

## HONEST CONVERSATIONS

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### STEP 1

# SET THE FOUNDATION

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#### INTENTION

Get ready to gather community stories by identifying your campaign Season Topic and Call to Action.

#### OUTCOME

At the end of this step, you'll have a focus for your campaign.

#### CONTENTS

Pick a Season Topic;  
Create a Call to Action;  
Capture Your Work

#### TIME NEEDED

30 - 60 minutes with key stakeholders at your organization.



MUST USE

# Pick a Season Topic

The stories gathered for Honest Conversations are seasonal. A “season” is a period of three to four months during which Honest Conversations are focused on one health topic of concern. This campaign incorporates seasons because – as we’ve seen with the COVID-19 pandemic – health concerns and medical guidance evolve over time. Use this worksheet to identify a pressing community health topic to feature as the Season Topic for your Honest Conversations Campaign.

## 1 Source and Decide on a Topic

### Source topics directly from the community, some places might include:

- Regular community meetings or community liaison meetings.
- Polling in your community space or through other outreach efforts.

### Questions to ask as you brainstorm a topic:

- What health areas are people in our community needing support around?
- What common health misconceptions are we hearing from the community?
- Are there any COVID-19 related questions circulating the community today?

### Decide on a topic:

- From the topics you sourced from the community and the questions you brainstormed around, choose one topic for this season.
- A good topic will resonate with your community and elicit stories.

*For example: When engaging with the Hispanic community in Marin, CA, Canal Alliance selected the COVID-19 vaccination of young children for their Fall 2022 Season Topic. While many parents had received at least one COVID-19 vaccine, there was hesitation around vaccinating the youngest members of the community.*

## 2 Decide on Season Length

Based on the Season Topic, decide on the length of the campaign. We suggest:

- At least three months so you have time to gather and share stories.
- No more than six months as health guidance (especially around COVID-19) is rapidly evolving.
- You can repeat topics from past seasons if it's still an active challenge the community is facing. For example, doing multiple seasons around COVID-19 boosters or getting tested for diabetes.

*For example: After selecting the COVID-19 vaccine for children as their Season Topic, Canal Alliance decided their campaign would start on October 2022 and end on December 2022. They chose these dates because they wanted the campaign to coincide with flu season (to encourage parents to give their kids the COVID-19 vaccine with the seasonal flu shot).*



MUST USE

# Create a Call to Action

Every campaign needs a clear Call to Action that helps audiences understand what positive health-related actions they can take in relation to the Season Topic. Having a clear Call to Action ensures that your campaign is effective and actionable.

## 1 Decide on a Call to Action

A “Call to Action” is the action you want someone who interacts with your campaign to take. Aligning the Season Topic with the Call to Action is crucial to creating impact and providing up-to-date guidance for the community. Add your Call to Action to every story created, whether the story is in an audio, video, or written form.

### **The Call to Action should:**

- Be easy to access.
- Be clearly tied to the Season Topic.
- Provide actionable resources from local organizations, health centers, or hospitals.

*For example: If the Season Topic is COVID-19 Boosters, the Call to Action might be: “Make your COVID-19 booster appointment.” If the Season Topic is Type 2 Diabetes, the Call to Action might be “Get tested for Type 2 Diabetes today.”*

## 2 Create a QR Code

An easy way to connect people to a website from a flyer or poster is to put a QR code on it. Follow these steps to make and track a QR code connected to your Call to Action:

- Decide on the web link that is most suitable for your Call to Action. For example, if your Call to Action is to make a COVID-19 vaccine appointment, this link might be to a vaccine finder like [Vaccines.gov](https://www.vaccines.gov).
- Create a [Linktree](https://www.linktree.com) account. Linktree is a web platform that allows you to see how many times people have clicked on a link over a certain amount of time. If you sign up for the "Pro" version it will allow you to view all-time data, but there is also a free account option.
- Use [QR Code Monkey](https://www.qrcode-monkey.com) to create a free QR code you can put on your flyers and posters. Enter your Linktree web address on the QR code so that whenever the QR code is scanned, it leads to your Linktree.

Watch [this video](#) for further instructions on how to use these platforms.

## 3 Measure the Starting Point

Before you launch your campaign, consider the data that would suggest your community is following the Call to Action. What might be some data you have access to and can track over the course of the campaign?

For instance, if your Season Topic is COVID-19 boosters, you might contact the local health department to ask what percentage of the community is currently boosted. As your Honest Conversations campaign rolls out, you might track whether this percentage increases throughout the campaign. Please note, the campaign might be just one of the many reasons why this data is changing, so this is more of a helpful indicator rather than a direct reflection of your campaign.

Once you agree on data to track, use the [Data Collection Tool](#) to measure the impact of your campaign. You can watch a tutorial on how to use the tool [here](#).

*For example: After selecting the COVID-19 vaccine for children as their Season Topic, Canal Alliance can ask Marin County Health Department for current vaccination rates for children under five-years-old in Canal. After the campaign, they can ask for vaccination rates again and compare it to the starting point.*



OPTIONAL

# Capture Your Work

You've made it to the end of Step 1: Set the Foundation. Use this page to capture the Season Topic and Length for your Honest Conversations Campaign and its Call to Action. Then you'll be ready for Step 2: Gather Stories.

## OUR SEASON TOPIC IS:

*Example: COVID-19 Vaccination for children five and under.*

## OUR SEASON LENGTH IS:

*Example: October - December 2022.*

## OUR CALL TO ACTION IS:

*Example: Vaccinate your children by making an appointment today (include a link to local vaccination sites).*





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# Thank You!

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We'd love to see what you have created.  
Please send any materials you feel  
comfortable sharing with us at:

[nrcrim@umn.edu](mailto:nrcrim@umn.edu)