



Our Vision – Healthy Kansans Living in Safe and Sustainable Environments

Developing Relationships with Opinion Leaders



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Relationship Building Basics

- Who are Opinion Leaders?
- What Makes one Relationship More Vital than Another?

Principals of Relationship Building

Positive Relationships whether Personal or Professional

- Are formed between individuals not institutions
- Serve Common Interests
- Are Mutually Beneficial and Fulfilling

Principals of Relationship Building

Attributes of Positive Relationships whether Personal or Professional:

- Are Sincere, natural and Voluntary
- Based on Mutual Respect and a Fulfilling Dialogue
- Require Ongoing Maintenance and Nurturing

Working Relationships vs. Personal Relationships

- Positive Experiences = Positive Beliefs
- Excellent Planning and Preparation are Key to Strong relationships

Entering the World of Opinion Leaders:

Three steps for building opinion leader relationships

1. Determine Objectives and Local Issues
2. Identify Key Opinion Leaders
3. Build an Action Plan for each Opinion Leader

A Typical Opinion Leader Action Plan Should Include:

- A statement indicating the reason for the relationship
- Name and Contact Information
- Research, including:
 - Background
 - Biographical Sketch
 - Personally written, spoken or reported statements
 - Recent accomplishments
 - Relevant Statistics related to opinion leader's beliefs

A Typical Opinion Leader Action Plan Should Include:

- A contact plan
- The type of contact to be made
- Name of who will make the contact
- Target dates for making contact
- Planned follow-up contacts

Why Relationships are Important

A Recent Example

The Response and Lessons Learned

- An issue does not necessarily have to become a crisis.
- Be prepared – develop a reference file
- Expect short – very short deadlines
- Be aware of and pay attention to the political aspects of a situation

The Response and Lessons Learned

- Work with stakeholders – NWA, FNS, Civil Rights
- OP Ed Article
- Gage reaction and develop additional opportunities to develop relationships

The Response and Lessons Learned

- State and Local WIC staff work together
- Good things can come from bad situations

Contact Information

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