

NBDPN MEDIA ACTIVITIES

2018 EXECUTIVE SUMMARY

Surveillance * Research * Prevention

NBDPN’s media activities are key to its mission to establish and maintain a national network of state and population-based programs for birth defects surveillance and research. There are several committees that develop tools and resources for the birth defects surveillance community.

The Publications and Communications Committee (PC) takes the lead in coordinating most media-related activities. The CDC Liaison, with other CDC staff from the National Center on Birth Defects and Developmental Disabilities and CDC interns collaborate on virtually all PC activities. Additional partners with representation on the PC include the American Academy of Pediatrics’ (AAP) Congenital Heart Public Health Consortium (CHPHC), the National Institute for Occupational Health and Safety (NIOSH), and the March of Dimes (MOD).

This report provides an overview of the NBDPN’s media activities.



NBDPN Media Activities

Website	www.nbdpn.org
Newsletter	Via email
Member Broadcasts	Email messaging
Social Media	Outreach

WEBSITE (WWW.NBDPN.ORG)

The NBDPN website incorporates public and members-only content. The member management system (MMS) is integrated with the website. Member management



Figure 2. www.nbdpn.org Analytics Report.

functions include an array of member billing and membership data management tools, member communications, newsletter development and other potential capability. Vieth, our web-host, is responsive to our requests and proactive in functionality (e.g., offering a mobile responsive format).

NBDPN provides resources and reports for surveillance partners. The Annual Reports, the Birth Defects Surveillance Standards and Guidelines, and the Birth Defects Prevention Month toolkit are freely accessible to all. The NBDPN website gets the most traffic by far during January, designated Birth Defects Prevention Month.

NBDPN solicits and accepts free will donations on the website (i.e., via the NBDPN PayPal account or check).

Every Moment Counts. Every Dollar Helps. [Donate Today](#)

Metrics **Users: 16,550 (New: 87%): Annual peak ~4,000 in January 2018; Google analytics per Vieth**

NEWSLETTER

The NBDPN PC takes the lead in production of the electronic newsletter. The NBDPN News is produced about six times a year. Members can access News archives on the [website](#) when they log in. News issues include an embedded link to a feedback survey (via the NBDPN SurveyMonkey account). Members are given the ability to opt in and out of newsletter communications. Most issues are delivered to about 100 active members.



At this time, NBDPN has not enabled either the “open rate” or “click through detection” functions in order to assess member engagement with News content.

Metrics **~6 issues/year; ~100 members/issue**

MEMBER BROADCASTS

The NBDPN membership is notified of certain time-sensitive opportunities, announcements and resources using a member communication feature of the MMS.

Sent Messages					Number of Messages: 19
last sent	subject	attachments	progress	functions	
10/24/18	Reminder: Nominations for Elected NBDPN Officer and Non-Officer Positions, 2019	NBDPN_Nomination_Form.doc NBDPN_Members_List.pdf NBDPN_Election_Perspectives.pdf	Completed		
09/19/18	Reminder- FREE Educational Webinar: The Challenge of Substance-Exposed Newborns	(no attachments)	Completed		
07/10/18	Prime Time to Support NBDPN	(no attachments)	Completed		
06/01/18	NBDPN Privacy Policy	(no attachments)	Completed		

At this time, NBDPN has not enabled either the “open rate” or “click through detection” functions in order to assess member engagement with member broadcasts.

Metrics ~12 messages/year; ~200 members/broadcast

SOCIAL MEDIA

NBDPN has established social media accounts for three mainstream platforms: facebook, twitter and Instagram. Links to facebook and twitter are prominent on the NBDPN website, as well as a twitter feed. Links to each of the NBDPN social media platforms, as well as the AmazonSmile passive donation program, are embedded in the NBDPN newsletters. Increased frequency of messaging builds following.

FACEBOOK (WWW.FACEBOOK.COM/NBDPN)

Share and [#amplify](#) messages using images combined with brief text messages and links. Use popular subjects to deliver the message.

Metrics ~1-2 posts/week; ~1,000 followers; ~1,000 likes (following 1,435)

TWITTER (@NBDPN)

Share and [#amplify](#) messages using images combined with brief text messages and links.

Metrics ~1100 tweets; ~600 followers; ~2,000 likes (following 1,435)

INSTAGRAM (WWW.INSTAGRAM.COM/NBDPN)

Share and amplify messages using images.

Metrics ~50 posts/year; 100 followers (following 224)



THE POWER OF NETWORKING



NBDPN presence on twitter and Instagram is largely thanks to CDC liaison and staff collaboration. NBDPN partner organizations such as the CDC and MOD, with large and diverse followings, increase the reach of our social media messaging. Coordinating social media for campaigns, as for Birth Defects Prevention Month, takes concerted effort, but is effective in increasing the reach.

NBDPN CAMPAIGN SAMPLE

Birth Defects Prevention Month 2018

Theme: Prevent Infection for Baby's Protection (#Prevent2Protect)



Twitter Report:

Account home
NBDPN @NBDPN
Page updated daily

28 day summary with change over previous period

Tweets: 17 ↑54.5%	Tweet impressions: 9,624 ↑86.5%	Profile visits: 1,293 ↑65.8%	Mentions: 73 ↑421.4%	Followers: 463 ↑31
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TWEET HIGHLIGHTS

Top Tweet earned 1,098 impressions
It's #FolicAcid Awareness Week! Be sure you are getting at least 400 micrograms (mcg) of folic acid daily. #1in33 #Prevent2Protect
pic.twitter.com/jmmcoJ5I3e

Top mention earned 80 engagements
Teratology Society @TeratologySoc · Jan 2
It takes a village. We are proud to partner with @MotherToBaby and @NBDPN during the month of January in order to Prevent Infections for Baby's Protection #Prevent2Protect
pic.twitter.com/VpanroJLKS

Top Follower followed by 85.4K people
Healthy People 2020 @GoHealthyPeople · FOLLOWS YOU
Healthy People 2020 offers a framework to improve the Nation's health over the decade. Follows & RTs do not imply endorsement.
View profile View followers dashboard

Top media Tweet earned 985 impressions
Being up-to-date on vaccines before getting pregnant reduces your risk of infection. Get vaccinated today!
#Prevent2Protect #1in33
pic.twitter.com/INPBThDrsW

JAN 2018 SUMMARY

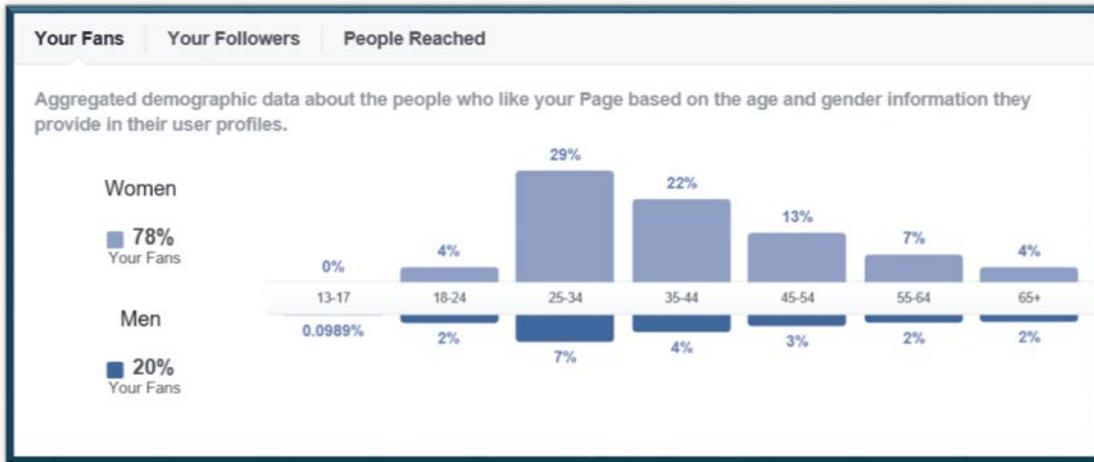
Tweets: 22	Tweet impressions: 10.7K
Profile visits: 1,543	Mentions: 77
New followers: 34	

#Prevent2Protect
Protect yourself and your baby from infections. Get Vaccinated.

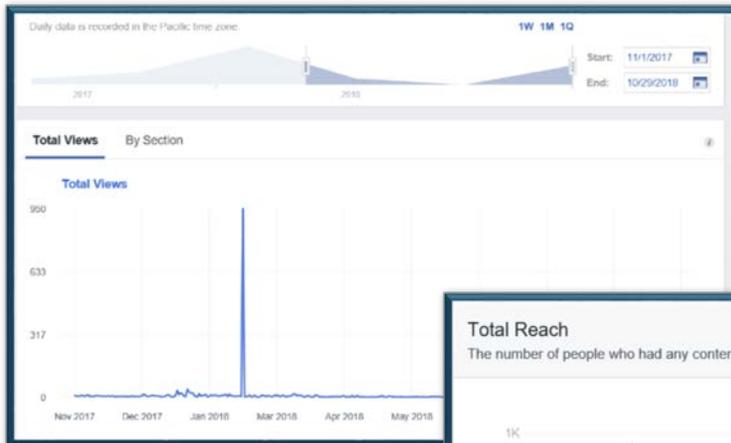
NBDPN FACEBOOK REPORTS (NOVEMBER 2017- OCTOBER 2018)

Below are sample reports that tell us a little about who we are reaching through our facebook account.

What demographic is seeing/liking our content? We appear to be 'liked' the most by women of childbearing age 25-34 years old, as well as women in a category for higher risk pregnancy due to age. We are reaching a very low percentage of young adult women and we are not reaching younger teens with our facebook account.



How many people and/or organizations are seeing our content? When it comes to page views, people beyond our immediate circle (about 50) are visiting the page during January. The spike is at about 900 page views on or around December 31, 2017.



What is our estimated overall reach? We appear to reach a couple of hundred people and/or organizations a few times during the year.



How effective are we in getting our message out through facebook? Outside of January, the report of October's activity shown here is fairly typical for NBDPN's facebook traffic.

