

Social Media & Consumer Communication

About Technical Assistance Briefs. The MCH Evidence Center provides ongoing technical assistance (TA) to Title V agencies related to the emerging evidence base, strategies, and measures related to many topics interconnected with National Performance Measures and other critical topics in MCH. *Technical Assistance Briefs* are an outcome of these TA sessions that are designed to act as *conversation starters* in thinking about programs that can be developed to address issues that affect women, infants, children, adolescents, youth, families, and communities. These briefs are not meant to be comprehensive; full analyses of the NPM topic areas are provided in [Evidence Analysis Reports](#).

The Center makes these customized briefs available during TA and on the program website to identify evidence-based/informed strategies, promising practices, examples of ESMs from the field and peer-reviewed resources. Please [contact us](#) if you would like us to develop a similar report for topics that you are working on.

Initial Query for this Brief. Identify measures and best practices around Social Media & Consumer Communication.

Evidence-Based Strategy Measures

ESM: Program Integration. These ESMs have been chosen by other states. You can review the ESMs to see if any resonate with your goals. Evidence Center staff are available to talk through how you could modify select ESMs to serve your needs.

State	ESM
MS	ESM 1.2 Number of engaged users viewing social media messages delivered by MSDH social sites promoting women's preventive health services
MS	ESM 1.3 Number of social media message months promoting women's preventive health services
TN	ESM 14.2.1 Number of social media posts promoting text-based cessation services
RI	ESM 11.1 Number of web hits on the Medical Home Portal
WV	ESM 9.3 Number of messages disseminated via social media

Evidence-Based Strategies – MCHbest Database

These strategies have been proven effective by the peer-reviewed literature and have been customized to address NPM topic areas. They can be adapted for your program needs. Note that while the evidence has only been analyzed for certain NPM topics, many of these strategies can be effective in addressing other topic areas.

- Strategy. Media Campaigns. Approach. Utilize media outlets to promote preventive medical visits. <https://www.mchevidence.org/tools/strategies/1-8.php>
- Strategy. Mass Media - National Campaign. Approach. Promote the national Safe to Sleep Campaign locally by providing professionals who interact with families (e.g., first responders) with safe sleep kits. <https://www.mchevidence.org/tools/strategies/5-6.php>

- Strategy. Mass Communication Strategies Combined with Other Efforts. Approach. Use mass media strategies (e.g., posters, flyers, websites) in conjunction with other strategies to promote physical activity. <https://www.mchevidence.org/tools/strategies/8-1.php>

Evidence-Based Strategies – What Works for Health

The following programs have been identified as effective models related to Social Media & Consumer Communication

Title	Link	Category
Mass media campaigns against tobacco use	https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/mass-media-campaigns-against-tobacco-use	Scientifically Supported
Internet-based tobacco cessation interventions	https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/internet-based-tobacco-cessation-interventions	Scientifically Supported
Mass media campaigns against alcohol-impaired driving	https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/mass-media-campaigns-against-alcohol-impaired-driving	Scientifically Supported
Mass media campaigns against underage & binge drinking	https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/mass-media-campaigns-against-underage-binge-drinking	Expert Opinion
Social norms campaigns on alcohol misuse among college students	https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/social-norms-campaigns-on-alcohol-misuse-among-college-students	Some Evidence
Community-wide physical activity campaigns	https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/community-wide-physical-activity-campaigns	Some Evidence
Social media for civic participation	https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/social-media-for-civic-participation	Some Evidence
Social networking site interventions: risky sexual behavior	https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/social-networking-site-interventions-risky-sexual-behavior	Expert Opinion
Mass media campaigns for physical activity	https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/mass-media-campaigns-for-physical-activity	Insufficient Evidence

Evidence-Based Strategies – Innovation Hub

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Title	Link	Category
One Tiny Reason to Quit	https://amchp.org/wp-content/uploads/2021/05/One-Tiny-Reason-to-Quit.pdf	Best
PowerMeA2Z	https://amchp.org/database_entry/power-me-a2z-folic-acid-program/	Promising
Reducing the Risk of SIDS and Other Sleep-related Infant Deaths through the Design and Deployment of Free Education Apps for Mobile Phones	https://amchp.org/wp-content/uploads/2021/05/SIDS_Practice-Handout-Emerging.pdf	Emerging
Text4Baby & SoonerCare	https://amchp.org/wp-content/uploads/2021/05/Text4Baby.pdf	Emerging

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Access other resources at <https://www.mchevidence.org>

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