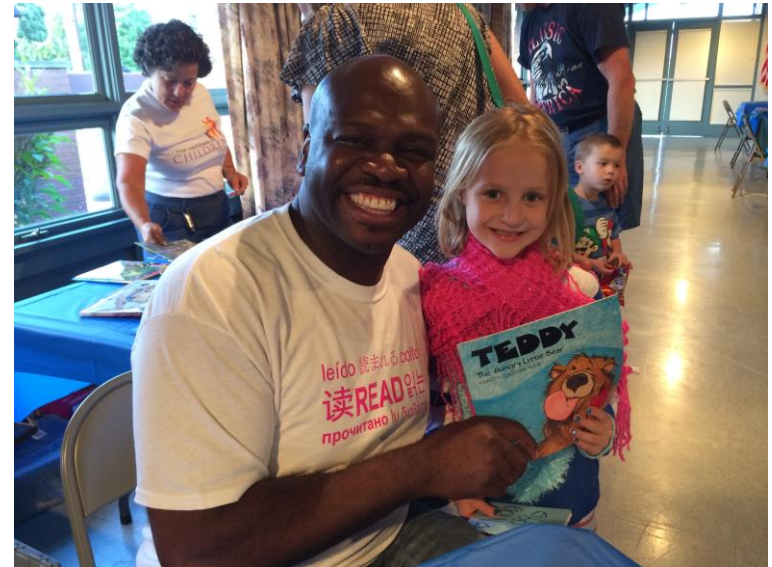
- Interactive children's book reading
- Educational crafts for kids
- Parent workshop
- Promote literacy
- Connect Study partners with the community



Reading ROCKs! Achievements



- 20 events held April–November 2014
- 862 attendees total
- Attendees were very satisfied with the overall event
- What attendees liked most:
 - Children’s activities
 - Author
 - Book reading
 - Prizes/gifts
 - Parent workshop



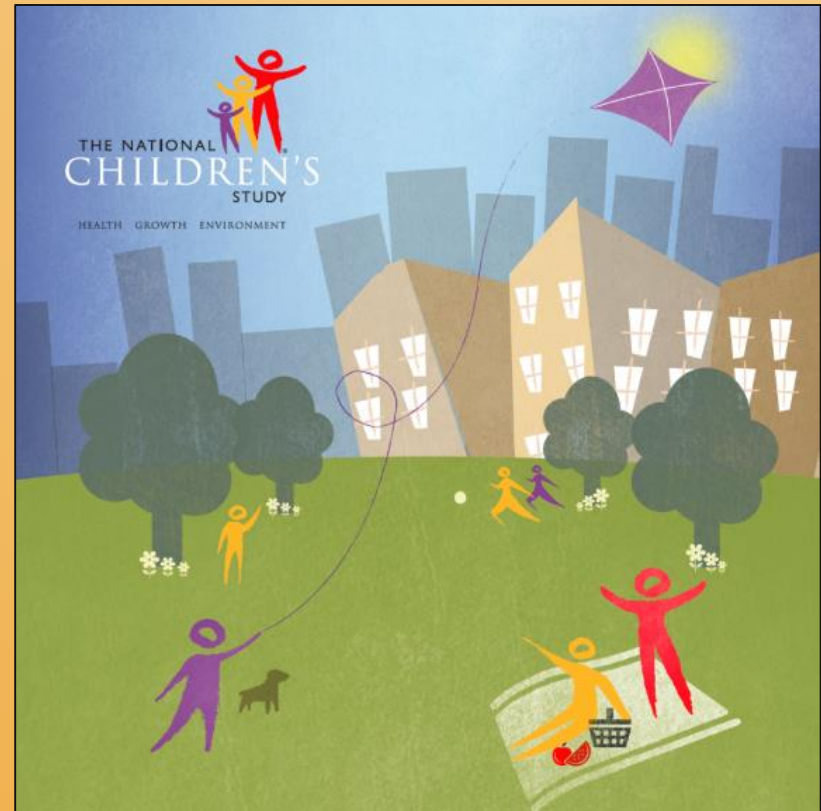
Community Events

Lessons Learned



- Facebook pages had not yet been established during the East events, which were helpful promotional tools for Central events
- It is important to keep local staff (data collectors and field managers) involved with the planning and implementation of the events

Print Materials



Print Materials Goals



- Increase awareness about the Study
- Keep participants engaged
- Provide participants and the community with information about the Study
- Inform the community about local events

Print Materials Achievements



- 4 newsletters
- 4 participant bulletins
- Birthday cards/holiday cards
- Holiday card contest
- Brochures (English and Spanish)

FOR NATIONAL CHILDREN'S STUDY PARTICIPANTS

CONNECT

Spring 2014, Issue 1

THE NATIONAL CHILDREN'S STUDY
HEALTH · GROWTH · ENVIRONMENT

Welcome to the First Issue of CONNECT!

As a thank you for your support and commitment to the National Children's Study (NCS), you are receiving CONNECT, a quarterly bulletin designed just for NCS participants. ROC Central (Regional Operations Center for the Central region of valued participants in the Central NCS region (or about 5,000 participants across the country), and the Study would not be successful without your continued participation. Don't forget—the calendar for NCS visits is to see every family when your baby turns

Reading ROCKs! a Free, Fun, Family Event!

Join the National Children's Study Regional Operations Center (ROC) Central for "Reading ROCKs"—an interactive event involving a children's book reading, educational crafts for kids, and information session for parents and other family members. This event will be held at each of the 10 ROC Central Study locations and will feature Floyd Stokes, the author of 13 children's books and founder of the American Literacy Corporation.

Please consider joining us for this very special event that is open to both NCS participants and the community! Please note that although this event is open to the public, participating in the event may link you to the NCS. If you disclose that you are an NCS participant, it may be harder to protect your information. As always, we will continue to protect the information that you share with the Study.

Age Appropriateness: _____ **Date:** _____

Toddler through age 10, but older siblings are welcome! Giveaway items will be available for purchase.

You'll receive a flyer with exact times and locations this summer. We hope to see you there!

The National Children's Study
REGIONAL OPERATIONS CENTER (ROC) EAST

FREE!
PORTLAND PUBLIC LIBRARY
5 MONUMENT WAY
PORTLAND, MAINE
6P.M - FRIDAY, APRIL 4, 2014

A FREE FUN FAMILY EVENT

Reading ROCKs!
Book Reading & Parent Workshop & Crafts for Children

Snack & drinks will be available

Please RSVP by emailing
NCSROCEAST@NORC.ORG
Calling 866.821.8616 by
Tuesday, March 28th 2014

Insert Logo Here

THE NATIONAL CHILDREN'S STUDY
HEALTH · GROWTH · ENVIRONMENT

Print Materials Lessons Learned



- Establishing a messaging platform was important to set a consistent tone across materials
- Defining the target audience for each product was key to focus each material

Social Media



Social Media Goals



- Reach study participants, partners, and community members about study information and events
- Enhance study retention through social media
- Explore how social media can be used to disseminate study messages locally and nationally

Social Media Activities



- Facebook pages launched Summer 2014
- Daily posts on varied topics:
 - Health, safety, parenting, health research
 - Study information and events
 - Local events and news
 - Fun and human interest content



Social Media Achievements



- Steady increase in page likes over first 5 months
- Instances of spikes in reach and engagement
- Creating large cache of relevant and engaging content to post frequently

Social Media Lessons Learned



- Facebook's algorithm presents challenges for reaching target audiences
- Utilizing networks of key Facebook users can increase message reach
- It is important to experiment with post timing and content to find success

Main conclusions



- Involvement of stakeholders
- Variety of communications channels
- Use of social media

Questions



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