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## Empowering Impact Through Evidence and Communication

*Advocacy  
Community of Practice  
Webinar Series*

Three Part Series

August – October 2024

## Webinar 1: Setting Meaningful & Measurable Goals

**Sanofi Advocacy Community of Practice | August 12, 2024**

Featuring Dr. Melvin Echols, Chief DEI Officer, American College of Cardiology



### Why setting goals matters

Setting clear, actionable goals is the foundation of impactful advocacy. Too often, organizations aim broadly but Dr. Echols emphasized that focus and intentionality are essential, especially when working toward equity. “Performative” programs, the kind that make you feel good but lack measurable impact, cannot be the standard.

**“If you're not willing to face the underlying nitty gritty of why this is really happening, you're going to have to face the end game of being okay with superficial results.”**

**Dr. Melvin Echols**

## Key themes from ACC approach

### Start with specificity

- Use the SMART framework: Specific, Measurable, Attainable, Relevant, Time-bound.
- Health equity is not a vague aspiration, you must define outcomes you can measure, even if imperfectly.

### Be honest about your bandwidth

- Dr. Echols cautioned against “superhero goals.” Set goals your organization has the resources and time to sustain.
- Programs that start strong but fizzle out can damage trust.

### Anchor everything in the patient perspective

**“We wouldn’t have jobs without patients. If we’re not improving their experience, what are we doing?”**

**Dr. Melvin Echols**

- Drawing from his own experience as a critically ill patient, Dr. Echols underscored the disconnect between institutional plans and lived experience.
- Ask: Would this matter to someone lying in a hospital bed right now?

### Think in layers

- Include process metrics (e.g., # of community meetings, policy briefs distributed) to show momentum even if long-term outcomes take time.
- Equity-focused teams may adopt SMARTIE goals (Inclusive, Equitable) but must still meet the core criteria of SMART.

### Try this:

- Choose one health equity goal and apply SMART rigor to it.
- Work backward: What patient-centered outcome do you want to shift? What are the steps to get there?
- Build flexibility into your timeline. Expect roadblocks. Adjust.

# Webinar 2: Creating a Culture of Measurement

Sanofi Advocacy Community of Practice | September 17, 2024

Featuring Veronica Bohorquez-Medd, MA, Education Manager, MMRF



## Why creating a culture of measurement matters

Good intentions do not drive outcomes, data does. But building a culture of measurement means more than tracking numbers. It means cultivating systems, habits, and trust that make impact visible and learning continuous.

**“Education is the first step. Measurement ensures it leads to action.”**

**Veronica Bohorquez-Medd**

## Key insights from MMRF’s model

### Build feedback loops into every program

- Every webinar and summit includes pre- and post-event surveys that assess shifts in patient knowledge and confidence.
- Example: Attendees rate their understanding of clinical trials before and after the event, providing real-time evidence of effectiveness.

### Layer in longitudinal impact

- Quarterly follow-ups ask participants what actions they have taken, from asking new questions at appointments to requesting genetic tests.
- This moves beyond awareness to actual behavioral change.

### Use data to drive decisions

- MMRF reviews measurement data monthly to refine content strategy.
- Example: Low scores in understanding lab results prompted an initiative to simplify and reframe testing education.

### Reach patients where they are

- MMRF offers hybrid events, podcasts, livestreams, and toolkits, acknowledging that learning styles and access differ.

- Resources are culturally tailored, multilingual, and mobile-friendly.

### **Integrate systems for tracking**

- Tools like SurveyMonkey (short-term) and Salesforce (CRM, PNC support) allow seamless integration of quantitative and qualitative insights.

### **Try this:**

- Design surveys that capture both knowledge and confidence.
- Track “new learning” to assess educational value.
- Collect quarterly follow-ups and look for patterns in action taken.
- Include non-digital touchpoints like phone-based navigation or peer mentors in your measurement systems.

## **Webinar 3: Effective Storytelling & Visualization for Impact**

**Sanofi Advocacy Community of Practice | October 15, 2024**

Featuring Erin Jones & Danielle Procopio, March of Dimes



### **Why effective storytelling matters**

Data persuades the mind. Stories move the heart. Advocacy without storytelling risks becoming sterile or inaccessible, especially for diverse audiences and emotionally charged issues like maternal health, access to care, or chronic disease.

**“Every brand has a narrative. If you don’t tell it, someone else will.”**

**Danielle Procopio**

## How March of Dimes gets it right

### Planning with purpose

- Stories are integrated into the content calendar, not added later as “nice-to-haves.”
- Each story is mapped to a specific campaign (e.g., NICU Awareness Month, Report Card release).

### Diverse stories, shared across platforms

- Formats include blog posts, videos, graphics, quotes, and even comic-style visualizations.
- Stories are deployed via social media, press, direct mail, email, and legislative briefings.

### Centering authenticity

- Lived experience matters: preemie parents, NICU graduates, loss survivors, young adults born preterm.
- Example: Ishmael, born at 29 weeks, now studying political science to change systems, shows the long arc of impact.

### Humanizing the data

- The Maternity Care Desert Report embeds real family stories (with QR codes) to contextualize sobering stats.
- Different stories are emphasized based on region, demographic, or stakeholder group.

### Amplifying through others

- UGC (user-generated content) and micro-influencers are key. One video from a parent advocate outperformed institutional content on TikTok.
- Collaborators include celebrities, mentors, and partner organizations, especially when reaching marginalized communities.

### Try this:

- Build a story bank, organized by topic and audience.
- Pair each data point or policy goal with a story that illustrates it.
- Use community partners to help identify and support storytellers.
- Test new formats (e.g., Instagram Reels, newsletters, comics) to reach new segments.

## Final Takeaways Across the Series

- *Measurement gives you proof*
- *Storytelling gives you purpose*
- *SMART goals give you direction*

Together, they form a three-legged stool of effective advocacy. This allows you to plan strategically, communicate emotionally, and improve continuously.

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