



# Communicating Effectively to Build Partnerships



# About the Speakers



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To see full speaker biographies, visit <https://www.cdc.gov/labtraining/onelab/onelab-summit-2022.html>



## Communicating Effectively to Build Partnerships

**Alexandra Mercante, PhD**

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CDC Division of Laboratory Systems

Office of Communication



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- **Meeting the Challenge**
  - You can do more together
  - Effective partnerships are critical and beneficial

## How do you:

- Establish and build a partnership?
- Build communication materials together?



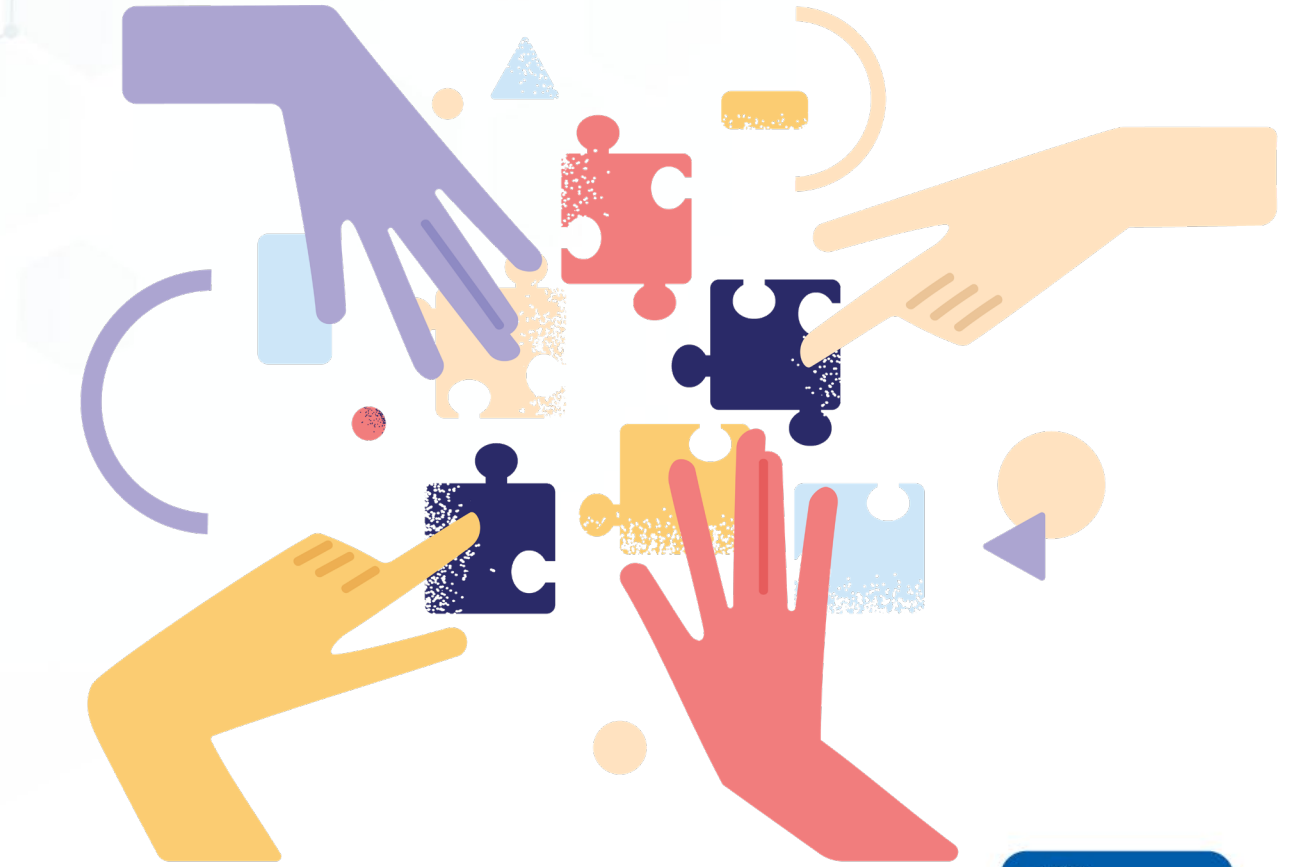


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- **Today's Presentation Goal**
  - Provide you with the tools to:
    - Establish effective partnerships
    - Build communication materials together

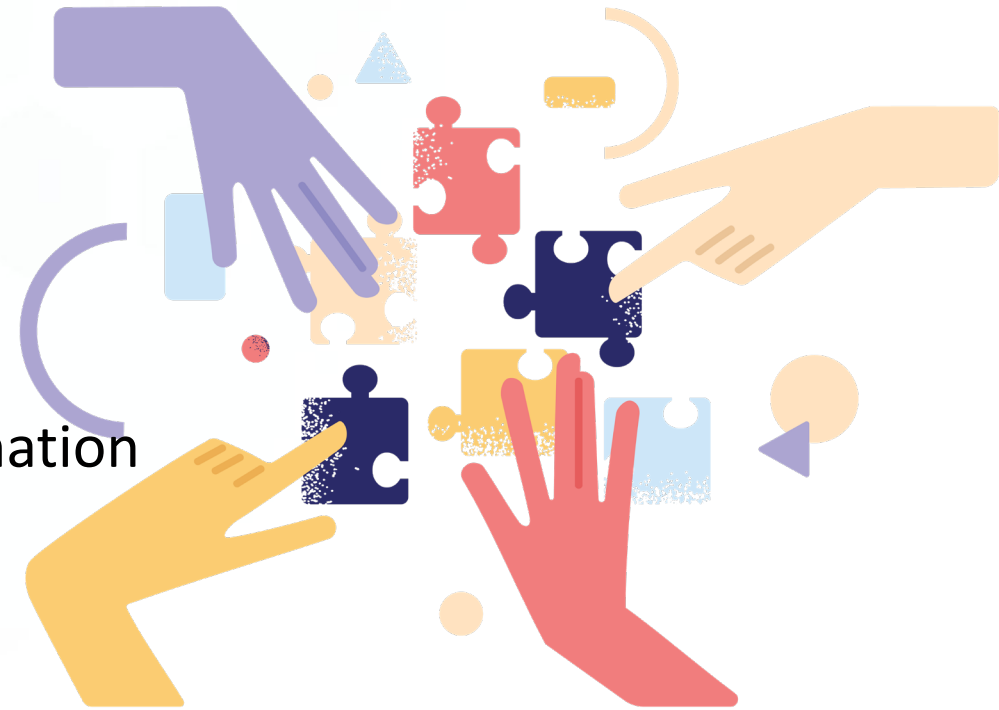
## OUTCOME

A collaborative approach to building something together



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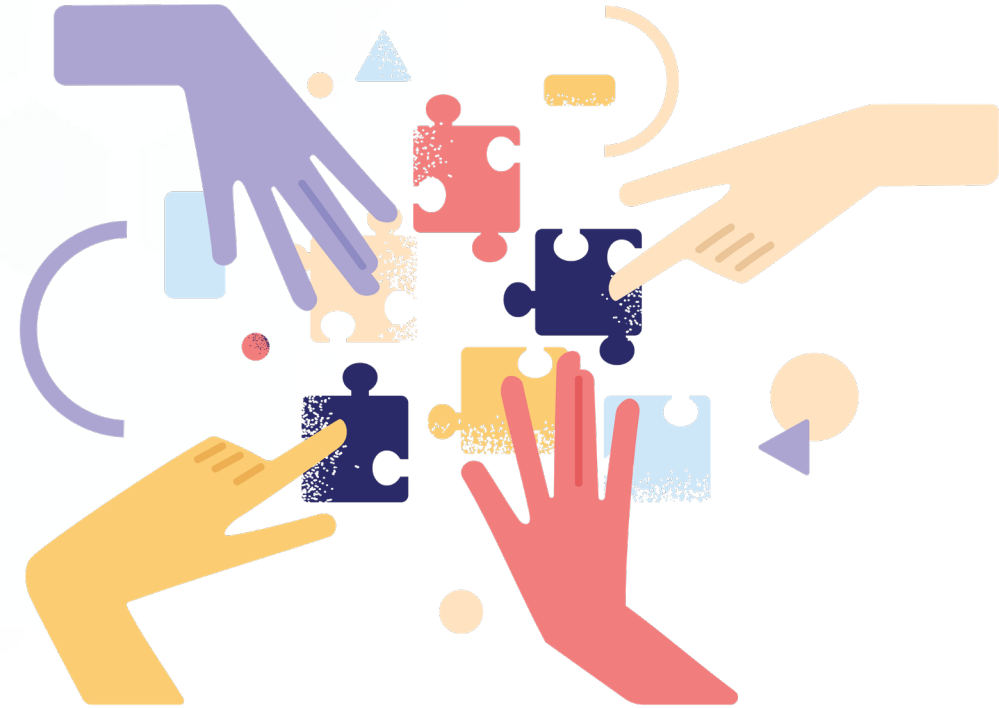
- **Why are partnerships beneficial?**
  - Access specific populations or professional groups
  - Collaborate to create products
  - Share perspective on issues
  - Help people access resources, guidelines, and information
  - Connect organizations that have shared goals
  - Extend reach of messages and programs
  - Solve problems
  - Raise awareness about your work



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- **Setting the Framework**

- What do you want to accomplish together?
- Which organization(s) could you work with to make that happen?
- How is the partnership structured?
- Do you have a formal or informal partnership?
- What are the roles and responsibilities?
- How will you define a "successful" partnership?



**Having a shared goal in mind helps pave the way**



# PART 1: ESTABLISHING EFFECTIVE PARTNERSHIPS





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- **How do you find a partner?**

- Do your homework – research your desired partner(s)
- Check out their digital footprint
  - Web content
  - Social media
- Make sure your mission and goals align



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- **How do you engage a new partner?**
  - Leverage your connections
  - Request to connect
    - Briefly introduce yourself
    - Deliver a Bottom Line Up Front (BLUF)
    - Offer to coordinate a call to discuss possible collaborations
      - "If you can share your availability, I will follow up with a calendar invite."
  - Use your soft skills
    - Acknowledge and appreciate people's time
    - Say that you look forward to connecting



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## • How do you facilitate the first meeting?

- Say thank you before **and** after
- Facilitate introductions
- Provide high-level overview of your request and thoughts about the project
- Ask for feedback (e.g., how does this sound to you? What other ideas or recommendations do you have?)
- Identify strengths that each of you bring to the table
  - One partner may have a significant social media following and another may have renowned technical expertise
- Determine next steps and timing for the next meeting
- Follow up with a summary and next steps





# PART 2: BUILDING COMMUNICATION MATERIALS TOGETHER





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- **Define the Who, Why, What, How, and Where**
  - Define **Who** is partnering
  - Define **Why** you are partnering together
  - Determine **What** you'll be creating together
  - **How** you will present it
  - And **Where** people will access it



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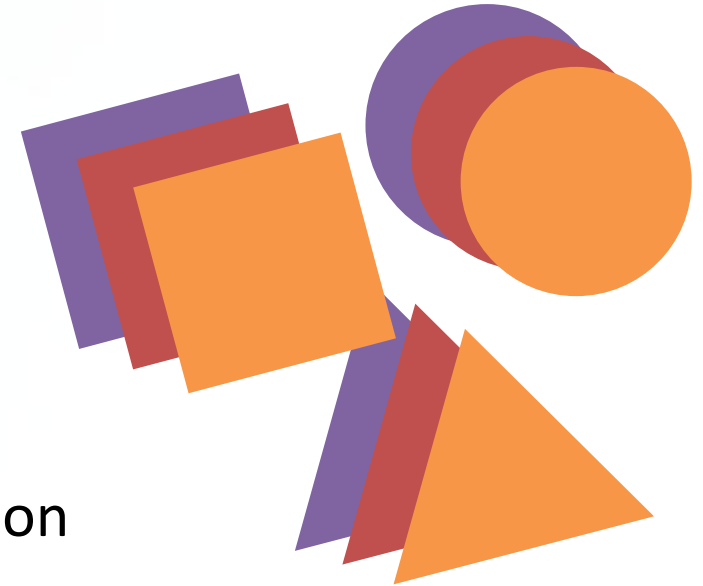
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- **Get organized**

- Define roles and responsibilities
- Establish a method for accessing and sharing materials
- Determine a rhythm/frequency for check-in meetings to see how the project is progressing
- Establish a timeline for product development and promotion
- Consider an evaluation component to your work
- Remember to ask about clearance and logo use



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- **Define your Audience**

- Ask yourself: Who am I talking to?
- The “Who” helps define the content and messages

## PRO TIPS:

- Make a list of your audience members together
- Take your time defining your audience





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- **Craft your Content**

- Ask yourself: What do want your audiences to know and do
- BLUF=Bottom Line Up Front
  - Include a clear call to action

07/18/2021: Lab Alert: FDA Revokes EUA for Curative SARS-CoV-2 Assay



**Audience:** Individuals Performing COVID-19 Testing

**Level:** Laboratory Alert

On July 15, 2021, the U.S. Food and Drug Administration (FDA) revoked the emergency use authorization (EUA) for the Curative SARS-CoV-2 Assay. Effective immediately, laboratories and testing sites should discontinue use of the Curative test.



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- **Apply Clear Communication Principles**

- Active voice
- Plain language
- Graphics and pictures
- Focus on presenting the correct information



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- **How will you present information?**

- Presentations
- Email ←
- Web content
- One pagers
- Flyers
- Social Media





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- **Where will people access it?**

- Computers
- Laptops
- Mobile devices
- Tablets





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## LET'S RECAP

- Effective partnerships are critical and beneficial
- You can do more together
- Leverage and share your own partnership experiences with others



# Thank you!



For more information, contact CDC  
1-800-CDC-INFO (232-4636)  
TTY: 1-888-232-6348 [www.cdc.gov](http://www.cdc.gov)

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To learn more contact us at [dlsinquiries@cdc.gov](mailto:dlsinquiries@cdc.gov)