



CHANGE IDEA: Use social media platforms geared to community preferences to increase family awareness of Early and Periodic Screening, Diagnostic and Treatment (EPSDT).

STEP 1: GET READY (TASKS)

- A. Identify key patient populations served by your health center.
- B. Survey parents or guardians about the social media platforms they use and trust.
- C. Form a planning team that includes community health workers, pediatric providers, and parent representatives.
- D. Create tailored EPSDT awareness content (e.g., bilingual versions, visuals, short videos).
- E. Set measurable goals (e.g., inquiry increases, scheduled appointments, social media engagement rates).
- F. Train the outreach team and parent volunteers on EPSDT and family engagement strategies

STEP 2: PLAN AND PRACTICE

- A. Choose a social media platform (e.g., Facebook for Spanish-speaking families, Instagram).
- B. Obtain required permissions and approvals for social media posts.
- C. Post three EPSDT [awareness messages](#) over 2 weeks using parent-approved messaging.
- D. Include interactive elements (e.g., polls, Q&A, parent stories) to boost engagement.
- E. Track views, likes, shares, comments, and EPSDT appointment requests [linked to social media](#). Consider using [Linktree](#) or a similar tool to track analytics.
- F. Have two parent representatives review posts before publishing to ensure clarity and relevance.
- G. Hold a follow-up focus group with parents who viewed the content.

STEP 3: REVIEW AND REFINE

- A. Collect data on:
 - o Social media analytics (e.g., engagement, reach)
 - o Appointment increases linked to the campaign
 - o Parent feedback on clarity and usefulness
- B. Hold a debrief meeting with the parent representatives and outreach team.
- C. Identify effective content and areas for improvement (e.g., translation, platform choice).

STEP 4: EXPAND

- A. Expand the campaign to a second platform (e.g., WhatsApp, Instagram, or TikTok, depending on community preferences).
- B. Partner with local parent influencers or ambassadors to co-create content.

- C. Involve additional families from different backgrounds.
- D. Share materials with related programs (e.g., Women, Infants, and Children [WIC], behavioral health) for cross-promotion.

STEP 5: SUSTAIN

- A. Incorporate EPSDT social media messaging into the health center's regular communication calendar.
- B. Continue engaging parent representatives to co-design and approve content.
- C. Monitor engagement monthly and adjust based on analytics and parent feedback.
- D. Train new staff and parent volunteers in social media strategy for EPSDT promotion.
- E. Apply for ongoing funding or grants to support family-centered digital outreach.