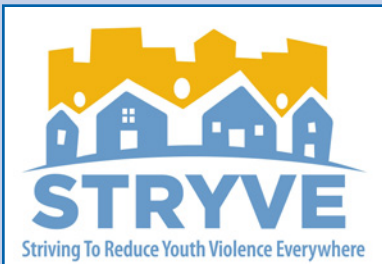


Preventing in Synch

Coordinated Message Pushes and Outreach for Youth Violence Prevention



What is the STRYVE Action Council?

To unite professionals working in the field of youth violence prevention, the STRYVE Action Council pulls together national, multi-sector organizations that serve at the national and state-level to prevent youth violence before it starts. The Council aims to raise awareness that youth violence is a preventable public health issue, expand the network of organizations that are involved in youth violence prevention, and to inform policies that advance strategies to prevent youth violence.

Part of the communications goals of the STRYVE Action Council are to increase the visibility of this unique collaborative partnership, and use the various platforms, channels, and reach to begin to change the narrative around youth violence prevention. Through this collaboration, we will be able to unify our voices through communications and messaging, policy outreach, and community engagement.

For more information about the STRYVE Action Council:

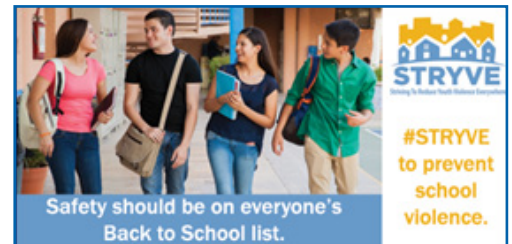
www.cdc.gov/violenceprevention/stryve/actioncouncil.html

What are coordinated message pushes?

To increase the quantity, reach, and engagement of youth violence messaging, the STRYVE Action Council provides coordinated social media content across Council organizations and other partners for areas of heightened national attention around youth violence. The provided content includes graphics, branded images and messaging that can be disseminated across various social media platforms.

A limitation for quality, science-based content sharing can often be the inability of many programs to develop, distribute, and interact with quality messaging on their own either through lack of time, support, or communications resources. By providing content to a variety of types of youth violence prevention organizations, we can be assured to reach audiences at all levels.

Knowing that imaged-based content extends reach and visibility in an often crowded social media environment, we have used collaborations, relationships, and metrics to make decisions to enhance quality of distributed content. This message outreach and partnership system is a developing practice, where a community of prevention professionals are working toward increasing the online prevention conversations with credible, science-based content.

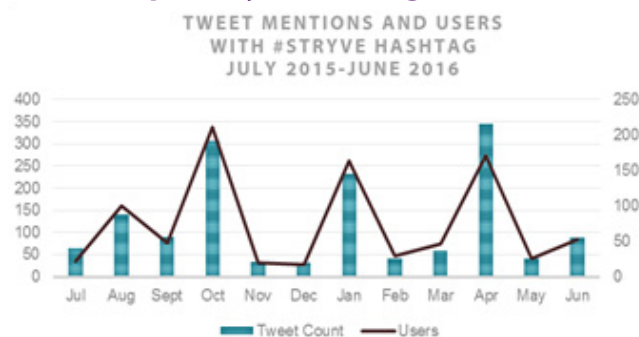


How are we measuring outcomes?

Using the Sysomos MAP social media measurement tool, each coordinated message push is measured for number of original tweets and retweets, unique users, potential reach, most popular messages, and key influencers who are using the designated #STRYVE hashtag. The metrics show increased online conversations around youth violence prevention during these coordinated message pushes.

For example, during 2016 National Youth Violence Prevention Week the Council's message push resulted in 320 Tweets from 170 different Twitter accounts, leading to more than 1.9 million estimated impressions. The Council is also tracking ongoing messaging outside of designated message pushes and work to increase ongoing conversations on youth violence prevention.

Popularity of Hashtag #STRYVE



Source: Sysomos.com

STRYVE Action Council Member Organizations

- American Academy of Pediatrics
- American Association of School Administrators
- American Psychological Association
- American Public Health Association
- Association of State and Territorial Health Officials
- Boys and Girls Clubs of America
- CDC, National Center for Injury Prevention and Control
- Community Anti-Drug Coalitions of America
- Illinois Children's Mental Health Partnership
- Local Initiatives Support Corporation
- National Association of County and City Health Officials
- National Association of Students Against Violence Everywhere
- National Council of Juvenile and Family Court Judges
- National League of Cities
- Prevention Institute
- Safe States Alliance
- Sandy Hook Promise
- YMCA of the USA

Contact info:

Rupal Mehta,
Health Communications
Specialist, CDC
ien8@cdc.gov
770-488-1012

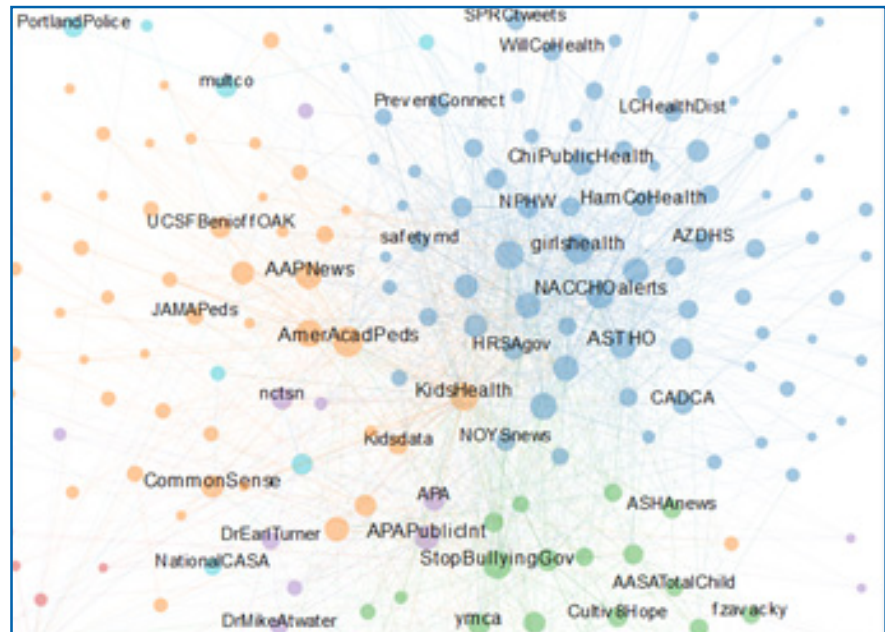
Nadine Doyle,
Public Health Analyst, CDC
hvx8@cdc.gov
770-488-1316

Key metrics for #STRYVE Message Pushes, July 2015-June 2016

Month	Message Push Topic	Tweets	Reach/ Impressions	Unique Twitter Users
August 2015	Back to School Safety	141	595 K	100
October 2015	Bullying Prevention Month	306	2.3 M	211
January 2016	National Mentoring Month	233	1.1 M	163
April 2016	National Youth Violence Prevention Week	346	1.9 M	171

Influencer Communities for the #STRYVE Hashtag

This Influencer Map shows us various communities of #STRYVE influencers and how they are connected and how they engage with the hashtag.



Source: Sysomos.com

What does this mean for our Council?

To meet our goals of informing organizations, raising awareness, and expanding networks, the STRYVE Action Council hopes to create a model of communications message dissemination where appropriate communications are shared widely and at the right times. By activating Council organizations and state and local-level partners to a higher level of collaboration, we can expand the reach of credible, science-based content.

But, beyond simply creating content, partnerships will require to be developed and maintained. Through this regular system of creating and disseminating messaging, the Council aims to increase the execution of communications initiatives, and increase the capacity to raise the visibility of youth violence as a significant, preventable public health issue.