

CAT Knowledge Exchange

# Improving External Communications

Wednesday, April 20, 2022  
1230-1330



BC PATIENT SAFETY  
& QUALITY COUNCIL  
Working Together. Accelerating Improvement.



BRITISH  
COLUMBIA

## Virtual Safety – Take Care of Yourself

- Take breaks as needed
- Stretch, get water/food as needed
- Share as much as you feel comfortable
- Connect with others after the session

## Session Supports – Take Care of Each Other

**Support Tech** – \*Support Tech, Donna Molina

**Counsellor** – \*Support Counsellor, Clara Morgan

**Elders** – \*Elders, Aggie & Shlomish



# Plan for today – Improving External Communications

- Introduction
- Communication Strategy, Six Key Steps
- Messaging: Pitching Your CAT!
- Q&A Discussion
- Closing

# Introduction – Kevin Hollet

## *Associate Director, Communications - BC Centre on Substance Use*

Experience includes working with international organizations and community-level non-profits, where he has developed campaign, advocacy, and digital engagement strategies, and provided government and media relations support.



# Communication Strategy – Six Key Steps



## Aim – Six Key Steps

- What do you want to achieve?
- Why do you need to communicate?
- Don't overthink it, keep it SMART

*What AIMS for communication do you have in your CAT work?*



# Audience – Six Key Steps

- Make sure you're reaching the right people.
  - This may mean one or several groups!
- Understand their motivations, needs, concerns, priorities & where they consume information.

*Describe some different audiences for your CAT work?*



# Messages – Six Key Steps

- What does the audience need to hear in order to understand, engage and act?
- Essential information only; one thought per message.
- A few clear messages will work better than many vague ones.



# Messages – “Elevator Pitch” Breakout Room

- *10-min breakout room, to develop a short 15 to 30 second pitch!*
- *Someone record the pitch, be ready to share or post in the chat-box on return.*

## *What is a Community Action Team?*

- *Choose your audience (who is unaware of what a CAT is!)*
- *How can you get this audience interested in under 75 words?*

***Opportunity:*** What problem is your CAT trying to solve?

***Benefit:*** What benefits will the **audience** receive?

***Under 75 words, ≤ 3 ideas***



## Channel – Six Key Steps

Imagine you want to spread the word about your project to as many people as possible. Should you tell...

- a) One of your five team colleagues.
- b) A work acquaintance you met at the local coffee shop who is working on a totally unrelated project.



## Channel – Strength of Weak Ties

Imagine you want to spread the word about your project to as many people as possible. Should you tell...

- a) One of your five team colleagues.
- b) A work acquaintance you met at the local coffee shop who is working on a totally unrelated project.

*Sharing can reach a larger number of people and traverse greater social distance when passed through weak ties rather than strong.*



## Channel – Six Key Steps

- Use multiple ones and don't forget about the classics!

*Which channels for communication have you used?*



# Story – Six Key Steps

- Make it personal
- 600 to 1,200 words
- Get pictures!
- Include various perspectives
  - Peer, family, health providers...

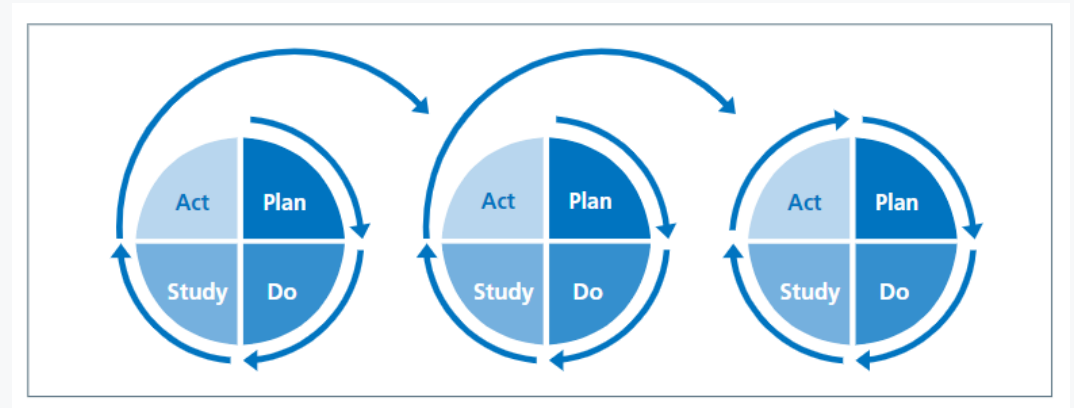
Structuring your narrative worksheet		
Finding Nemo		
Once upon a time	There was a widowed fish named Marlin who was extremely protective of his only son, Nemo.	
Every day	Marlin warned Nemo of the ocean's dangers and implored him not to swim far away.	
One day	In an act of defiance, Nemo ignores his father's warnings and swims into the open water.	
Because of that...	He is captured by a diver and ends up as a pet in the fish tank of a dentist in Sydney.	
Because of that...	Marlin sets off on a journey to recover Nemo, enlisting the help of other sea creatures along the way.	
Until finally	Marlin and Nemo find each other, reunite, and learn that love depends on trust.	

Structuring your narrative, Impact Framework



# Review – Final Key Step

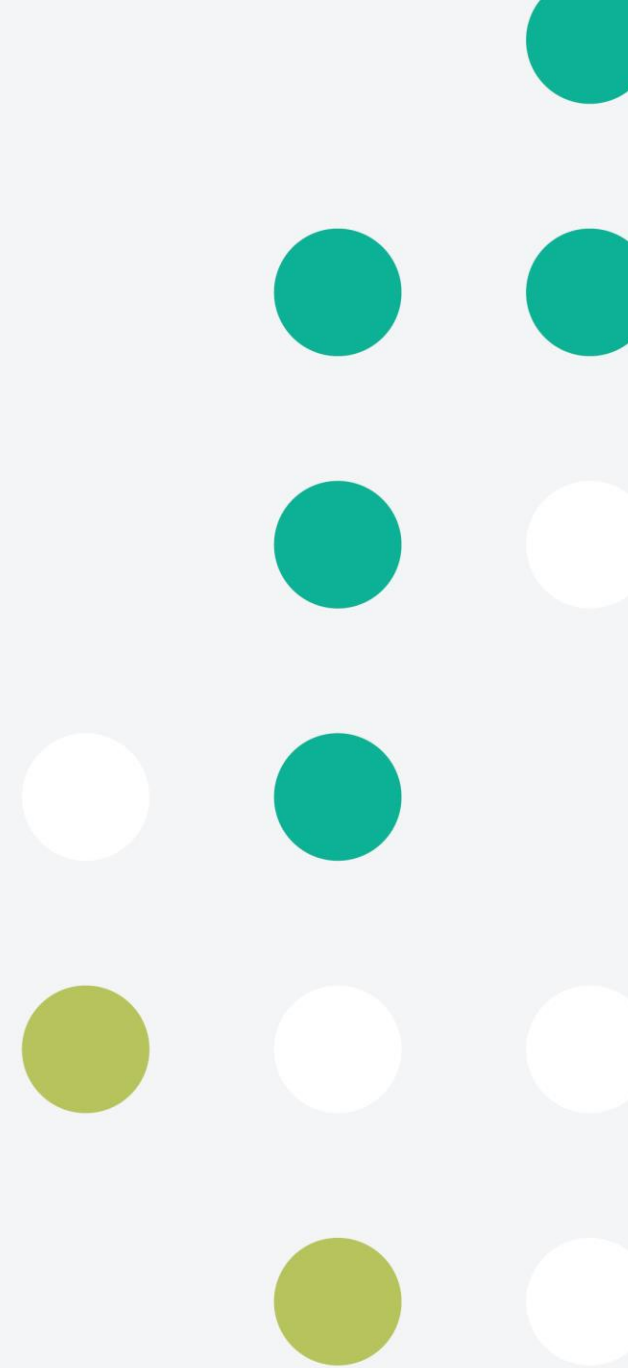
- Were your aims right?
- Were your audiences too broad/narrow?
- Did people act on the messages and remember them?
- Did your channels reach the right people?
- Which stories had most impact?
- What could you do differently?



# Q&A Discussion



# Closing



**Thank you for  
joining us today!**

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