

Know the Policies & Procedures

MODULE 6

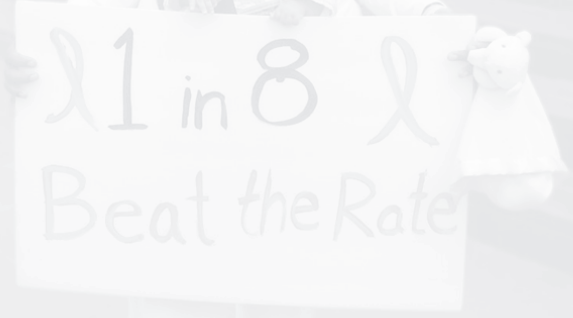


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Effective Use of Media, Photography, Video, Social Media, Paid vs. Earned

Staying within the lines



Media: Radio, TV, Newsletter/Newspaper

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- Remains the best way to communicate in areas with limited internet access
- Broad reach of radio and TV programs, especially in rural area
- Reaches out to population less “internet savvy”
- Budget is high for TV programs and radio
 - Great way to engage partner’s relationships for free time program
- Newsletters and Newspapers are well accepted in elderly populations
- Messages must be communicated in a way that is easy to understand and culturally adapted



Photography and Video

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PHOTOGRAPHY

- Images have a powerful way to speak
- Used to illustrate flyers, announcement, educational materials
- Images may have Copyright
- Never disclose an individual's image without their written consent (see further info on this Mod. 6)

VIDEO

- Useful tool for educating audience and sharing information
- Help people to learn in a visual way
- Better captures audience's attention when information is concise and objective
- Aim at short video length ~3 min
- Easy to upload to YouTube and share

ATTENTION – federal and institutions rules protecting individuals apply to photography & videos

Social Media

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BENEFITS

- Excellent tool to disseminate information on the web – difficult to reach population
- Useful to create successful campaign and events' promotions
- Provides social support and appear to be effective in programs aimed at health behavior changes (example: smoking cessation)
- Increase visibility

CHALLENGES

- No formal rules about content
- Algorithms dictate the content users are exposed - negative effect if search is on a harmful topic.
 - ↓ mental health, ↑ risk of anorexia, facilitate access to illegal drugs
- No enforcement of guidelines, no legislations
- No ethical responsibilities

Paid vs. Earned vs Owned

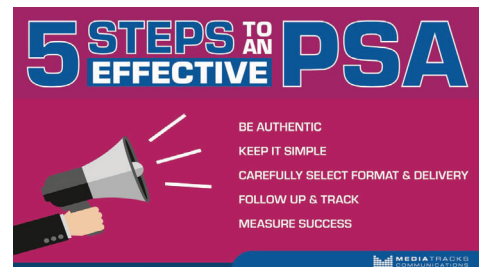
PAID	EARNED	OWNED
<ul style="list-style-type: none">❖ Content you pay for various media outlets to place in front of audience❖ Broadcast on radio, tv, ads on social media❖ Radio news release, written and produced with the client's key messages, and aired on stations across the country❖ Importance: can help drive earned media	<ul style="list-style-type: none">❖ Content you create about a program❖ Public Service Announcement (PSA), creative campaign, a story to the media, word of mouth news, social media❖ Importance: very effective to reach people and go viral across multiple media sites	<ul style="list-style-type: none">❖ Any property, often web-based, that you have control over content❖ Email campaign sending Newsletter, Facebook posts, Websites, YouTube channels, blogs❖ Importance: you have control, content doesn't go away – is permanent

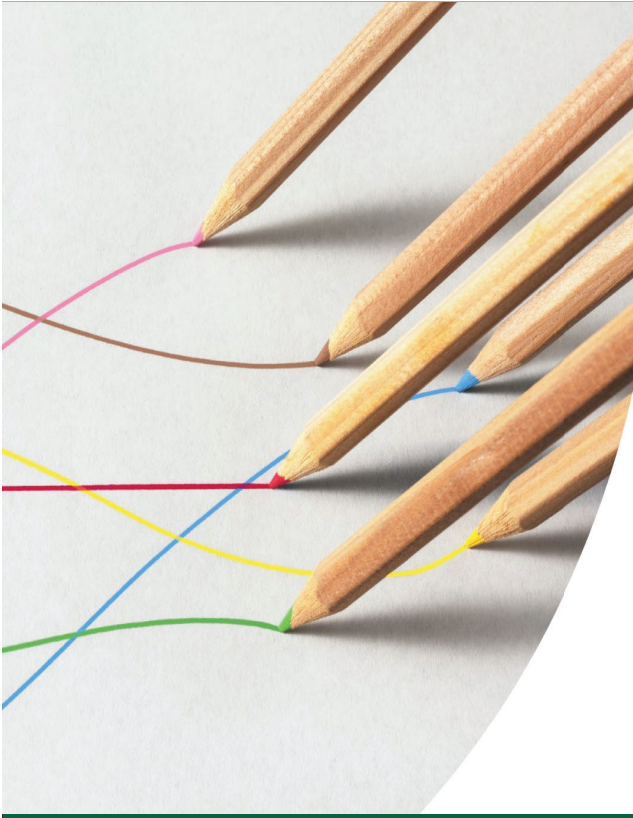
Earned vs. Paid vs. Owned Media, 2022. <https://mediatracks.com/resources/earned-media-vs-paid-media/>

PSA

A public service announcement (PSA) is a message in the public interest disseminated by the media without charge to raise public awareness and change behavior.

- ❖ Short communication, usually free
- ❖ Stations air time at no cost for non-profit organizations
- ❖ Effective way to reach population - can be targeted to community demographics
- ❖ 5 Essentials for effective PSA:
 1. Be authentic
 2. Keep it simple - easy - quick
 3. Select format & delivery:
 - :30 seconds (65-90 words), :60 seconds (150-180 words)
 4. Follow up & track
 5. Measure outcomes





Staying within Lines

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Rule of Thumb

- Don't use any information that can be linked to a person. Example: cell phone, address, voice, photo, email, date of birth, etc
- Picture always need a formal written authorization
- Use "quote marks" to say what someone said
- Always ask permission from community partners before using media

Federal and Organizational Policies, Laws and Procedures

While planning educational outreach



Media: Newsletters, Websites, Photo & Video

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- ❖ Use and meet organization standards in all media materials
- ❖ Often organization requires marketing approval
- ❖ If working with a non-employee media person (photographer, web designer), follow approval process of organization
- ❖ Check if organization requires authorization and release forms when patients and/or others are photographed or recorded in an individual or small-group setting to be used for the purpose of media, marketing, development, and/or customer service

General Policies – Planning Educational Outreach

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- ❖ Events –identify organization requirements
- ❖ Comply with COVID-19 regulations
- ❖ Choose location that is appropriate to event format and HIPAA
- ❖ Appropriate acknowledgment regarding sponsorship



Federal Policies – Planning Educational Outreach

- ❖ Must follow Confidentiality and Privacy of all participants – HIPAA (next slides)
 - Community members
 - Partners & stakeholders
 - Organizations

- ❖ Make accommodations according to American Disability Act (ADA) <https://www.ada.gov>

- ❖ Respect Organizations' rules
 - Alabama Department of Public Health
 - University of Alabama at Birmingham (UAB)

- ❖ Being a State agency, policies originate from Federal rules

- ❖ Follow Community Health Workers/Educators Codes of Ethics (resources)
www.in.gov/isdh/files/CHW_CodeofEthics_approvedfinalJune2008.pdf



Confidentiality / Privacy



Confidentiality

- ❖ To hold secret, not to disclose confidential information about someone
- ❖ Keep sensitive personal health information (PHI) private
- ❖ Health care providers are required to keep PHI private
 - Unless consent to release is provided by the patient.
- ❖ HIPAA require privacy regulations governing individually **identifiable health information**
 - Electronic exchange, privacy and security of health information



U.S. Department of Health & Human Services, 2022. <https://www.hhs.gov/hipaa/for-professionals/privacy/laws-regulations/index.html>

What information is protected?

Individually identifiable health information, including demographic data, that relates to:

- The individual's past, present or future physical or mental health or condition
- The provision of health care to the individual, or
- The past, present or future payment for the provision of health care to the individual, and
- That identifies the individual or for which there is a reasonable basis to believe it can be used to identify the individual
- Individually identifiable health information includes many common identifiers (e.g., name, address, birth date, Social Security Number)

U.S. Department of Health & Human Services, 2022. <https://www.hhs.gov/hipaa/for-professionals/privacy/laws-regulations/index.html>

Privacy

- ❖ Privacy – related to subjects in research, persons
- ❖ Individuals limiting access to their personal identifiable information and to them physically
- ❖ In research, is IRB responsibility to assure the privacy of research subjects
- ❖ To protect privacy, IRB considers the questions
 - Will the participants...
 - Have an expectation of privacy?
 - Think that the information is pertinent to the research?
 - Be comfortable in the research setting?
 - Be comfortable with the research procedures?
 - Have control of disclosure of private information, tissues and specimens?



UAB IRB Policy, 2022. https://www.uab.edu/research/home/images//IRB/Guidance/UAB_IRB_Policy_Procedure_210406.pdf

Recognizing and Responding to Signs of Abuse/Human Trafficking



Abuse- Types & Signs

Physical	Sexual	Mental	Exploitation	Neglect / Self-Neglect	Abandonment
<ul style="list-style-type: none"> • Bruises, black eyes, welts, lacerations, and rope marks • Broken bones • Open wound • Being hit 	<ul style="list-style-type: none"> • Bruises around breast, genital area • Unexplained venereal disease • Bleeding 	<ul style="list-style-type: none"> • Being emotionally upset, agitated • Unusual behavior attributed to dementia (example: rocking) • Nervousness 	<ul style="list-style-type: none"> • Changes in bank account • Unexplained withdrawal of large sums of money • Abrupt change in a will • Forged signatures on financial documents 	<ul style="list-style-type: none"> • Dehydration, malnutrition • Poor personal hygiene • Unclean and unsafe living condition • Health problem not treated 	<ul style="list-style-type: none"> • Deserting a vulnerable adult in his/her own place, public place

WA Department of Social and Health Services, 2022. <https://www.dshs.wa.gov/altsa/home-and-community-services/types-and-signs-abuse>

Human Trafficking - Warning Signs

- Has signs of physical injuries, abuse, name tattoos
- Avoiding eye contact, submissive, fearful
- Answers appear to be scripted and rehearsed
- No ID documents (employer holds), personal possessions
- Working long hours, living at employment' space
- Checking into hotels with older males – calling “daddy” (street slang for pimp)
- Poor health, untreated STD
- Establishments with barbed wired, bars covering windows
- Not allowed to go into public alone
- Inability to speak to person alone



Warning Signs of Human Trafficking, 2022. https://ag.nv.gov/Human_Trafficking/HT_Signs/

Responding to Abuse/Human Trafficking

Educate	Intervene	Safe & Private	Report Hotline
<p>Educate yourself about dynamics and myths of abuse and human trafficking</p> <p>Learn about resources in your area</p>	<p>Consider which bystander intervention is safer:</p> <ul style="list-style-type: none">• Directly interact with the person involved• Ask others to intervene for you, for example by calling 911 or reporting to hotline	<p>If interacting directly with the person, make sure the area is safe and private</p>	<p>National Abuse Hotline 800-799-7233</p> <p>SMS: text START to 88788</p> <p>National Trafficking Hotline 888-373-7888</p>

U.S. Department of State, 2022. www.state.gov/domestic-trafficking-hotlines/