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?
Positive Relationships whether Personal or Professional

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