COMMUNICATIONS AND MEDIA RELATIONS TO RAISE AWARENESS OF THE OMBUDSMAN PROGRAM

Kristin Hyde & Katie Hewitt

January 31, 2023
Welcome

- This webinar is being **recorded**.
- Use the **Q&A feature** for questions for the speakers.
- Use the **chat feature** to submit comments or respond to questions from speakers or other attendees.
- Please complete the **evaluation** questionnaire when the webinar is over.
- Links to **resources** will be posted in the chat box and will be posted to the NORC website – [ltcombudsman.org](http://ltcombudsman.org).
Speakers

Kristin Hyde
Writing, Media Relations, Spokesperson Training, Storytelling

Katie Hewitt
Digital Strategy, Advocacy, Training
Tips for Successful Media Relations
Objectives for Today

Get ideas for how you can use media outreach to:

- Effectively reach your audiences
- Raise awareness about your program
- Cultivate and recognize staff and volunteers
How can news stories help me accomplish my goals?

“If a tree falls in the woods and nobody hears it, does it make a sound?”

LETTERS
Volunteers urgently needed for long-term care ombuds program

I am writing to express my appreciation for The Herald’s recent editorial on the critical role played by the long-term care ombuds program in advocating for residents of nursing homes. (“Nursing home residents need volunteer advocates,” “The Herald,” March 24.) As a legal aid attorney with the Northwest Justice Project, I have worked with the ombudsman program for over 10 years, including serving as a board member on the Snohomish County Long-Term Care Advisory Council for three of those years.

I am inspired every day by the work of the volunteers. So many of my clients have benefited from their help. Many long-term care residents face daunting legal problems. Often their health, financial, and cognitive challenges create barriers to accessing justice. Volunteers see these problems and help residents navigate the system. The volunteers’ dedication and expertise are invaluable.”

SUPPORT

More Impact

Increased Awareness

News Coverage

More Success in Fundraising, Policy Change, and Attracting Volunteers

More Informed Audience

Increased Credibility and Influence

Increase in Support and Engagement
Leverage “free”/earned media coverage and paid Ads (if you have $)

Vancouver volunteer makes impact as long-term care advocate

Long Term Care Ombudsman Program helps residents in nursing homes, assisted living, adult homes

By Dylan Jefferies, Columbian staff writer
Published: August 10, 2022, 6:05am
Getting Started

Make a list of story ideas/news “hooks”

- Studies, Reports
- New federal or state policies, CMS guidelines, ratings
- Related topics in the news (short staffing, visitor restrictions)
- Data - ### of community members who live in LTC, % of people, milestones, anniversaries
- Local events, action related to LTC facilities, residents, or community members

**HUMAN INTEREST** - people are interested in people and what’s happening with their neighbors and communities, subjects that affect a large percentage of your community will interest media
Formula for success, 5 Easy Pieces

1. **Who/What/Why**: Ombuds 101

2. **What and Who Is the story**? Villain/Threat, Victim/What’s at Risk, Hero/Solution

3. **Anecdote**/Real World Example

4. **Data** - reporters love numbers and numbers help tell the story

5. **Be a good resource**: Provide contact information for other people to talk to/more sources of information
Identify and support volunteers, residents, resident family members as program “ambassadors”

63 volunteers responded to the survey in the Spring sharing about their experience and ideas for how to raise awareness and recruit more volunteers. Let’s follow up and engage them! Resident success and experience stories too!
Cultivate Relationships with Reporters

➢ Identify newspapers, TV, and radio stations in your area

➢ Google search. Look up recent stories related to nursing homes, volunteers, public health, seniors, or other related topics to get a sense of what they have reported on and who the reporters are.

➢ Search their “contact us” page to find phone numbers and emails of editors, reporters.

➢ Reach out by phone and email with a little bit of information, who you are, what the story is about and why you think it’s newsworthy and something the community would like to know/needs to know about.

➢ Offer to connect the reporter with other people to talk to, facilitate them taking pictures or doing on camera interviews (TV), in person or via zoom.
Feature stories on volunteer Ombudsman

- Offer support to staff/volunteers/residents/family members willing to talk with local media to prepare them for what to expect, help draft their talking points or guest column

- Pitch the reporter (email, phone call)
  Follow up, offer to facilitate phone/in person interviews, on site visit/photo shoot

- Provide additional background, data, people to talk to

- After story is published, thank reporter and staff/volunteers who participated, share the article, urge your network to write letters to the editor
Pitch memos and press releases
and follow up calls
Setting up virtual interviews and
meetings with reporters and
editors
Prepping spokesteam (State and
Regional Ombudsman Staff and
Volunteers)
Getting “ambassadors” to sign and
submit letters to the editor

‘There to advocate’: Volunteers needed for ombuds program
that serves as watchdog for Washington’s long-term care
facilities

UPDATED: Fri., March 4, 2022

By Arielle Dreher
arielled@spokesman.com
(509) 459-5467

Want to help advocate for residents of long-term care facilities?
The COVID-19 pandemic has taken a toll on the state’s ombudsman program, and volunteers are
needed statewide to advocate for residents of long-term care facilities.

The ombudsman program is the “first line of protection” for long-term care residents, State Ombuds Patricia Hunter said.

Not unlike the staffing shortages felt throughout the health care sector, the COVID-19 pandemic gutted the state’s ombudsman program.

From 2019 to 2021, the volunteer ombudsman corps dropped from 400 to 135.

This is in part because many volunteers are over the age of 60, Hunter said, meaning they are potentially at higher risk for complications from the disease.
Provide pre-written articles to like-minded organizations

Volunteering: The Antidote We Need

The COVID pandemic continues to wreak havoc on our lives, economy, friends, and families. No one was hit harder than residents of long-term care—nearly 74,000 Washingtonians who live in more than 4,300 long-term care homes across the state.

Living in restricted situations for much of the past year and a half, residents were in isolation, with no visitors, spending many days without seeing friends or family members. Social isolation has caused rapid decline in cognitive, emotional, and physical health, and even death among long-term care residents.

Now that we know how to best protect against infection with vaccination, masks, hand washing, and social distancing, we can rebuild our social connections, and our sense of community. Brighter days are ahead, and the new year is a good time to commit to taking action that

Volunteering is a Win-Win

The COVID pandemic continues to wreak havoc on our lives, economy, friends, and families. No one was hit harder than residents of long-term care -- nearly 80,000 Washingtonians who live in more than 4,300 long-term care homes across the state.
Get the reporter’s:

- Name_______________
- Who they work for/media outlet
- Phone number and email

- Ask what their deadline is
- Who else they have talked to

Reporters Need YOU as much as you need THEM. Become a good resource on long term care issues, even it doesn’t always result in a story that directly helps you.
Lingo You Need to Know

**On the Record**: Means anything you say can be used by the reporter

**On Background**: Means the reporter can use what you tell them, but not attribute it to you

**Off the Record**: Means the reporter cannot use the information you are sharing and cannot quote you

"By the way, is this off the record?"
Secrets to Successful Interviews

- Prepare ahead, anticipate likely questions.

**Set the stage:** Who you are, what’s your role, what’s the problem, and what’s the solution?

- Start with your strongest statement

- Have stories, anecdotes, analogies and a few data points

- Be a teacher, the public (and reporters) knows less than you may think

- Be relaxed and conversational
  - Avoid lecturing

- Say what you want to say and then stop

- Make sure you understand the question before replying
  - Ask for clarification!

- State your message in your own words, not theirs

- Calmness is key

- Always be truthful
Make Yourself Quotable

A good quote is memorable, conjures up an image or a feeling

• Something you can picture

• Something you want to tell a friend

• Something anyone can understand with little or no context

“Nursing home residents are being treated like prisoners, alone in their rooms for months.”
Don’t guess when answering questions…. it’s **OK to say “I don’t know”**

- **NEVER** say “no comment”
- **Avoid insider jargon** and acronyms
- **Correct misinformation**
- **Be positive** and offer solutions
**Press Statement**: making or responding to news; all in one voice or from one org

**Press Advisory**: who/what/when/where - “save the date” without giving away the whole story

**Press Release**: everything a reporter would need to write the story, what’s the news, who is reacting/what are they saying/why is this relevant to include in coverage

**Editorial Board Memo**: what’s happening, why it matters, timing, data/experts to reference, the “ask” write in support/against because x, y, z

**Letter to the Editor**: community voice reacting to what’s in the news, how it affects them, what they want

**Editorial**: the opinion of the news org, unsigned, weighing in on news of the day

**Op-Ed**: “opposite the editorial page” community/expert voice with new solution, reactions, generate more dialogue on an issue

**Live**: in real time, an interview being broadcast in real time live on TV or radio to an audience of listeners/viewers

**Pre-recorded/Taped**: an interview taped for inclusion in a story to be broadcast later, likely heavily edited, cut to soundbites only

**Stakeout**: when there is breaking news, or all media need comment at same time from the same source (think courtroom decisions, meetings at the white house)

**Press Conference**: for announcements, unveiling “findings”, reacting to something in the news

**Press Briefing**: to provide context, deeper dive into issues, provide experts and resources to media on a subject that is or will be in the news
Impact

- Increase visits to our website
- Support from state policymakers/budget
- New volunteer applications
- Empower staff, residents and volunteers as ambassadors
- Become a go-to source for local media

**Volunteer Inquiries sent**

<table>
<thead>
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<th>Month</th>
<th>Inquiries</th>
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<tr>
<td>September</td>
<td>18</td>
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<td>October</td>
<td>35</td>
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<tr>
<td>November</td>
<td>13</td>
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<tr>
<td>December</td>
<td>44</td>
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Overall page view 4,472

**Overall Traffic**

- Users: 13K increase 102.2%
- Sessions: 14K increase 81.0%
- Bounce Rate: 44.77%
- Session Duration: 2m 23s
Questions?

Contact Information:

kristin@kristinhyde.com

206-491-0773
Social Media Content Strategy

January 2023
Traditional Media
Traditional Media
Traditional Media
Social Media
Social Media
Social Media
Why People Use Facebook

- To get the word out about causes they care about: 84%
- To grow and nurture our relationships: 78%
- To define ourselves to others: 68%
Campaign Strategies

- **Build Awareness**
  Create shareable content for people to help their friends and family

- **Give People an Opportunity to Make a Difference**
  Get people to sign onto an open letter or a petition or fundraise on behalf of your cause

- **Organize Supporters & Gather Stories**
  Use Groups to unite supporters and provide a safe space to share stories

Majority of users are 18-49
Why People Use Twitter

- To get the news
- Share their views
- Promote articles
Campaign Strategies

- **Media Friendly Campaign**
  Link to an op-ed that gets people to click through to the petition

- **Direct Advocacy**
  Get grassroots & grasstops to directly policy makers

- **Raise Awareness**
  Build a large hashtag campaign that can catch fire

Majority of users are 18-29
Expand and Engage Your Target Audience
54% the number of people who trust NGOs
2017 Edelman TRUST BAROMETER

83%
54% the number of people who trust NGOs
2017 Edelman TRUST BAROMETER

83% the number of people who trust recommendations from friends and family
Nielsen Global Survey, 9-2015
Shareable content is... emotional
Shareable content is... emotional entertaining
Shareable content is... human

emotional
entertaining
emotional
entertaining
human
Shareable content is... relevant
Shareable content is... short

- emotional
- entertaining
- human
- relevant
emotional
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short

Shareable content is... conversation-starting
Shareable content is... emotional, entertaining, human, relevant, short, conversation-starting, value-oriented.
Shareable content is helpful.
Shareable content is... empathetic, emotional, entertaining, helpful, value-oriented, conversation-starting, short, relevant.
Shareable content is... **MAGIC!**

- conversation-starting
- value-oriented
- helpful
- empathetic
- emotional
- entertaining
- human
- relevant
You have 1-second to get people’s attention
- 3% Engagement
- .2% was Shares
- 17% Viral Reach

VS

- 5% Engagement
- 20% was Shares
- 80% Viral Reach

World Health Organization South-East Asia Region - WHO SEARO
June 25 at 10:43 PM

Antibiotic resistance happens when bacteria change and become resistant to the antibiotics used to treat the infections they cause.

Causes of Antibiotic Resistance include:
- Over-prescribing of antibiotics
- Patients not finishing their treatment
- Over-use of antibiotics in livestock and fish farming
- Poor infection control in hospitals and clinics
- Lack of hygiene and poor sanitation
- Lack of new antibiotics being developed

Handle antibiotics with care

World Health Organization (WHO) with World Health Organization South-East Asia Region - WHO SEARO and 4 others.
July 5 at 3:58 PM

What are the causes of Antibiotic Resistance?

CAUSES OF ANTIBIOTIC RESISTANCE

Antibiotic resistance happens when bacteria change and become resistant to the antibiotics used to treat the infections they cause.

- Over-use of antibiotics in livestock and fish farming
- Poor infection control in hospitals and clinics
- Lack of hygiene and poor sanitation
- Lack of new antibiotics being developed

Write a comment...
Avoid click-share-engagement-bait
Post 2-3 times a day
Re-purpose content
Stack content
Our 2019 Annual Letter

BY BILL & MELINDA GATES
FEDERAL AID WILL NOT SAVE WASHINGTON'S SMALL BUSINESSES AND FAMILIES. Budget cuts - or simply balancing the budget - will only extend the pain and suffering our communities have felt and prolong this economic crisis. Washington’s economy depends on new progressive revenue to increase investments in what makes it thrive - people.

RENT/HOUSEHOLD BILLS
Half of Washington residents are facing difficulty just paying their usual household expenses, and more than 1 in 10 are behind on rent.

FOOD INSECURITY
One-third of households face food insecurity. Six in 10 of those have children, and 4 in 10 are families of color.

NEW INSECURITY
One in 5 applicants for cash or food assistance in 2020 applied for the first time in their lives.

UNEMPLOYMENT
Nearly 1 in 5 low-income Washingtonians have lost their jobs.

RURAL ECONOMIES
Farm bankruptcies in the Pacific Northwest are up 70% from June 2019.

BUSINESS CLOSURES
One-third of Washington small businesses missed January's rent, and about 1 in 6 have two weeks' or less worth of cash on hand.

CHILDcare CRISIS
Lack of access to childcare in our state keeps 133,000 workers at home, losing $14.7 billion in personal earnings every year, and costs Washington employers over $2 billion and the overall state economy $6.5 billion annually in lost revenue and growth.

PRE-EXISTING INSECURITY
Because of cuts in the Great Recession, Washington was already only providing cash assistance for 25% of families who needed it, compared to 62% pre-recession. The impacts of prior policy choices have fallen especially hard on people of color, in particular Black families, who are removed from the program in disproportionate numbers.

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Re-post high-performing content
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* In some cases, acute bronchitis is caused by bacteria, but even in these cases antibiotics still do not help.

Parents: Antibiotics are not effective against viral infections like the common cold, flu, most sore throats, bronchitis, and many sinus and ear infections. Taking antibiotics can also have harmful side effects for you or your child. Read more about when antibiotics are and aren't needed: https://www.cdc.gov/getsmart/.
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### Viruses or Bacteria: What's got you sick?

Antibiotics are only needed for treating certain infections caused by bacteria. Viral illnesses cannot be treated with antibiotics. When an antibiotic is not prescribed, ask your healthcare professional for tips on how to relieve symptoms and feel better.

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*Studies show that in otherwise healthy children and adults, antibiotics for bronchitis won't help you feel better.*

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**Carlo Santarelli** The CDC should do some research to use known technology to fight bacteria that is immune to antibiotics. If a bacteria is in the blood, why could doctors not have the blood pass through glass tubes that allowed the blood to be subjected to ultraviolet light that is known to kill bacteria.
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</table>

* In some cases, acute bronchitis is caused by bacteria, but even in these cases antibiotics still do not help.

Parents: Antibiotics are not effective against viruses like the common cold, flu, bronchitis, most sore throats, and many sinus and ear infections. Taking antibiotics can also have harmful side effects for you or your child. Read more about when antibiotics are and aren’t needed: [http://bit.ly/2wE3AEw](http://bit.ly/2wE3AEw).
## Viruses or Bacteria
### What's got you sick?

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* Studies show that in otherwise healthy children and adults, antibiotics for bronchitis won't help you feel better

---

**CDC**

June 20, 2018

Do you know the difference between infections caused by bacteria and those caused by viruses? One can be treated by antibiotics, the other can't.

[Link](http://bit.ly/2MGT6T)

---

**Jesse Naomi**

Do you know that the children who TRUMP ripped away from their parents and imprisoned in unsafe places will start spreading diseases all over the Unite States since none of them are immunized to polio, smallpox, rubella, measles or mumps and they are bri...

See More

Like · Reply · 1y

1 Reply

---

To learn more about antibiotic prescribing and use, visit [www.cdc.gov/antibiotic-use](http://www.cdc.gov/antibiotic-use).
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*In some cases, acute bronchitis is caused by bacteria, but even in these cases antibiotics still do not help.

CDC - August 7, 2018

Did you ask your doctor to prescribe an antibiotic for your illness? Antibiotics aren’t always the answer. Be sure to ask your healthcare professional if antibiotics are the right treatment for your illness. Everyone can help improve antibiotic prescribing and use.
https://go.usa.gov/xUCWX

60 Comments
1.3K Shares

Ellie Stewart Jr Angstrom silver kills viruses easily. Expensive but magic.
Like · Reply · 1y

Jim Hendon We have a bigger problem with the food supply being inundated. Not this food from other countries comes in and it acts little more than a glance. There
## What's got you sick?

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* Studies show that in otherwise healthy children and adults, antibiotics for bronchitis won't help you feel better.

---

**CDC** - October 17, 2018

Antibiotics save lives and are critical tools for treating infections, like those that can lead to sepsis. Taking antibiotics for viral infections – like a cold – won’t help you, and the side effects could still hurt you. Talk to your healthcare professional about the best way to treat and prevent infections.


328 Comments
6.2K Shares
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---

**CDC**

- November 2, 2018

Antibiotics save lives and are critical tools for treating infections, like those that can lead to sepsis. Taking antibiotics for viral infections – like a cold – won’t help you, and the side effects could still hurt you. Talk to your healthcare professional about the best way to treat and prevent infections.

http://bit.ly/2pn8Yuk

![1.5K Shares](https://example.com)
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It’s U.S. Antibiotic Awareness Week! Antibiotics save lives and are critical tools for treating infections, like those that can lead to sepsis. When antibiotics aren’t needed – like for a cold – they won’t help you, and the side effects could still hurt you. Serious side effects can include *Clostridioides difficile*, or *C. difficile* infection, which can cause deadly diarrhea. Talk to your healthcare provider about the best way to treat your or your loved ones’ illness.  

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**CDC**  
December 28, 2018

Antibiotics do not work on viruses such as those that cause colds, flu, bronchitis, or runny noses. Antibiotics are not needed for many sinus and some ear infections. When antibiotics aren’t needed, they won’t help you, and the side effects could still cause harm. Learn when antibiotics are and aren’t needed: https://bit.ly/2m9zm5T

---

**Most Relevant**

- Magen Alexander
- Joy Walker
- Tell Keith Walker to stop telling me to take the girls to the dr every time they sneeze 😢😢

Like · Reply · 35W

- 4 Replies

- Write a comment...
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Antibiotics do not work on viruses such as those that cause colds, flu, bronchitis, or runny noses. Antibiotics are not needed for many sinus and some ear infections. When antibiotics aren’t needed, they won't help you, and the side effects could still cause harm. Learn when antibiotics are and aren't needed: [https://bit.ly/2m9zmsT](https://bit.ly/2m9zmsT)
You get the point
Focus on faces
"You are an ambassador for your beliefs; your actions demonstrate your ideas" - Colin Wright.
"LOVE is not patronizing and..."
"LOVE is not patronizing and CHARITY isn't..."
"LOVE is not patronizing and CHARITY isn't..."
"LOVE is not patronizing and CHARITY isn't about pity..."

Marry Teresa Bajrangi (Mother Teresa)
"LOVE is not patronizing and CHARITY isn't about pity..."
"LOVE is not patronizing and CHARITY isn't about pity..."

Hey Teresa Bianch (Mother Teresa)
• Human
• Quote in post
• Interesting layout

VS

• Small picture
• Words in picture
• Wordy post
Start conversations
“Let’s talk about it. I want to talk about her and remember her, even if it is hard.”
Kaitlynn rises up against addiction to honor her sister, Laura Beth.
Why do you rise up?

Why I Rise Up: For Laura Beth | Shatterproof
My passion to help stop the opioid crisis began in October 2017, when my little sister Laura Beth passed away from an opioid overdose.
SHATTERPROOF.ORG

336,474 people reached

Like · Comment · Share

1,674 Shares

Top Comments

466 Comments

Write a comment...

While I rise up for my brother, my niece, and many friends. All of whom lost their lives because of this awful disease. I also rise up for my husband and myself who are over 9.5 yrs free from the chains of illicit substances.

Like · Reply · Tw · Edited

I rise up to honor the memory of my fiance... and my friend... and all the other people I know out there struggling like they did and like I did.
Minimize branding
About the organization

Si quieres transformar tu vida, manera de pensar y transformar tu entorno. Es la mejor opción que pueden tomar.

- Francia (GDL)

149 likes
laboratoriala En Laboratoria no sólo aprenderás código, también descubrirás herramientas para transformar tu #mentalidad. Las habilidades blandas son igual, y...

View all 4 comments
laboratoriala Hola! Extranjeras también pueden postular. Comienza hoy mismo tu proceso en el link de la bio.

itdo_solutions 🤝 See Translation

About the audience

extradition bill entered their 10th week, police... more

View all 114 comments
humanrightswatch · August 16

humanrightswatch. We need your help naming our monthly donor program. Defender? Guardian? Protector? Champion? Cast your vote and have a say! Follow the link in our bio.

View all 66 comments
humanrightswatch · August 14
Curate Content
Mobile First
Diversify Content Mix
Use video
(always caption)
Try Going Live
- AS THE WORLD CHURNS:
  A BRIEF HISTORY OF BUTTER

- BUTTER'S DENSE HISTORY -
  NO LONGER CONFINED TO THE MARGARINES
Social Media = the best place to fail
Set benchmarks, try new things, and break the rules!
Questions?
Program Promotion Webpage

https://ltcombudsman.org/omb_support/promo

- Includes links to promotional materials from Ombudsman programs, such as:
  - Social Media pages
  - Videos
  - Annual Reports
  - Brochures, Posters, & Newsletters
  - Media Outreach
What is a Long-Term Care Ombudsman Video

This video can be used for program promotion, it provides an overview of the purpose of the Ombudsman program.

https://youtu.be/6VRmetXQVEY
This postcard is available in three versions and can be used by long-term care Ombudsman programs or long-term care facilities to share information about the Ombudsman program. Programs can personalize the postcards and/or print and share them with residents and family members.

- **Version 1 - 8.2 x 5.8 Postcard**
- **Version 2 - Printable Half Sheet**
- **Version 3 - Printable Half Sheet with space for program contact information**
This Ombudsman program infographic has been created to give a brief overview of the work Ombudsman programs do and the impact they have around the nation. This infographic can be used for volunteer recruitment or program promotion.

Join our March 15 (3:00 – 4:00 ET/12:00 – 1:00 PT) Technical Assistance (TA) Talk to ask Kristin and Katie follow-up questions.

Here is the link to register: https://us02web.zoom.us/meeting/register/tZ0qcO-hqjgvHdKeXoi8aGciuXCRK21pGay4

Registration details will also be emailed to you.
Join NORC’s Email List

Join NORC’s email list to receive the quarterly *Ombudsman Outlook*, training opportunities, and resources.

Visit [ltcombudsman.org/sign-up](ltcombudsman.org/sign-up).
Connect with us!

- lttcombudsman.org
- ombudcenter@theconsumervoice.org
- The National LTC Ombudsman Resource Center
- @LTCombudcenter

Get our app! Search for "LTC Ombudsman Resource Center" in the Apple Store or Google Play

This project was supported, in part, by grant number 90OMRC0002-01-00, from the U.S. Administration for Community Living, Department of Health and Human Services, Washington, D.C. 20201. Grantees undertaking projects under government sponsorship are encouraged to express freely their findings and conclusions. Points of view or opinions do not, therefore, necessarily represent official Administration for Community Living policy.