

SUCCESS STORY

CDC - DIVISION OF VIOLENCE PREVENTION (DVP)

THE CDC LEVERAGES GOVDELIVERY TO IMPROVE CITIZEN INVOLVEMENT IN VETO VIOLENCE FACEBOOK PAGE.

SITUATION

Spreading knowledge of violence prevention resources.

The Centers for Disease Control and Prevention (CDC) Division of Violence Prevention (DVP) works to prevent injuries and deaths caused by violence and to provide resources to stop violence before it begins.

In 2010, the CDC established a Facebook page, VetoViolence, to serve as a hub for stopping violence before it starts and increasing awareness and adoption of evidence-based approaches to violence prevention. The CDC promotes and provides access to valuable resources about preventing multiple forms of violence—child abuse and neglect, intimate partner violence, sexual violence, youth violence, and suicide—through this channel. The page has grown into an active community and resource for public health professionals, violence prevention practitioners, and advocates.

The CDC aimed to enhance the page's public visibility and to spread knowledge of data findings, violence prevention strategies, and action-oriented messages. The agency knew it needed to leverage several digital engagement strategies beyond social media to achieve this goal. To this end, it needed a cross-channel strategy that increased awareness and engagement of the VetoViolence Facebook page.

SOLUTION

Using cross-channel digital communications to meet strategic goals.

The CDC adopted a comprehensive strategy to meet the project goals for VetoViolence Facebook.

First, to increase engagement on the page, one-hour "Ask the Expert" chats were expanded into week-long "Ask the

CDC

ABOUT

In 1992, the CDC established the National Center for Injury Prevention and Control (NCIPC) as the lead federal organization for violence prevention. The Division of Violence Prevention (DVP) is one of three divisions within NCIPC. The Division's mission is to prevent injuries and deaths caused by violence and is committed to stopping violence before it begins. The DVP's work ranges from monitoring violence-related injuries and conducting research, to creating violence prevention programs and helping state and local partners plan, implement, and evaluate prevention programs. For more information, visit cdc.gov/violenceprevention.

Expert" forums in 2013 to engage violence prevention professionals in real-time, social conversations. The forums featured experts from the CDC and partner organizations, who answered fan questions on violence prevention and discussed related issues. During the week, focused content delivered web resources, videos, infographics, and quizzes to fans and participants. Since forums started, they have been held during key observance months and weeks, and focused on the prevention of sexual violence, youth violence, teen multiple forms of violence.

GovDelivery was an integral asset to the promotion of the forums and VetoViolence Facebook page, from planning to implementation to evaluation.

Cross-Channel Integration. The CDC leveraged the GovDelivery platform to cross-

promote the VetoViolence “Ask the Expert” forums and further drive participation. “A lot of the logistics involve channel integration, which GovDelivery has been amazing in enabling and providing metrics,” said Alan Williams, Health Communication and Marketing Specialist, Carter Consulting.

Emails were distributed through GovDelivery to more than 45,000 subscribers comprising violence prevention professionals and organizational partners. The content included topical and event information to further drive interest and engagement, as well as calls to action to share forum messages and images from emails.

Testing and Message Improvement. With the support of GovDelivery, the forum emails offered a dynamic engagement experience, with real-time insight into how the email messages performed. For example, the CDC could view click-through and engagement metrics, seeing the effectiveness of its messages in real time.

Message Improvement. The platform also allowed the CDC to elevate, streamline, and track its efforts to produce measurable results and inform future communication activities.

Through these tactics, the CDC worked to capture the interest of people on the frontlines of violence prevention.

Improving community engagement through digital communications.

Through the tactics above, the CDC expanded the campaign’s reach and engagement. Between 2014 and 2015, Facebook shares for each of the campaign’s promotional images increased an average of 210 percent, the image comments increased by 107 percent, and Facebook likes by 44 percent. On Twitter, re-tweets increased 75 percent and favorites by 66 percent.

The metrics indicate the effectiveness of involving GovDelivery email subscribers in public health activities. By encouraging involvement through social shares and leveraging email for cross-promotion, testing, and message improvement, CDC increases the visibility of the VetoViolence Facebook page—thus increasing attention to violence related issues in America.



METRICS

350

ORGANIZATIONS SOCIALLY INTERACTING WITH THE PAGE

210%

INCREASE IN FACEBOOK IMAGE SHARES

107%

INCREASE IN FACEBOOK IMAGE COMMENTS

75%

INCREASE IN TWITTER RE-TWEETS

“GovDelivery metrics allowed us to measure and plan the integration and amplification of content more strategically over time.”

ALAN WILLIAMS

HEALTH COMMUNICATION AND MARKETING SPECIALIST, CARTER CONSULTING ONSITE CONTRACTOR WITH DIVISION OF VIOLENCE PREVENTION



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ABOUT GOVDELIVERY

Over 1,000 public sector organizations use GovDelivery’s highly-secure cloud solutions every day to enhance the citizen experience for more than 100 million people. GovDelivery offers leading solutions for managing government communications, internal and external learning, and open data. The GovDelivery Network offers a unique and impactful way for public sector organizations to work together to cross promote content and increase digital reach. Organizations using GovDelivery see higher utilization of citizen services and greater citizen engagement.



RESULTS