

Innovation Manual-ization + Replication

Capacity Building Technical Assistance: Developing Implementation Tools and Resources

Presented by Impact Marketing + Communications

February 14, 2022

Sponsored by HRSA/HAB's Coordination, Dissemination, & Replication of Innovative HIV Care Strategies in the RWHAP Project under Prime Contract to The MayaTech Corporation

About the Project

- Coordination, Dissemination, & Replication of Innovative HIV Care Strategies in the RWHAP, intended to provide easy-to-use guides, training curricula, and TA to help RWHAP recipients/subrecipients turn tested innovations into practice
- Funded by the U.S. Department of Health and Human Services, Health Resources and Services Administration, HIV/AIDS Bureau under contract number 75R60219D00015 to The MayaTech Corporation
- Presented by the RWHAP Part F Special Projects of National Significance (SPNS) Program

Framework for RWHAP SPNS

Demonstrate or Implement

Fund recipients to respond to emerging needs of people with HIV using evidence-based, evidence-informed, and emerging interventions

Fund special programs to develop a standard electronic client information data system to improve the ability of recipients to report data

Evaluate & Document

Use an implementation science framework to identify effective interventions to improve HIV outcomes among Ryan White HIV/AIDS Program clients

Evaluate and document specific strategies for successfully integrating interventions in RWHAP sites

Coordinate, Replicate & Integrate

Develop guides and manuals, interactive online tools/toolkits, publications, and instructional materials that describe how to coordinate, replicate, and integrate interventions and strategies for RWHAP providers

Streamline access to materials and promote replication through the Best Practices Compilation

Purpose of this Technical Assistance

Provide support to RWHAP recipients, subrecipients, and other HIV providers on developing and disseminating implementation tools and resources to support the uptake and replication of innovative HIV care strategies.



Learning Objectives

After participating in this session, attendees will be able to...

- Develop a writing strategy that honors their brand universe and encourages peer learning.
- Leverage innovative writing and design practices to develop manuals and materials that are engaging and informative.
- Identify effective dissemination strategies to get their manuals and materials in front of the right readers at the right time.

Assessing Your Brand Universe

- Branding is all about creating a relationship with your audience. That means audiences need to know who you are, what you do, where to find you, how you're different, and why they should choose your intervention.
- Who are your key competitors? What are they doing well? What are you doing differently?



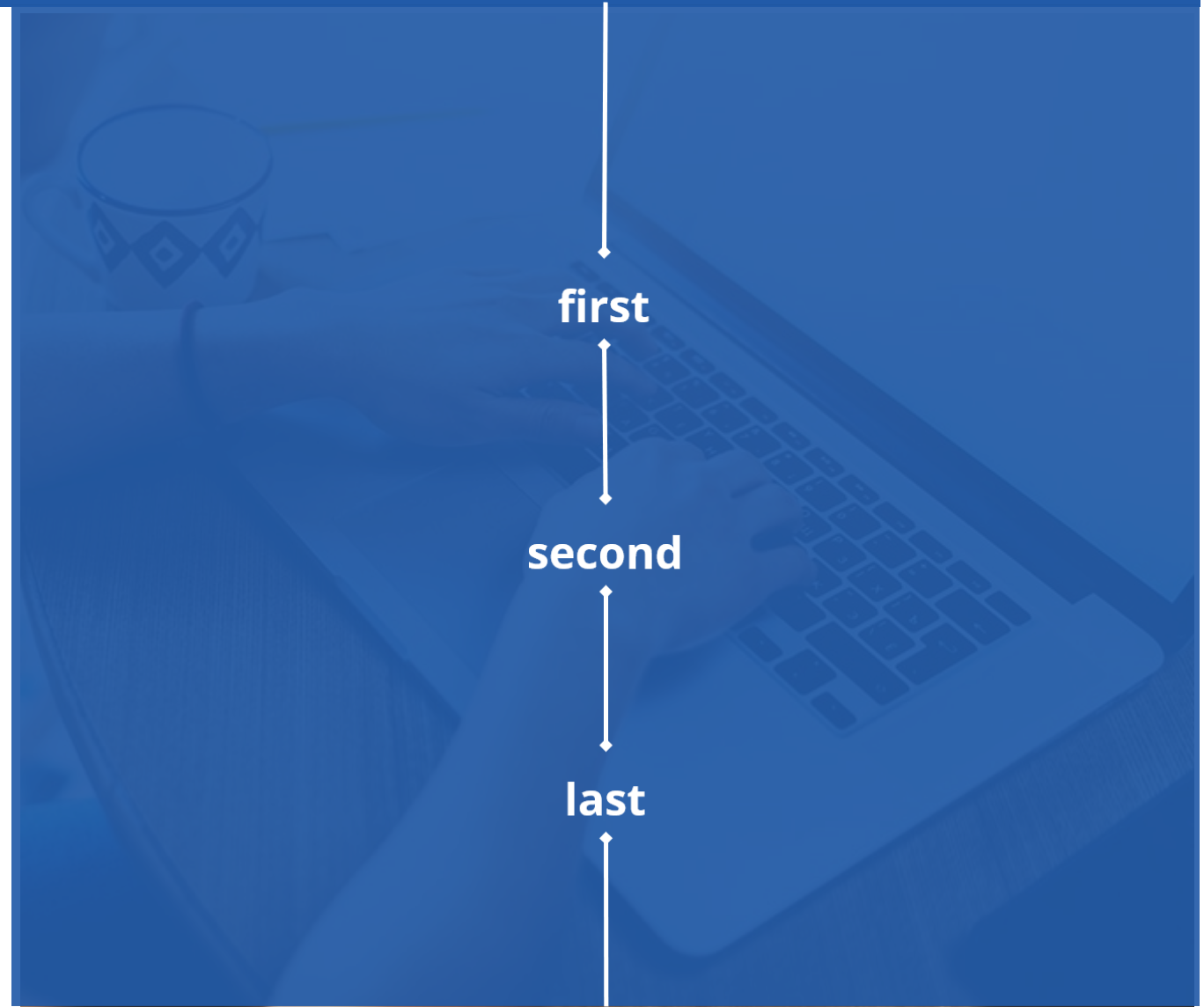
Creating a Process

- Assess your team's strengths
- Make assignments early



Process

- 1) **ID target audiences** for the document and target audiences for dissemination. Begin developing an outreach list.
- 2) **Develop a manual outline early** and populate with findings/lessons learned as they arise and keep in a shared space.
- 3) **Take note of what you—and your target audiences—pay attention to** and think about how to share your information in the same formats and with the same buzz words.



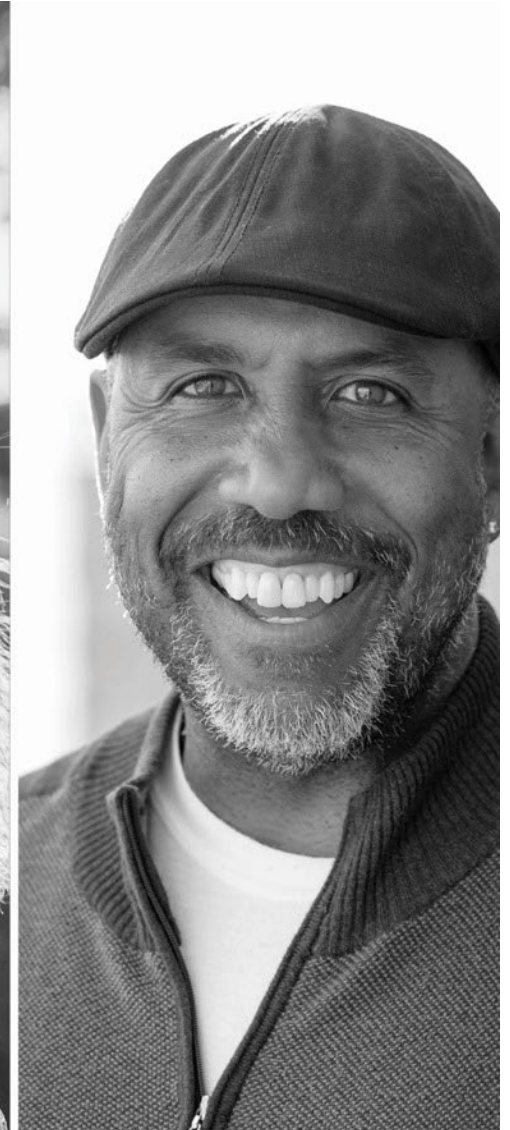
Leveraging Peer Learning

- Create partnerships
- Share intervention and manual-ization challenges and tips



Reaching Defined Audiences

- Leverage key influencers
- Key personas/profiles for materials



Creating Key Pathways

- How will audiences find your materials?
- Are you splicing and dicing content for increased market penetration?



Breaking Up Information

- Break up information into digestible bites—and give readers visual reprieve.
 - Use bullets, data chunking, tables, iconography, color coding, a clearly labeled header system, checklists, and visuals.
- Consider ease of information uptake when developing materials as that will support readership and replication.



Curating Innovative & Helpful Findings

Tell the story behind the data



Data Visualization

#1



of information transmitted to the brain is visual.

Visuals are processed **60,000 times faster** in the brain than text.

#2



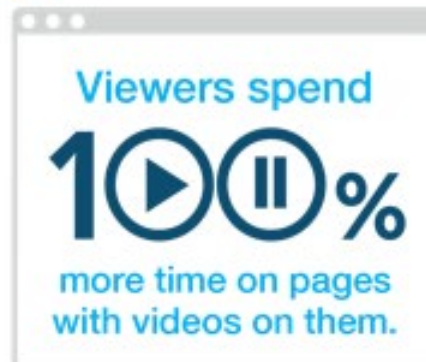
of human learning occurs visually.

#3



is all the time an online article has to capture a reader's attention.

#4



Viewers spend **100%** more time on pages with videos on them.

#5

Researchers found that

COLOR VISUALS

increase the willingness to read by

80%

Designing Materials With the Web in Mind

- Spend design attention on most important points
- Repurpose into smaller dissemination products

ASSESSMENT

Considerations for the referral will involve individual needs and circumstances, and systemic capacity, such as:



Age and developmental level: Adolescents should be referred to developmentally appropriate programs



Co-occurring mental health and/or medical conditions



Patient and family motivation, willingness and ability to engage in treatment



The presence of high-risk behavior.

Approaches should be patient- (and/or family) centered, non-confrontational and non-judgmental. (See also Appendix E. Types of Treatment Options and Appendix F. Referral to Treatment Sample Script.)

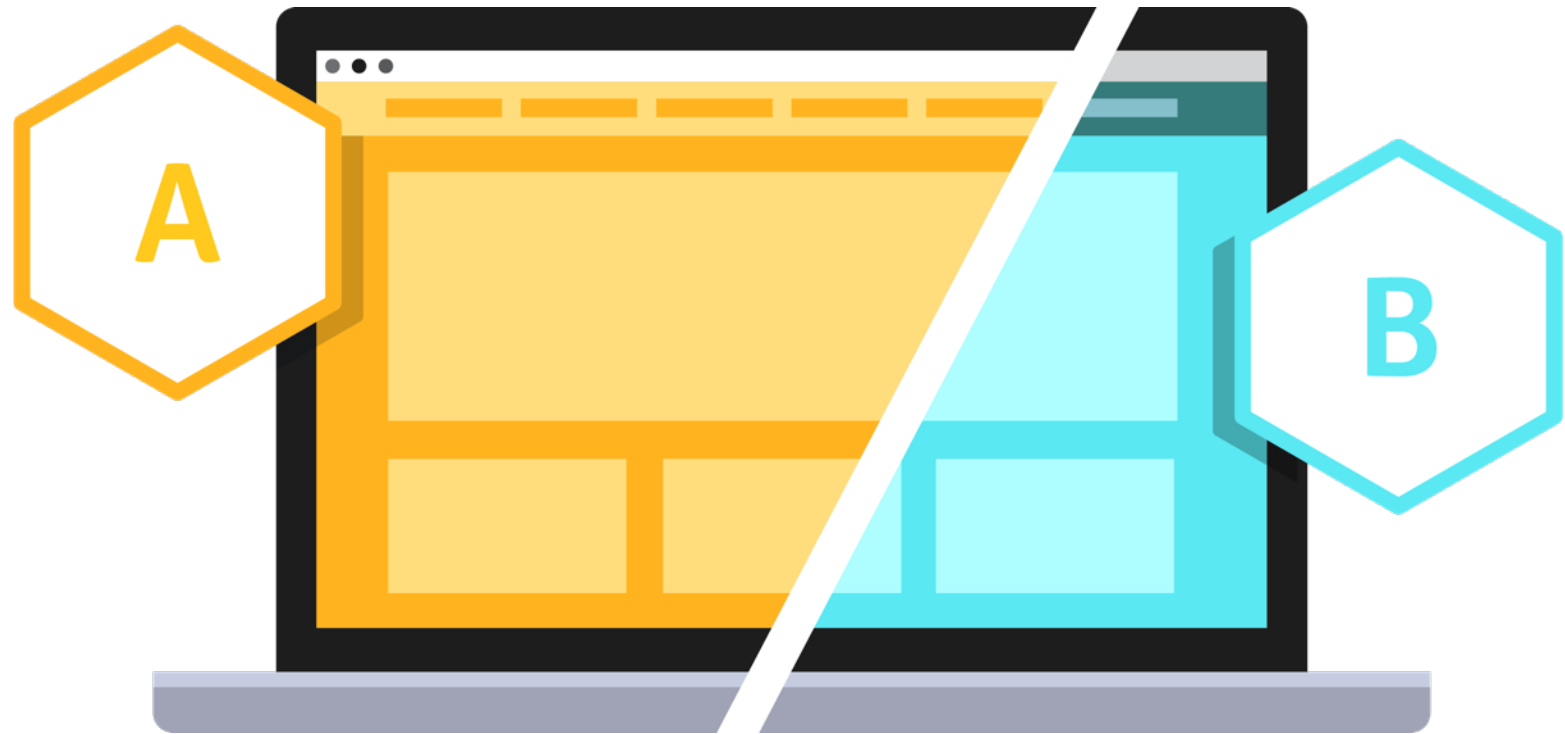
WHO SHOULD MAKE THE REFERRAL?

Pediatricians, behavioral health clinicians, nurses, or other clinicians can make treatment referrals; clinics should assess who may be the most appropriate personnel. Successful referrals typically require more than a brief intervention and are ideally done after meeting with the patient and family to discuss treatment options, explore knowledge or lack thereof, and willingness or resistance to treatment. Referrals include the following four steps:

- 1 Recommend.** Make a recommendation and explain the justification.
- 2 Discuss.** Discuss types of treatment with the patient (and parent, if appropriate) and what level of intensity best addresses the patient's needs.
- 3 Identify.** Ensure your patient links to the next level care. Conduct a "warm handoff" with a contact/provider. If available, utilize a resource specialist who can help identify an appropriate program and navigate the steps necessary for enrollment.
- 4 Engage.** Engage a care coordinator (whether full-time or incorporated into an existing role). Care coordinators can help reinforce the necessity for a referral, assist with navigation to the referral, and follow-up with engagement to help sustain treatment. Care coordinators enhance health outcomes and their role cannot be understated.

Testing Messages

- A/B testing
- Leveraging “beta” readers for your manual



Practicing Your Elevator Pitch

An *elevator pitch* is a short verbal introduction

- 30-90 seconds (150-225 words) is the typical range—though 30-60 seconds is typically the “sweet” spot to be short enough to be memorable and long enough to provide details
- Explain who you/your organization is, what it does, and what the benefit is to the audience



Using Digital Marketing Strategies

- Multimedia, integrated marketing campaigns
- Search engine optimization (SEO)



Creating Integrated Marketing Campaigns

- Social media
- E-mail marketing
- Landing pages
- Multimedia content



Tapping Into #Trending Topics

#HIV

#HCSM

#FactFriday

#DYK

#DigitalHealth

#HealthCareMatters

#HealthDisparities

#TwitterHealth

#ICYMI

Improving Search Engine Optimization (SEO)

- Link building
- Text, video, image, and audio file optimization

Using Stock Photography

- Gender Spectrum Collection: genderphotos.vice.com (Created by Vice to include underrepresented images of communities of color and LGBTQ individuals.)
- Death to Stock: deathtothestockphoto.com/join/ (Every month, they offer 20 free images.)
- iStock: www.istockphoto.com (Affordable stock images)
- Shutterstock: www.shutterstock.com (Affordable stock images)
- Images directly on Canva: www.canva.com (Free to low-cost images)
- Nappy: nappy.co (Free stock images featuring Black people)
- CreateHer Stock: createherstock.com (Free to low-cost images featuring Black women)
- Great blog on free or low-cost stock photography: blog.snappa.com/free-stock-photos/



Leveraging New Tools

Canva: The Free Non-Designer's Design Platform

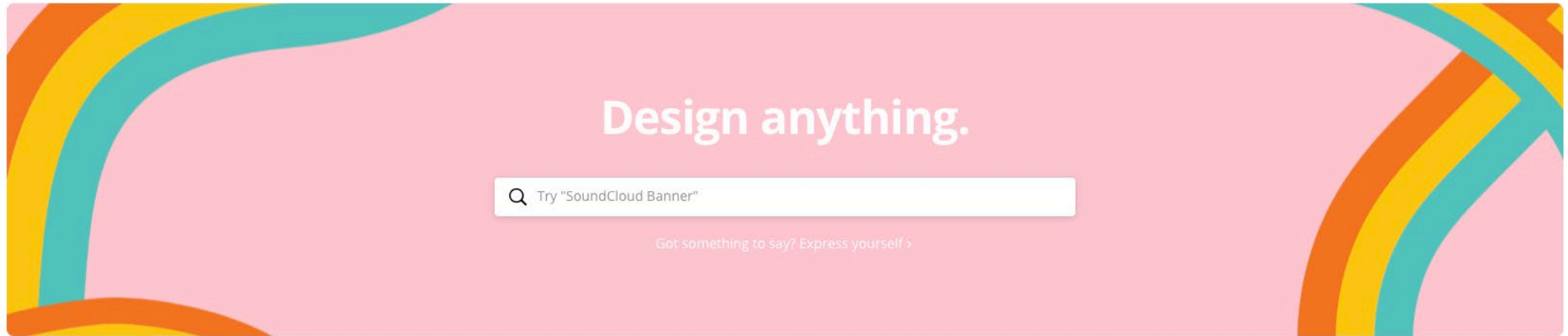
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[Add your picture](#)

[Create a design](#)

- Home
- All your designs
- Templates
- Photos
- Print
- Brand Kit
- Design School
- Create a team

-  Folders
-  Trash

Folders you open will be pinned here so that you can quickly access them.

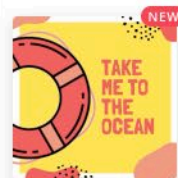


[Create a design >](#)

[Custom dimensions](#)



[Canva Print >](#)



Animated Social Media



Presentation



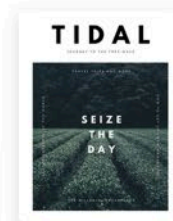
Poster



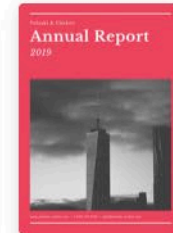
Facebook Post



Twitter Post



Magazine Cover



A4 Document



Postcard



Social Media



Mobile-Fi Presentati

Recap: Manual Concepts to Keep in Mind

- **Audience:** Is it clear who the intended audience is for your manual? Can they see themselves in this? If necessary, does it have audience segmentation?
- **Design:** Is the document clearly labeled? Is it easy to follow along? Does it look inviting?
- **Innovation:** Are the innovations of the intervention clear? Are there data outcomes? Is this information easy to find? Is it (ideally) reinforced visually?
- **Dissemination & Replication:** Is the document easy to share? Is it clear how readers can use it? Have you leveraged beta readers prior to prime time?

Contact

Questions about today's presentation?

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Questions about TA available via the Coordination, Dissemination, and Replication of HIV Innovative Care Strategies in the RWHAP?

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