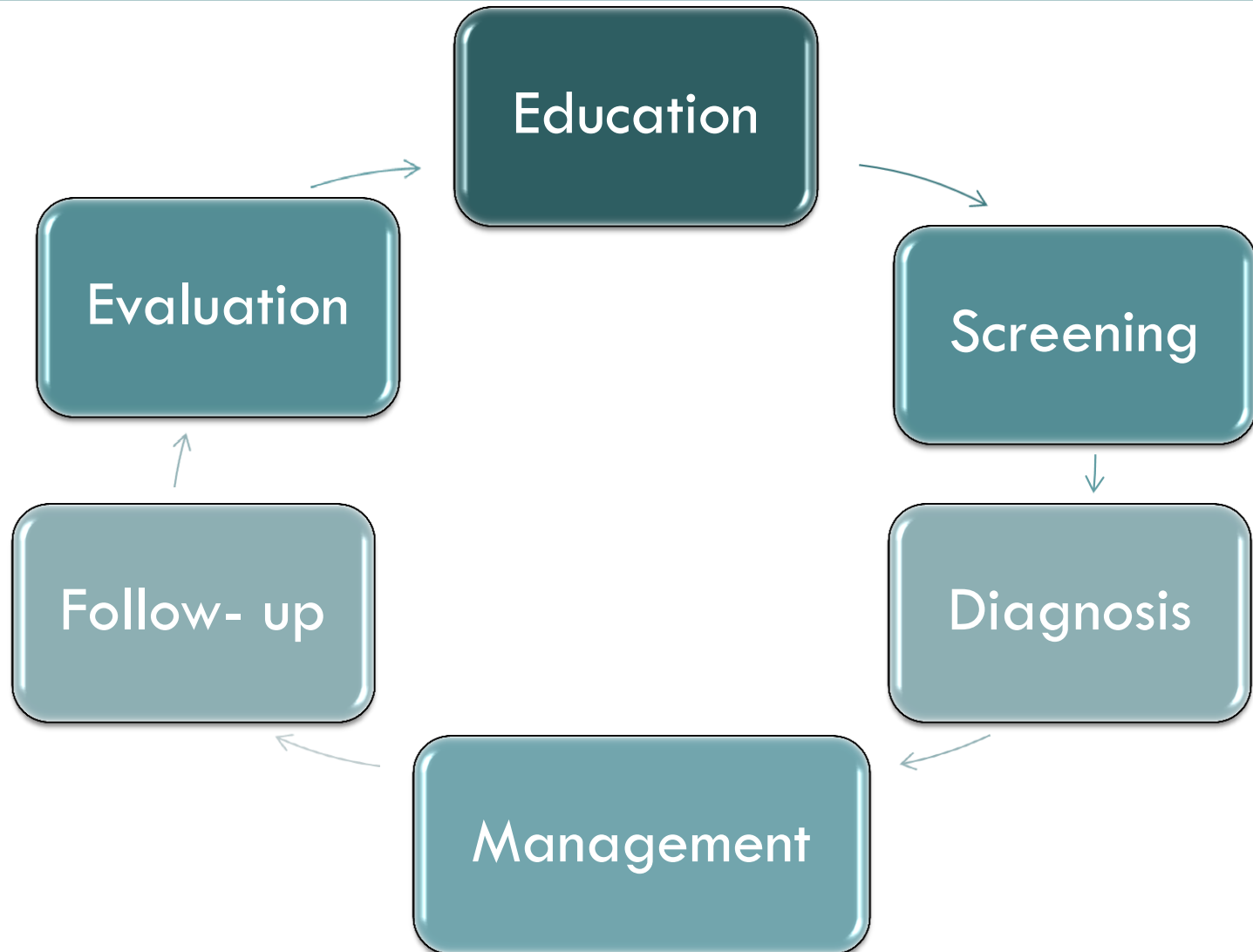


COMMUNICATIONS STRATEGIES FOR  
NEWBORN SCREENING:  
WHERE DO WE GO FROM HERE

# Newborn Screening System



# Key Issues

## Discussed Inside

- Lab Quality
- Test Development
- Implementation
- Data
- Public Health

## Presented Outside

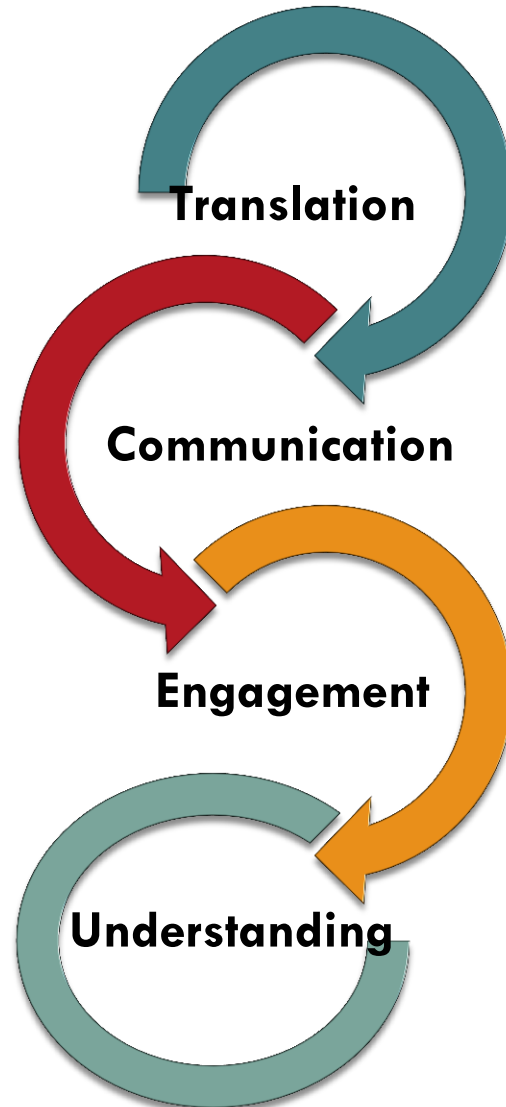
- Privacy
- Parental Choice
- Access
- Ownership
- Personal Rights

Not just NBS  
issues, Public  
Health/  
Research  
issues

How do we use communications strategies and messaging to bring these two together?



# What Do We Mean By Education?



# What is Going Well – Public Education



**Putting Babies First**

May 22 at 8:43am · 🌐

State Hygienic Laboratory



## Mother puts emphasis on newborn screenings with new book

WAVERLY | The words "something is wrong with your baby" are devastating for any parent to hear.

WCFCOURIER.COM | BY EMILY EPPENS EMILY.EPPENS@WCFCOURIER.COM

Like · Comment · Share

👍 3 people like this.



**Putting Babies First**

Health/Medical/Pharmaceuticals

👍 Like

+ Follow

💬 Message

⋮

Timeline

About

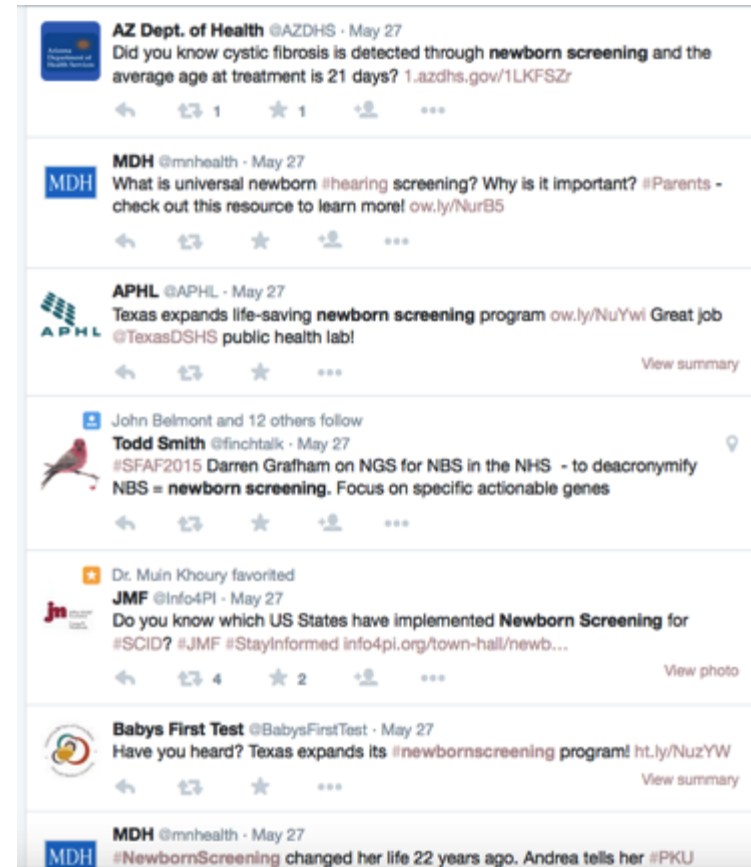
Photos

Likes

Videos




# What is Going Well – Social Media





Materials/Videos/Content  
Created



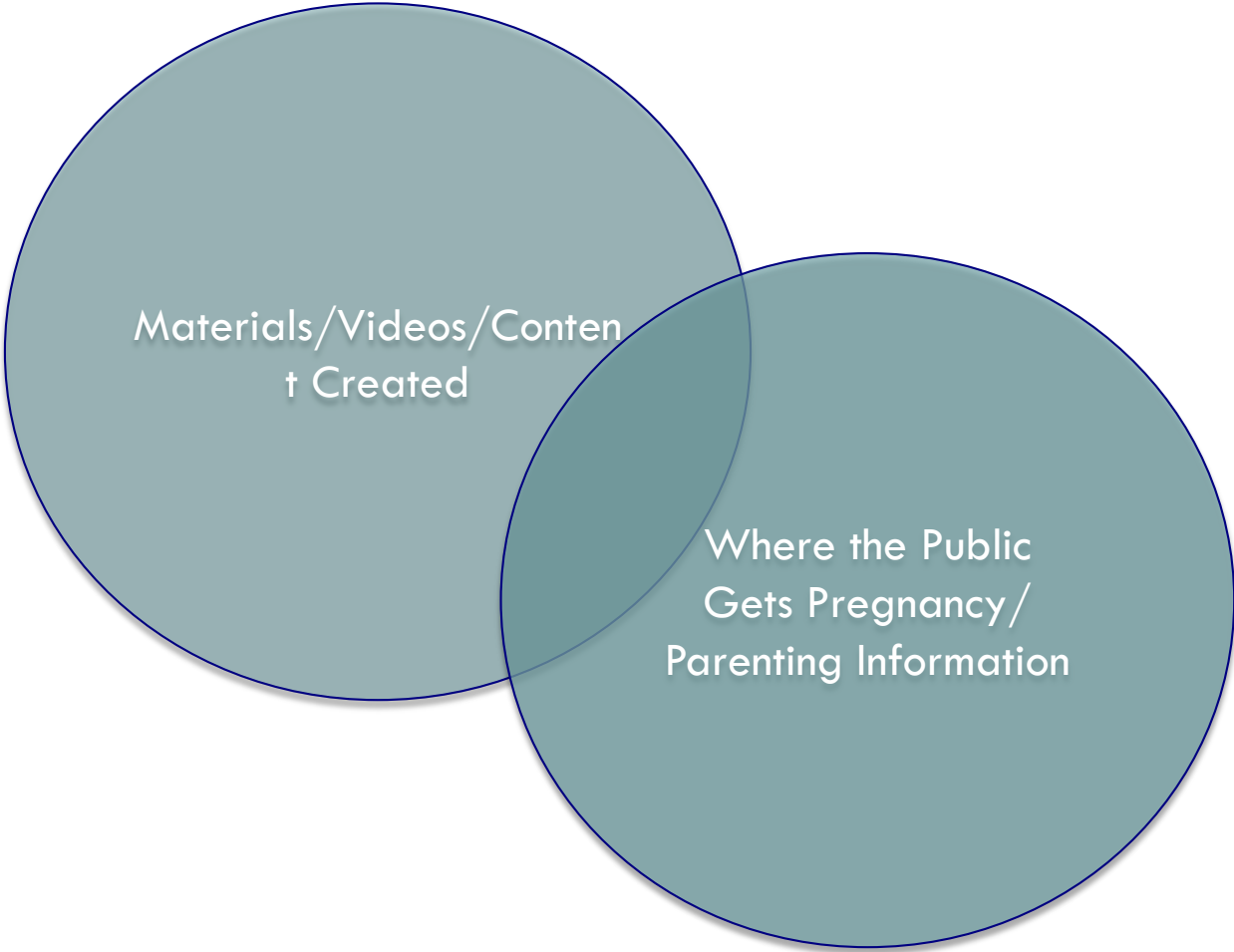
Where the Public Gets  
Pregnancy/ Parenting  
Information



Materials/Videos/Content  
+ Created

Where the Public Gets  
Pregnancy/ Parenting  
Information





Materials/Videos/Content  
Created

Where the Public  
Gets Pregnancy/  
Parenting Information

Evaluation/ Scale



Where Public Gets  
Pregnancy/ Parenting  
Information



Materials/ Videos/  
Content Created

# Where are People Seeking Information?

- Family/ Trusted Communities
  - Religious
  - Social
- Online
  - BabyCenter
  - The Bump
  - What to Expect When Expecting
- Physician/ Healthcare Provider/ Prenatal Classes
- Word of Mouth





MODERN FAMILIES + FRESH IDEAS  
**parenting**



Trusted/Accurate information  
+  
Accessible platform  
=  
Informed Public

# Messaging

- Identify the audience
- How to get their attention
- Get them to listen to the message
  - ▣ Hear/ See it multiple times (7x)
  - ▣ Understand/ Accessible
  - ▣ Believe it/Complementary to other information
- What is in it for me?
  
- (adapted from Church, T. *Strategies for Successful Public Health Messaging*  
<http://www.nwcphp.org/documents/training/hot-topics-1/successful-messaging-notes>)



# What Do We Need In the ~~Future~~ Today?

- Re-Establish Value
- Beyond Consent – Engagement
- Informed Consent/ Informed Decision Making
- Consistent Message multiple places, multiple sources
- Embed in established communications channels
  - Go Find Information - ~~Brochures, static sites~~
  - Information Finds You -New Technologies: apps, mobile friendly sites, texts
- Is there a shared message around NBS? Around Informed Consent?



# Closing

- Resources

- Public Health

- Communications Toolkit  
(NACCHO -

- <http://www.naccho.org/advocacy/marketing/toolkit/>)

- Acknowledgements

- Jackie Seisman, MPH

- Bri Sanders







Thank you

Natasha F. Bonhomme @BabysFirstTest

Vice President, Strategic Development, Genetic Alliance

Director/ Co-PI, Newborn Screening Clearinghouse

# Key Questions and Messages

- Newborn Screening Saves Lives!!
- Why do YOU/ WE need retention and storage?
- What does retention and use mean to you? Your baby?  
Your family?
- Continued Improvement → Continued Success.
- How Healthy are We?
  - Population Snapshot
  - Altruism
- Which will influence the behavior we want?



# Discussion Questions

- Other best practices? How do we know we are doing well? What is the measure/ scale?
- How do we engage a range of communities long term? What is our end goal? What do we want to see?
- How do we over come communications/engagement barriers?
  - ▣ Social Media, Ongoing Learning, Relevance
- Is there an overarching misconception, gap in knowledge to address?

