

CAMPAIGN PARTNER TYPES AND OPINION LEADERS

This resource shows the various partner types and opinion leaders to consider when engaging the community. Partners may be used to amplify messages, influence communities, and change behaviors in the target areas. Those selected for engagement should be based on the communities of focus identified in the response strategy and from the research completed to understand the community (Understanding Communities). For all health campaigns, it is important to have multiple organizations of various types and opinion leaders advocating for the campaign and amplifying its message.

Use the following information as a reference when building your community engagement plans:

- **Partner Types.** To ensure an optimal partner mix, research the following types of partners: local government, health systems, blood donor centers, federally qualified health centers, media organizations, faith-based organizations, civic organizations, schools, influential or large businesses, sports, and media organizations.
- **Online Opinion Leaders.** These opinion leaders can influence their followers within a community. They can be impactful in health behavior change because they can focus on a health topic, and more importantly, they can inspire their followers with their health message. An advantage to these online opinion leaders is that they are easily accessible virtually when compared to in-person opinion leaders (Mohamad, Ahmad, Salleh, & Sulaiman, 2017).
- **Community Opinion Leaders.** These opinion leaders are members of the community who have already established trusting relationships with its members. They may include faith leaders, community healthcare providers, and small business owners.
- **Frontline Workers Opinion Leaders.** These opinion leaders interact with community members daily and have developed trusted relationships with them. They are located in places that community members visit such as faith centers, health centers, beauty salons, barber shops, community centers, local pharmacies, and small community grocery stores. Their daily interaction and proximity help them to meet and translate local culture, beliefs, norms, and values, and can break through communication barriers that would be difficult for outsiders.