**Toolkit Guidance Document**

# Introduction:

First, we want to thank you for taking the Community Health Equity Survey (CHES). Your response to the survey will help the Massachusetts Department of Public Health improve programs, make decisions about funding and resources, and support policies to improve health inequities in Massachusetts.

Second, we want to thank you for your interest in sharing the survey with your families, neighbors, communities, and other networks across the state. To help support those dissemination efforts, we’ve created a series of communication materials that appeal to a wide range of the survey’s communities of focus. This guide is to help orient community partners, residents, organizations, and others interested in sharing the survey to the wide range of available outreach materials.

Each toolkit is separated by the language the materials are translated into. You can find these language specific pages here: [LINK TO MASS.GOV PAGE]

We thank you for your interest in ensuring CHES reaches a wide swath of the state. If you have any questions about the survey or the toolkits please reach out to CHEI@mass.gov.

# Resources within Toolkit:

* Key Talking Points
* Flyers
  + 13, Full page 8.5” x 11”
  + Half page
  + Customizable Template
* Sample Social Media Content
  + Sample copy for social media posts
  + Social media graphics for use on Twitter, Instagram, Facebook, and other social media platforms
* Email Templates for Survey Promotion
  + For potential survey takers
  + For partner outreach
* 11”x17” Poster
* Virtual Backgrounds
* Passive Parental Consent Forms for Youth-Serving Organizations

# Resource Breakdown

## Key Talking Points

Key messaging documents are created to give partners talking points about the CHES survey. The key messages offer general insight on the importance of the survey, the ways data will be used, how the survey will serve communities, and other information. The key message document also includes messages specific to Communities of Focus that the survey seeks to get feedback from, answering questions of the survey’s importance and how it will serve specific communities across the state.

## Flyers

#### Full Page

There are 13, full page (8.5” x 11”) flyers available. The flyers were created using stock photography that reflects many different identities. Each flyer has been translated into every language so that partners can use flyers they feel most comfortable using in their communities. The flyers can be shared digitally—for example in emails or as newsletters—or printed out to be passed out at tabling events and hung in locations where community members might find them. The flyers are equipped with both a written URL to the survey and QR codes that route directly to the survey.

#### Half Page

A half page flyer has been created to receive community input on the guiding question: What makes a community healthy and strong? These flyers were created to be printed and used at community events or other in-person activities where community members can be engaged directly. These flyers connect to the key message that the CHES survey is a chance for MA residents to describe and create strong and healthy communities. The flyers are equipped with both a written URL to the survey and QR codes that route directly to the survey. Community partners can post the responses community members write (at an in-person event) or take photos to post on social media.

#### Customizable Template

If community partners find that the existing suite of full-page flyers does not meet their needs and want to include different photos, they can reach out to CHEI@mass.gov directly to request access to a template to add trusted community partners or other images to the full-page flyer.

## Sample Social Media Content

#### Sample Social Media Posts

We have included a document of sample social media posts to be shared. This document closely aligns with the key messaging document and includes hashtags and other ideas for social media campaigns.

#### Social Media Graphics

Along with sample posts, we have created a series of social media graphics that can be posted along with the text. The images are formatted to fit and be used on all major social media platforms.

#### Email Templates for Survey Promotion For Survey Takers

This email template can be used by partners to ask their networks of MA residents to take the survey.

#### For Partner Outreach

This email template can be used to reach out to organizations, networks, coalitions, etc., to ask if they would be interested in partnering to further outreach efforts.

## 11”x17” Poster

This poster is designed to be printed out to be used at community events. It features both a URL link to the survey and QR codes to scan and route MA residents to the survey.

## Virtual Backgrounds

A series of background images was created that includes links and QR codes to the survey to be used on Zoom, Microsoft Teams, or other virtual environments.

## Passive Parental Consent Forms for Youth-Serving Organizations

The toolkit includes a passive consent form that can be sent to parents/guardians ahead of sharing the survey with youth under 18 years old. This is not required, but available for use at your discretion.