



PUBLIC HEALTH

**ALWAYS WORKING FOR A SAFER AND
HEALTHIER WASHINGTON**

Selling your story

Tim Church, WA State Dept of Health
October 17, 2011

“Grandpa bought me a corndog
from the deli.”

“Grandpa bought me a corndog
from the devil.”



“I’ll be around later.”

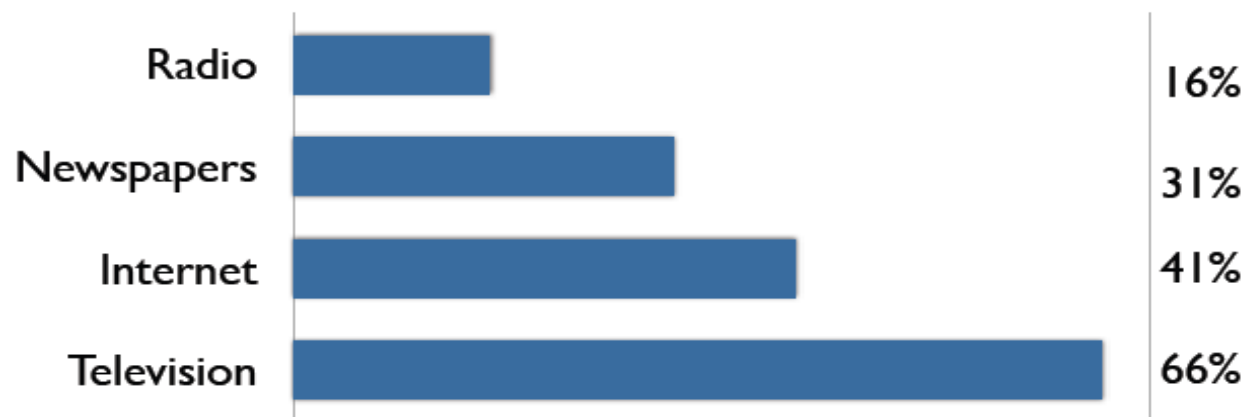
“I’ll be aroused later.”

Getting your message out

- Earned media
- Social media
- Paid media

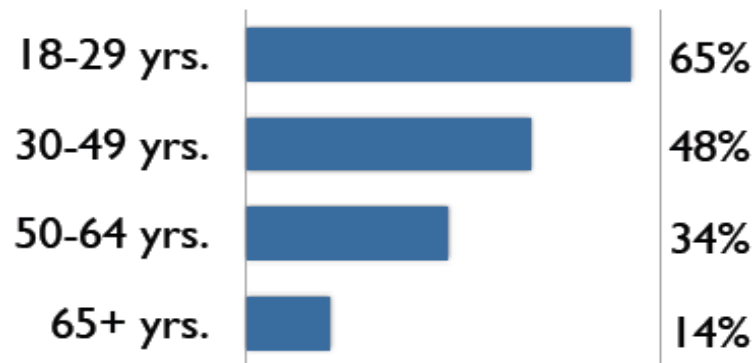


Where do you get most of your news?



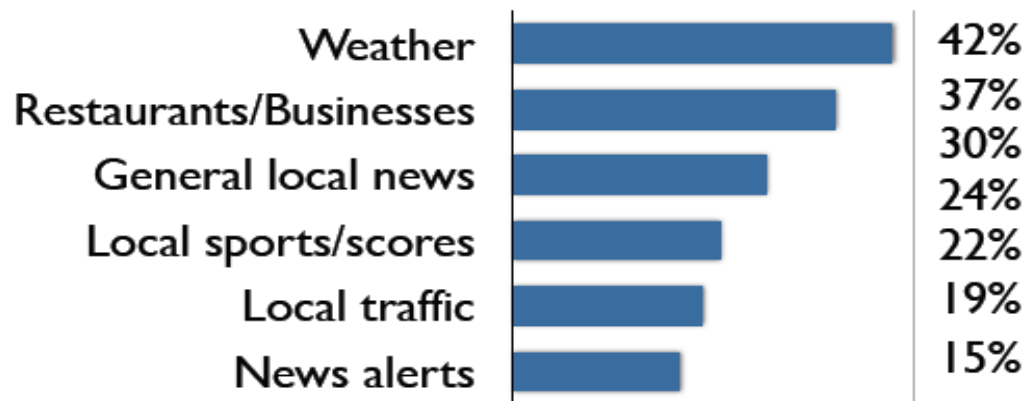
Pew Research Center for People and The Press, December, 2010 1,500 Adults
pewresearch.org

Internet as the main source of news by age group



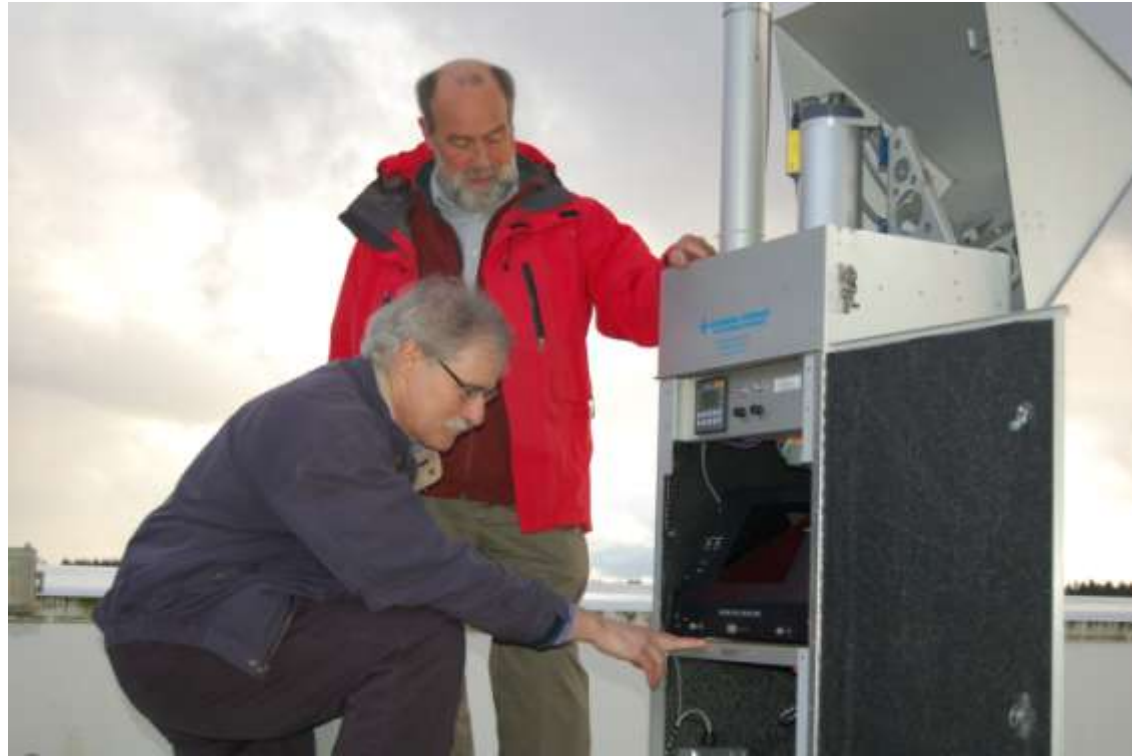
Pew Research Center for People and The Press, December, 2010 1,500 Adults
pewresearch.org

Information adults get using mobile devices



Project for Excellence in Journalism, January 2011, 2,251 Adults
stateofthemeida.org

Be the credible source





“The media only cares
about the bad news.”

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Key messages: write them & use them



News Release

For immediate release: September 15, 2010

(10-142)

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Health officials urge pertussis vaccination for adults and teens to protect infants

Whooping cough cases showing up around the state

OLYMPIA — While Washington’s overall number of reported whooping cough (pertussis) cases remains even with last year, we’re seeing more activity in the past few months. **Most concerning is the number of kids under one year who are hospitalized or have died from the preventable disease.**

This year at least 44 infants in our state have had whooping cough — 18 of them under three months of age have been hospitalized and two died. Most have become ill since the beginning of summer. Young children should get four doses of vaccine between two and 18 months of age — each dose provides more protection. **Babies under two months are too young to get the pertussis vaccine, so it’s important for parents and others in close contact to “cocoon” babies by getting immunized themselves.**

“Immunizations aren’t just for kids,” said State Health Officer and pediatrician Dr. Maxine Hayes.

“Whooping cough vaccine protects teens and adults, and by getting it they help protect infants who are too young to be vaccinated, but have the greatest risk of serious complications, including death.”

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Health officials urge adults to get whooping cough vaccine

By ALEX SILVERMAN, KIRO Radio

Cases of whooping cough have been popping up in Washington state the past few months, and health officials are urging adults to get vaccinated to help protect susceptible infants.

This year, at least 44 infants have come down with pertussis, better known as whooping cough, according to the state health department, 18 of them under 3 months of age have been hospitalized and 2 have died.

"It's really tragic when you hear of an infant dying of a preventable disease," said Michele Roberts, spokesperson for the state immunization program.

What's perhaps more tragic is the fact that many infants get the disease from their parents, Roberts said. "A mom or a dad may not realize they have it because they just have a cough."

Babies under 2 months of age are too young to be vaccinated for whooping cough, so it's important that their caregivers get protected, said Roberts.

The whooping cough booster can be packaged with the tetanus booster, but that has only been available since 2005, so **Roberts warns parents not to assume they have already had the vaccine.**

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Social media – it's not free



Social media awareness

What percentage of adults know who
Chief Justice John Roberts is?

28 Percent

How many know what Twitter is?

85 percent

The Twitter logo, featuring the word "twitter" in a light blue, lowercase, rounded font with a white outline.

Plenty to choose from

We're currently using:

- Facebook
- YouTube
- Twitter



Our Twitter experience



The screenshot shows the Twitter profile for WA Dept. of Health (@WA_DeptofHealth). The profile includes a bio, a 'Following' button, and a timeline of tweets. The right sidebar shows account statistics (579 Tweets, 59 Following, 1,549 Followers, 152 Listed), connections, and similar accounts.

WA Dept. of Health
@WA_DeptofHealth Olympia, WA, USA
Washington State Department of Health: Always working for a safer and healthier Washington.
<http://www.doh.wa.gov>

579 Tweets 59 Following 1,549 Followers 152 Listed

Timeline Favorites Following * Followers * Lists *

WA_DeptofHealth (WA Dept. of Health)
Secretary of Health says, "There is not a problem with our milk." Levels of radiation are too low to be dangerous. <http://bit.ly/hj5llg>
1 Apr

WA_DeptofHealth (WA Dept. of Health)
Calendar says it's March 31; weather isn't springlike. Be ready if high water hits. Prepare for floods, slides. <http://1.usa.gov/a81jml>
31 Mar

WA_DeptofHealth (WA Dept. of Health)
Pharmacies now carry vaccine to prevent shingles (painful skin rash). Adults over 60 should protect themselves. <http://1.usa.gov/evq5W>
30 Mar

WA_DeptofHealth (WA Dept. of Health)
Preparing for a local disaster is everybody's job. Neighborhood meetings should begin with community preparedness. <http://1.usa.gov/gVbhqg>
29 Mar

WA_DeptofHealth (WA Dept. of Health)
We set up this tweet on Friday — Dept of Health is on a temp layoff day today. More tweets tomorrow... <http://1.usa.gov/wNCwie>
28 Mar

WA_DeptofHealth (WA Dept. of Health)
Del Monte recalling cantaloupes because of possible Salmonella

About @WA_DeptofHealth

579 Tweets 59 Following 1,549 Followers 152 Listed

Connections

Also followed by @WAStatePks_NEV95, @EcologyWA, @Govoregion

You both follow @EcologyWA, @CDCemergency, @KPLU, and more

Following 59

Similar to @WA_DeptofHealth [view all](#)

- neighborhouse** - Follow Neighborhood House
- TPCHDFood** - Follow TPCHDFood
- CDHDidaho** - Follow Central Dist Health
- SR** - Follow SpokesmanReview

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Using it wisely

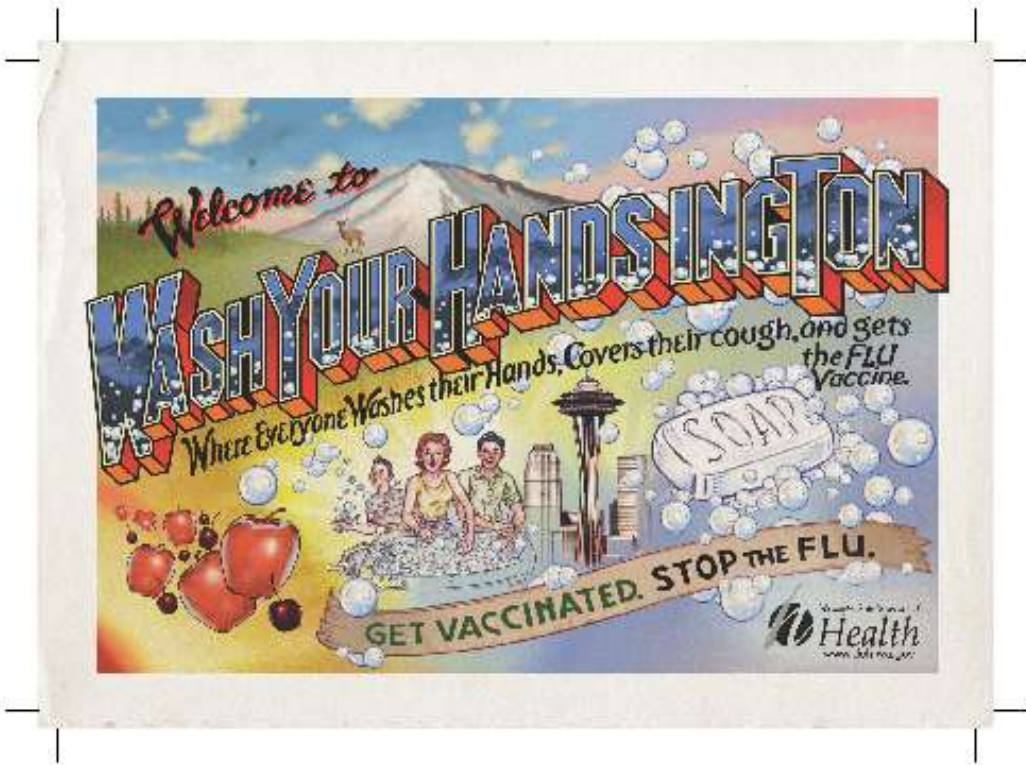
Is there a business need?

Do you have a policy and guidelines?

How will you monitor it and keep it up to date?

What's your records retention plan?

Paid media



WashYourHandsingTon - online



WashYourHandsingTon - radio



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