



# START THE CONVERSATION

## USING YOUR VOICE TO MAKE A CONNECTION

Your sphere of influence as a pediatrician goes beyond the conversations you have in the exam room. Some of the most powerful ways to use your voice are in everyday conversations with people you know or meet. FCAAP is here to be a great resource for you.

If you want to speak out more on topics important to you and to children's health, these are a few tips that can help.

### FRAMING A CONVERSATION

#### ANCHOR YOUR COMMENTS IN THE RELATIONSHIPS AND CONVERSATIONS YOU HAVE WITH YOUR PATIENTS.

People are more receptive when that relationship is framed as an exchange between partners. It helps when people know that you welcome questions, and are happy to have important conversations.

- "These are the questions I get, and how I answer them."
- "The parents I see ask some of those same questions, this is what I say to them."

#### ACKNOWLEDGE PARENTS' EXPERTISE.

Skeptical parents and caregivers react better when their knowledge is recognized.

- "Parents know their children and what they need to thrive."
- "I know parents want what's best for their children."

#### FRAME YOUR OWN EXPERTISE IN TERMS OF HOW IT HELPS PARENTS MAKE DECISIONS.

Those who are skeptical and persuadable appreciate the training and expertise pediatricians have, especially when framed as a partnership.

- "My training in children's health has given me an understanding of how children grow, what illnesses are common, and how to keep kids from getting sick."
- "When parents have questions, it's my job to explain the science clearly and share information that's based on evidence. We work together as partners in their child's health."

Florida Chapter of the American Academy of Pediatrics, Inc.

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## MAKE THE MOST OF SOCIAL MEDIA

### RESHARE OTHERS' CONTENT:

Reshare posts from FCAAP or AAP's Healthy Children accounts.

- This is a simple way to spread that content more broadly to your followers, without having to create content yourself. You can feel confident sharing from these trusted resources.
- On Facebook or LinkedIn: Reshare a post. If you want, add your own comments. This allows you to note your agreement in your own words.
- On Instagram: While they've added a "reshare" button, for now it's better to reshare to your Stories. You can do that by clicking the arrow and selecting "add to story."

### SHARE HEALTHYCHILDREN.ORG CONTENT:

Skeptical parents and caregivers react better when their knowledge is recognized.

- "Parents know their children and what they need to thrive."
- "I know parents want what's best for their children."

### CREATE YOUR OWN CONTENT:

Create your own posts using words or video. Video is more effective and can be easily captured on a phone.

- Keep it simple – 15 to 30 seconds is ideal.
- Use the tips above for framing what you say.
- Ask the Florida AAP if they have talking points on specific topics.

### IF YOU GET NEGATIVE COMMENTS:

- If they are threatening or profane, go ahead and delete them.
- If they're simply disagreeing, it's better to keep the comment. Often, others will chime in and a good conversation can happen.
- If you decide to engage, do so respectfully and constructively.
- Share resources, such as what's available on HealthyChildren.org.
- Take a break. If the comments get to be too much, take a break from social media. There are lots of other ways to have an impact.

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