

Call to Action/Action Alert Template – July 31st Results



1. **Who** are you mobilizing to “take action” (e.g. health providers, school nurses, teachers, parents, child care centers, etc.)? Carry forward & further specify the target audience(s) from Q2 of the worksheet. Identify 1 but no more than 3 segments to mobilize.

Mothers of Adolescents
Providers

2. **What is the evidence-based “ask”, action, or change** that the people identified in question one will be asked to do? Consider **key message(s)** or resources to be communicated or promoted to the target audience, and behaviors to target. (Carry forward and refine from Q 6 and 7 of domain group worksheet.)

Key ask/action/change:

If healthcare is important to you, ensure healthcare is important to your daughter.

“BOGO” Bring One, Get One

Why: Improves quality of life, protects your reproductive life, gives you the ability to be in charge of your reproductive life

Now, **refine by audience or segment**, if needed. Include key **data, resources, or visuals** (infographic, chart, photo, colors, etc.), if appropriate to improve messaging-effectiveness for each audience. *Be as detailed as possible with your ideas.*

Who (from Q1 above)	Audience-specific Message	Data/Resource	Visual
Mothers of Adolescents	Make Healthcare Multi-generational	CDC HPV Commercials ACOG: 21 reasons to see an OB/GYN before 21; birth control for teens	
Providers	Help her take charge of her reproductive life	Data on connection between well women visit and health outcomes	

Is there research the relationship between annual well women visit and health outcomes later in life? (decreased unintended pregnancy, decreased STI, ER Visits, Etc.)

Resources on how mom can talk to daughter about this topic; classes, birds & bees & kids

3. **How** could you **get the word out** about this action alert to the people identified in question one? **Who** should disseminate? Think of at least 2 communication channels and/or network partnerships per audience that could help disseminate the call to action. (If you have more than one audience, these could be the same channels for all audiences.)

Who (from previous)	Communication Channels/ Network Partnerships
Mothers of Adolescents	(1) MCH Network (2) ACOG (KS), KAFP, CCN
	(1) (2)
	(1) (2)

4. **When** should this be activated? When should it be archived? Consider the timeline for this action alert/call to action.

Start Date: **Mother's Day/ May Women's Health Month**

End Date:

Other timeline notes, such as differences by communication channel: **Provider reminders semi-annually**

5. **Sketch it!** Use this space to provide a visual of how you want images, data, messages, etc. organized for the action alert. Use shapes and label them by content so it's clear to the designer how you want to utilize the space proportionately. A proof of the design will be shared back with the group.

It doesn't have to be gross.

BOGO: Bring One, Get One

If healthcare is important to you, ensure healthcare is important to your daughter.

Messages/data on modeling (group learning/group medical care)

Look at cultural norms around discussing reproductive health; how to address cultural concerns

Bond between mother & daughters: "mini me", never stop nurturing,

You took them to their first day of school, their first dance, why not take them to their first well women visit

Don't lose sight of how it connects to well child visits and how these advance as the child ages

Don't make health care so private

Data: PRAMS