MORE THAN MESSENGERS: CREATING CHANGE

Janicia Moore, MS
@janiciamoore
MORE THAN MESSENGERS: CREATING CHANGE

1. Messenger Strategy
2. Hager Sharp Case Studies
3. Benefits
4. Risks
messengers

(n): A credible source for the message. Holds expertise, trustworthiness, and likability.

Types of messengers: 1) sole sponsors, 2) partners, 3) spokespersons, 4) endorsements, 5) midstream audiences, 6) mascots
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To ‘Man Up’ Also Means to Stand Against Domestic Violence

[Op-Ed] Actor Omari Hardwick joins his wife Jae in saying It’s time for men to understand their role in ending domestic abuse
“As a 28-year survivor of HIV/AIDS, I want to let people know that there is hope and diagnosis is not the end! You can save your life, and other people’s lives, by taking your medication.”

— MARIA MEJIA
INTERNATIONAL ADVOCATE, SPEAKER, AND AUTHOR

“The most interesting person at any party is the one who has the facts on sex. Be that person — know your status and the truth about HIV and AIDS.”

— SHAH BOODRAM
AUTHOR AND YOUTUBER

“I want all people, especially other teens and young adults, to know the real facts about HIV.”

— MINA K.
BLOGGER AND YOUTH ADVOCATE

“As a mother of two daughters, I will teach my daughters to embrace their sexuality, and to ALWAYS make safety their number one priority. The best sex is safe sex.”

— DANNI STARR
MEDIA PERSONALITY AND WOMEN’S HEALTH ADVOCATE

HAGER SHARP
BE A CHAMPION FOR HPV VACCINATION
Tips for protecting the children in your care.

How can I best respond to parents' questions?

How can I improve HPV vaccine rates in my practice?

What's working for other pediatricians?

I want 100% of my patients to be vaccinated. Any suggestions?

HAGER SHARP
WHAT MAKES A GOOD MESSENGER?

- Already reaches and resonates with your audience.
- Will actively promote/amplify the message with quality engagements.
- Committed to the cause and/or your organization.
- Willing to stay engaged after the end of the campaign.
- Can positively influence the 4Ps of your campaign.
- Isn’t tied to a major scandal or controversy.
BUT WHAT ABOUT THE RISKS?

• Start early and anticipate.
• Know your client.
• Know your audience.
• Know your messenger(s).
• Decide what “flaws” you’re willing to overlook and which are deal breakers.
• Think outside the box.
THANK YOU!