

JAHF Webinar Q&A

- Q1 Have you found strategies for disseminating results in ways that get them out sooner without precluding academic publication (and concerns related to scooping article)?**
- A1** Using an embargo when pitching results can help prevent scooping while allowing for stories to come out at the right time relative to academic publication. But you may have additional options for communicating the key points from your research ahead of publication. We'd be happy to strategize with you. Please contact your Program Officer, who will put you in touch with the JAHF communications team.
- Q2 Is McCabe Message Partners the collective PR firm for all the grantees or are they training us to be our own PR firms or some combination thereof?**
- A2** McCabe Message Partners is JAHF's communications consultant, and as part of this relationship, there is a limited amount of consulting hours available to help JAHF grantees with communications as appropriate. If you are interested in utilizing these resources, please contact your Program Officer who will raise your request with the JAHF communications team.
- Q3 We could use some help promoting our projects that are related to seniors and Long Term Services and Supports. Some funded by JAHF and some not. We write blogs and produce videos explaining our work. If we send them to you, can you promote on your networks?**
- A3** We would be happy to help promote your content via our social media channels as well as on our Events and Announcements webpage (<https://www.johnahartford.org/events>). Please email the information you'd like to share to your Program Officer and cc: Clare Churchouse (clare.churchouse@johnahartford.org).
- Q4 Do you have suggestions/a preference for how we ladder our communications (or how we work with you to make those decisions)? For example, deciding about press releases for announcing a grant versus announcing the results of the project/program the grant supported?**
- A4** We would be happy to help you strategize how to maximize both grant announcements and the release of results. Depending on the urgency/news value, these might be packaged as press releases, or impact/results data could be pitched as story ideas directly to reporters. Please contact your Program Officer who will help set up a conversation for you with the JAHF communications team.
- Q5 Do you have any guidance on the frequency/cadence of messaging about JAHF-funded projects?**
- A5** Frequency can vary from project to project (we would suggest letting the newsworthiness help you determine that). As a rule, when you release evaluation/impact/results data, these are also good times to push out messages about your projects.
- Q6 For social media, what hashtags are you generally using?**
- A6** We use #OlderAdults, #FamilyCaregivers and #AgeFriendlyHealthSystems often, along with more specific tags like #palliative and #longtermcare as needed.



- Q7 Do you have any suggestions for reaching decision makers in Long Term Care settings?**
- A7** Outlets that specialize in long-term care, such as McKnight’s, could be useful for getting a message out to a long-term care audience. We’d be happy to hear more about your specific project and brainstorm additional media targets. Please contact your Program Officer, who will help set up a conversation for you with the JAHF communications team.
- Q8 It’s challenging for us that, while we’re viewed as experts in the field of home-based primary care, we’re not often invited to participate in discussion forums or panels on care for chronically ill adults. How do we move to the top of the invite list?**
- A8** Keeping close attention to upcoming conference schedules and reaching out to organizers far enough in advance should allow you to at least get your foot in the door. We can share our tips for pitching conferences and panels with you if you’re interested. Please contact your Program Officer, who will connect you with the JAHF communications team.
- Q9 What would be helpful in planning the promotion of The John A. Hartford Foundation’s messages would be if you provide us with some upcoming “news pegs” where we could shine a light on our JAHF-supported work. For example, if there’s an important Congressional hearing that’s been scheduled, please share with us the date and what you might be highlighting, so we can plan to reach out to media, pointing to a Health Affairs blog item or highlight a JAHF-supported Health Affairs study. Thank you!**
- A9** Thank you for the suggestion! Be sure you’re following us on [Twitter](#), which is one of our most timely sources of information about the speaking engagements and policy events in which our staff/grantees are participating. Another good source to bookmark is our Events and Announcements webpage (<https://www.johnahartford.org/events>). Also, be sure to [sign up for the JAHF E-News](#) if you haven’t already; it’s a great source of information for timely news about JAHF’s work.
- Q10 How can we get JAHF to cross-promote our JAHF funded projects? See the blog pages: www.blog.ncqa.org/a-roadmap-to-success/ and www.blog.ncqa.org/measuring-quality-for-people-with-complex-needs**
- A10** We are always interested in our grantees’ activities! Send information about your projects to us and we can promote it on our social media platforms and, as feasible, feature them on our Events and Announcements webpage (<https://www.johnahartford.org/events>). Please email the information you’d like to share to your Program Officer and cc: Clare Churchouse (clare.churchouse@johnahartford.org).
- Q11 Our target audience is incredibly diverse, from patients to providers to payers to policymakers. What do you recommend as far as communicating with such a broad audience without diluting the power of the message?**
- A11** We suggest trying the talking points formula we shared during the webinar: Problem+Solution+What Your Organization is Doing+What You Need Your Audience(s) to Do. If you focus your thinking on the last part of that formula, this should help you better distinguish between these audiences without diluting the power of your core messages. We’d be happy to talk further with you about targeting your messages. Please contact your Program Officer, who will help connect you with the JAHF communications team.
- Q12 Is #LTSS well-known enough as a hashtag?**
- A12** #LTSS gets several hits per day, so it certainly could be a useful hashtag!

