Measures Registry Guldes

Tailoring Messaging and Outreach to a Diverse Target Audience

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BACKGROUND

Communicating about research is a challenge for every public health issue, but especially for complex topics such as childhood obesity research.

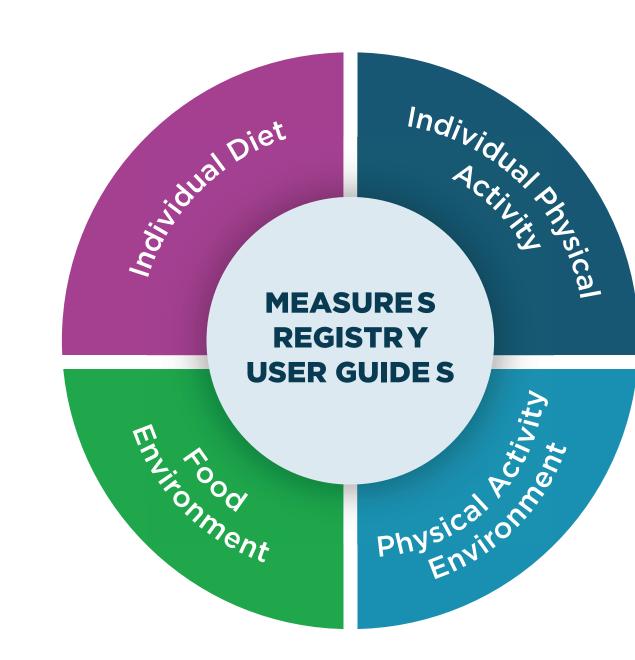
In addition to researchers, research resources are also needed by practitioners, clinicians, university faculty, and students. The National Collaborative on Childhood Obesity Research (NCCOR), a partnership between the Centers for Disease Control and Prevention, the National Institutes of Health, the Robert Wood Johnson Foundation, and the U.S. Department of Agriculture, has conducted significant outreach about selecting measures for childhood obesity research and evaluation efforts. This work is an example of strategically selecting channels and tailoring messaging and content for diverse target audiences.

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PROGRAM BACKGROUND

Measurement is at the core of all research.

A top priority for NCCOR is encouraging consistent use of high-quality, comparable measures across childhood obesity research efforts. To provide guidance on choosing appropriate measures, NCCOR created the Measures Registry User Guides, which are designed to provide an overview of measurement, describe general principles of measurement selection, and present case studies that walk users through the process of using the Measures Registry to select appropriate measures. The User Guides build on the Measures Registry, a free, online repository of measures relevant to childhood obesity research. Each User Guide coincides with one of the four domains of the Measures Registry: individual diet, food environment, individual physical activity, and physical activity environment. The User Guides are available as interactive webpages and downloadable PDFs.



To increase the likelihood that target audiences use these resources, NCCOR and the User Guide authors developed a series of complementary resources including teaching slides,

FHI 360 promoted the User Guides and complementary resources using a mix of



case studies, and fact sheets. A set of teaching slides for each Guide was developed by the authors for university professors to use in the classroom. These slides can be downloaded from the NCCOR website and easily adapted for a variety of courses. They are also intended to help graduate students better understand principles of measurement. Each Guide includes 4–8 case studies that demonstrate the process for choosing a specific measure in the Measures Registry. Each case study was developed with a specific audience in mind: university-based researchers and academic faculty, practitioners and clinicians, and graduate students. The fact sheets also feature an overview of the Guide and a case study for each domain to promote the User Guides at a variety of conferences.

NCCOR Website, Blog, and Newsletter:

channels and strategies:

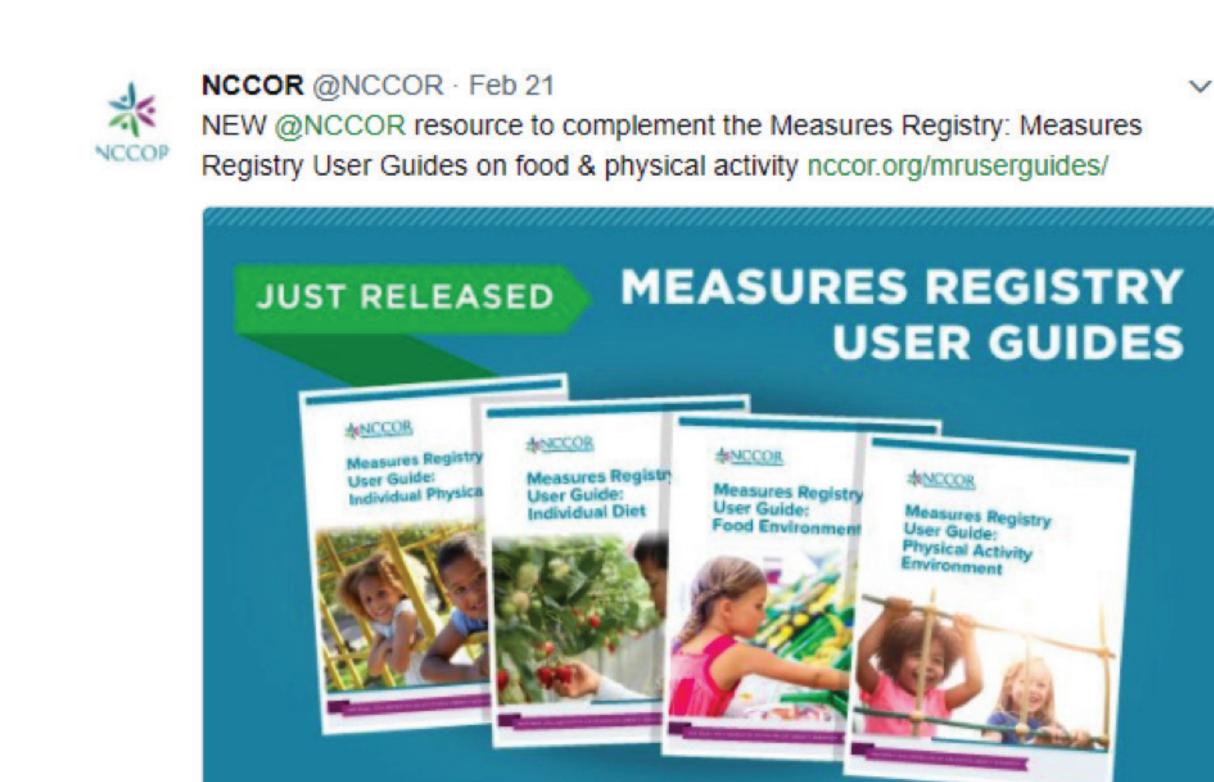
The User Guides are available as interactive webpages and downloadable PDFs at nccor.org. All tailored resources are also available on the same webpage. FHI 360 developed articles about the guides for the NCCOR blog and newsletter. Additionally, several NIH and HHS institutes and offices have written blog posts—tailored to their audiences—about the User Guides and shared links on their websites.

Webinar Series: NCCOR hosted a two-part webinar series that covered each of the four Guides. The two webinars covered 1) key considerations in measuring dietary behavior and assessing the food environment and 2) the behavior epidemiology framework, socioecological framework for active living, and validity and reliability of different measures including GISbased measures, respectively.

Conferences: To date, NCCOR has attended the American College of Sports Medicine Conference, where an exhibit booth featured the User Guides and complementary resources, among other NCCOR products. An NCCOR staff member was

present at the booth to answer any questions about the Guides.

Social Media: In the first months after the release, NCCOR promoted the User Guides and resources daily on the NCCOR Twitter handle and updated the header photo with an image promoting the Guides. NCCOR partner organizations also tweeted about the Guides to increase visibility. Additionally, NCCOR promoted the Guides on LinkedIn.



FHI 360 also developed tailored messaging for several distinct audiences. For each audience, the messaging highlighted the most relevant aspects of the Guide and shared tailored resources:

University-based Researchers and

Academic Faculty: FHI 360 created customized messaging for professional associations and schools of public health, nutrition, and exercise science to reach university-based researchers and academic faculty.

Practitioners and Clinicians:

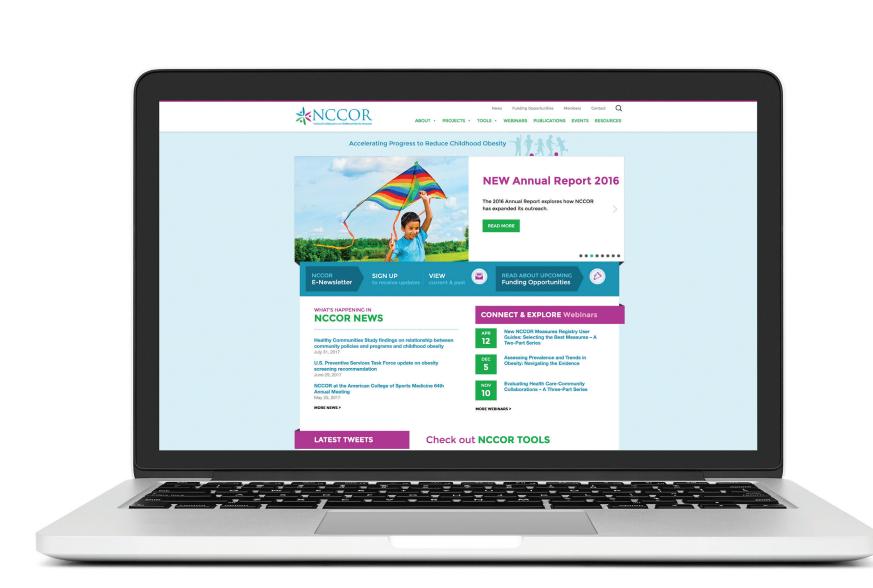
FHI 360 tailored messages to share with obesity-focused organizations, professional associations, SNAP-Ed practitioners, and dietitians.



Graduate Students: FHI 360 developed personalized messages to send to student affairs offices at schools of public health, nutrition, and exercise science.

EVALUATION METHODS AND RESULTS

PAGE VIEWS TWITTER IMPRESSIONS



FHI 360 uses Google Analytics to track web page views and Twitter analytics to measure social media reach. In the first 6 months of outreach, the User Guides and resources received over 8,000 page views (3,633 unique views), making them the most popular page on the NCCOR website. On Twitter, @NCCOR earned 31,500 impressions in the first 2 months after the release of the User Guides, double the engagement rate of the previous 2-month period. Additionally, the first tweet introducing the User Guides remains the top tweet of 2017, with nearly 5,000 impressions and 100 engagements. This tweet has double the engagement rate of the second-best performing tweet. Furthermore, more than 50 accounts have tweeted or retweeted messages about the User Guides and complementary resources.

CONCLUSIONS

It is evident that the Measures Registry User Guides have filled a distinct need in the childhood obesity research field. Next steps for outreach include presenting additional tutorials at professional conferences and developing learning modules to increase use of the Guides by each identified audience.

IMPLICATIONS FOR RESEARCH AND/OR PRACTICE

The outreach conducted to promote the Measures Registry User Guides is an example of how to tailor messaging and specific guidance to a wide range of professional audiences to encourage the use of appropriate research measures. Translating and disseminating this guidance, with the aim of encouraging the use of common measures, is critical for driving progress in the childhood obesity research field.

For more information about the NCCOR Measures Registry User Guides, visit nccor.org/mruserguides



