

JUNE 2023

# **MEDIA STRATEGY FOR THE PAEDIATRIC ASSOCIATION OF JAMAICA**

**INTERNSHIP PERIOD  
JUNE 2023 - SEPTEMBER 2023**

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# 02

## AIM

The Paediatric Association of Jamaica is a multidisciplinary organization which is established to promote the welfare of children and to improve the health of children with illnesses.

## GOALS

- 1.To implement and maintain the highest possible standards of health care for all children in Jamaica.
- 2.To act as an advocate in all matters about the health and welfare of all children in Jamaica.
- 3.To promote public information, education, and involvement in matters about child health and development through written and electronic media.
- 4.To promote effective liaison between the Association and all other agencies concerned with the health and welfare of children in Jamaica.
- 5.To contribute to and participate in Paediatric educational programmes directed to medical and paramedical personnel at all levels.

# 03

## TACTICS

- In keeping with the aim of the organization, it would be recommended that the posts made on the social media platforms promote upcoming events for the organization while also promoting information that highlights the welfare of children. This would include information on medical issues which children are faced with as well as preventative measures. This will be done to support the objectives of the Paediatric Association to share public information and education.
- To keep with this method to the PAJs reach on social media this will make use of 3 to 4 Instagram posts per week for events while utilizing the Instagram stories to do the same while promoting public education. While trying to build a larger community on social media, the use of engagement tactics could be employed. This could be done through the use of polls via Instagram stories and collaborating with other organizations with similar goals such as the Medical Association of Jamaica.
- Use of feedback from existing followers could be used to ascertain the type of content which they would like to see from the PAJ.

## “ AUDIENCE

The target audience for the PAJ would consist of parents, paediatricians and persons responsible for the care and well-being of children. As such the posts and the messages will be curated to reach those persons to promote the most growth for the PAJs social media.

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## TIMELINE

The schedule for posting will be created based on the different activities for the PAJ.



# 05

## SAMPLE CONTENT POSTS

### POST 1

#### *Childhood Autism*

*Autism Spectrum disorder affects 1 in 36 children. With early detection and treatment, the outcomes of a child's life can be significantly improved.*

*Persons with autism display difficulties with communication*

*Autism does not worsen with age. Children with this disorder are still able to learn and build new skills with the right support.*

### POST 2 (CAPTION)

*Here are some highlights from the PAJ's Child's Month island-wide presentations surrounding autism to clinics and hospitals in Jamaica.*

# 06

## SAMPLE CONTENT POSTS

### POST 3 (CAPTION)

*“It seems that for success in science or art, a dash of autism is essential.”*

*-Hans Asperger*

*Here are a few facts about Autism Spectrum Disorder. It is typically characterised by challenges in speech, social skills, and non-verbal communication. Early detection allows a child to get help as soon as possible. So when you see signs, contact a physician for a formal diagnosis.*  
*#autismspeaks #autism #autismawareness  
#neurodivergent #autismspectrumdisorder*

## METRICS

Instagram Metrics

819 Followers

Facebook Metrics

524 Followers