



**CHAMPION
PROVIDER**
FELLOWSHIP

A Powerful Approach to Healthier Communities

Working Successfully With The Media

Presented by Mike Miller & Muriel Bañares

September 19, 2023

Funded, in part, by USDA SNAP-Ed, an equal opportunity provider and employer.



UCSF

Agenda

8:30 am	Introduction & Overview
9:00 am	Successful Communication & Understanding the Media
10:00 am	Message Development Activity & Critique
11:00 am	Lunch Break: Live Interviews & 2024 CalFresh Healthy Living Media Campaign
12:30 pm	Interview Critiques
1:30 pm	What Makes A Good Media Interview
2:30 pm	Second Live Interviews & Critiques
4:30 pm	Closing & Adjourn

A World of Clutter

A hand in a dark suit sleeve holds a red and white megaphone on the left side of a teal background. The background is filled with various white and red icons representing digital communication and technology, including a speech bubble, a shopping cart, a pencil, an envelope with an @ symbol, a gear, a globe, a play button, a laptop, a document, a cloud, a clock, an eye, a lightbulb, a smartphone with an envelope icon, and a double-headed arrow.

We are bombarded by messages

Most information is ignored

Vital to cut through the clutter

Focused Communications

- Know your audience
- Know your issue
- Know what you want to achieve
- Message appropriately



Know Your Audience

- What matters to them?
- What's the benefit or risk?
- Who influences their thoughts and behaviors?



- People
- Partners
- Policymakers
- Press

Know Your Audience



DEMYSTIFYING TODAY'S MEDIA



Changing Media World



- ❑ Shrinking opportunities to work with traditional media
- ❑ Expanding influence of social media

What Matters to Media?

- Timely
- Local
- Significant
- Trendsetting
- Ironic
- Controversial
- Celebrity



Understanding The Media

Electronic

News Radio
Television

Print

Newspaper
Magazine
Talk Radio

Social Media



News Radio



Photo by [Fringer Cat](#) on [Unsplash](#)

- Speed
- Sound
- Concise
- Generalists

Television News

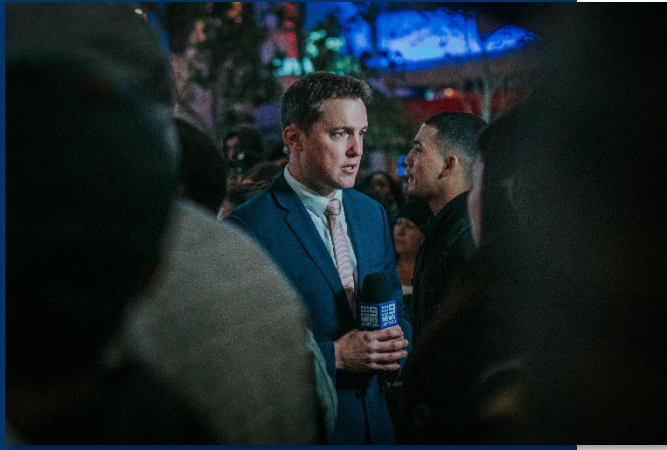


Photo by [Freddy Kearney](#) on [Unsplash](#)

- Images
- Speed
- Generalists
- Entertainment

Newspapers



- Depth
- Multiple Sources
- Local
- Images

Magazines & Talk Radio



- Depth
- Images
- Timeless Angle
- Specialists

Social Media

- Commentary on news
- No cost entry
- Uncensored
- Need to monitor



Photo by [Adem AY](#) on [Unsplash](#)

Media Relationships

- Follow blogs, tweets or Thread conversations
- Comment on articles
- Send letters to their editor



Photo by [The Climate Reality Project](#) on [Unsplash](#)

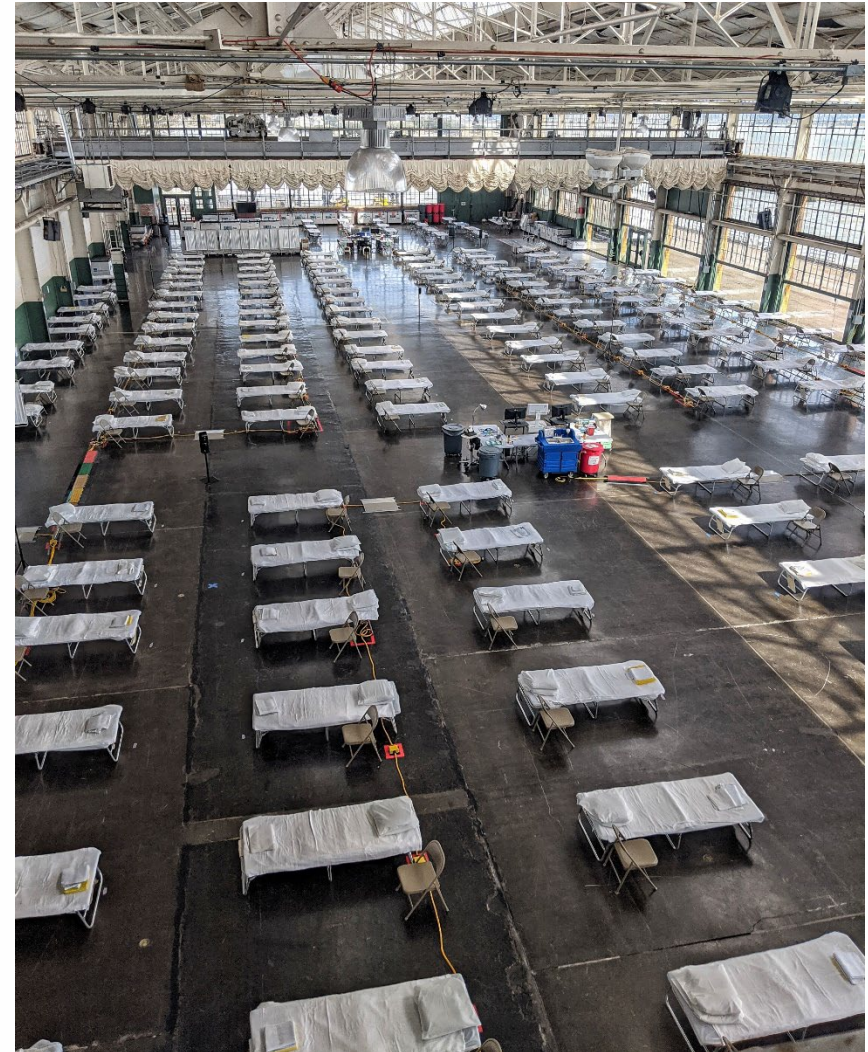


MESSAGING REVIEW



Develop Compelling Messages

- Does it matter?
- Is it compelling?
- Is it news?



Framing Your Message

AUDIENCE: Print, Electronic

WHAT what does the media need to know?

WHY why should they care? Where's the news hook?

ACTION what should they do with the information? What action should their audience take?

What Do They Need To Know?



- **Key piece of information**
- **Avoid overreaching**
- **Specific and focused**
- **Less is truly more**

WHY Should They Care?

- The “WHY” filter
- How issue impacts them
 - Benefits
 - Opportunities
 - Risks
- ***You **MUST** win on this***



Taking Action

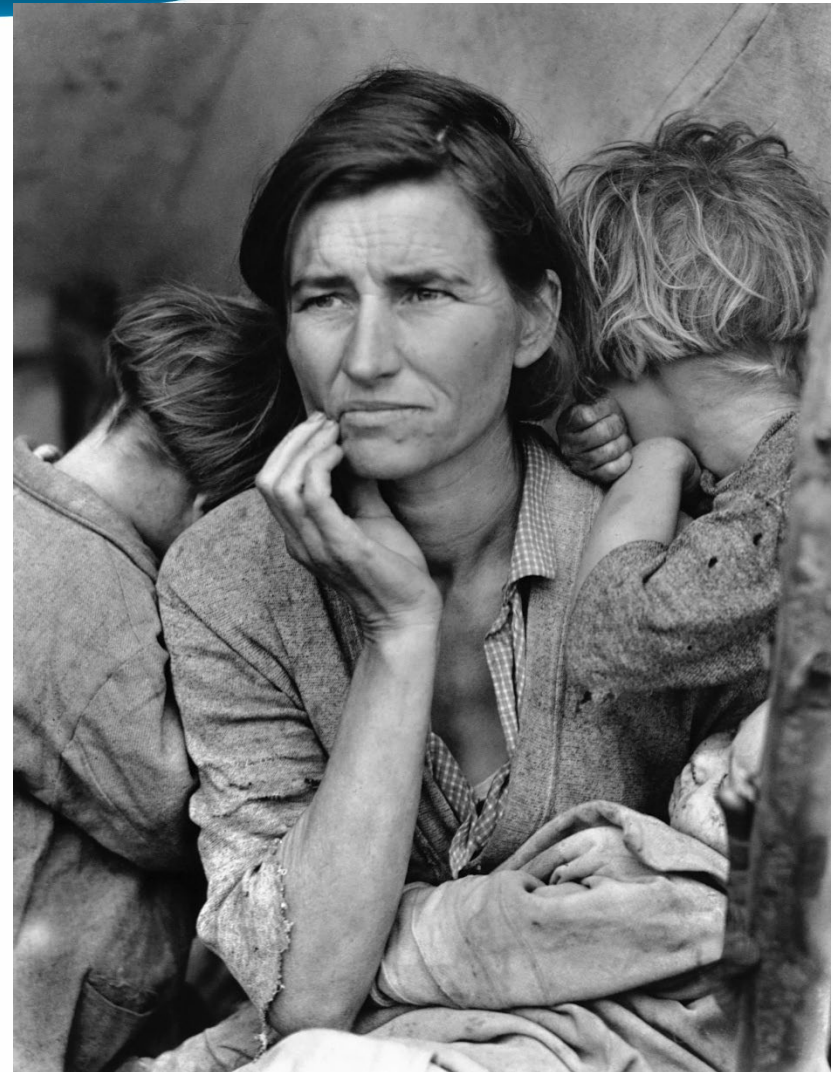


Photo by [Luis Villasmil](#) on [Unsplash](#)

- Be measured
- Don't overreach
- Suggest a first step:
 - Actionable
 - Immediate
 - No approval needed
- Build on initial step

Your Power: Tell A Compelling Story

- Supports message
- Humanizes issue
- Brings data to life
- Memorable
- Repeatable
- Inspires change



Message Frame

WHAT does your audience need to know?

WHY should they care?

ACTION What **ONE** action do you want them to take?

TELL A COMPELLING STORY

Sample Message

WHAT: One in four children come to school hungry at ABC school, according to a study released today.

WHY: Well-nourished children learn more, earn higher grades, behave better in class and are less likely to miss school because of illness.

ACTION: The ABC school PTA urges the food service director to investigate whether federal money is available to offer a breakfast before the bell program.

STORY: In my practice I see patients who have to choose between buying food and paying the rent. Let me tell you about the Brown family . . .

Message Development Exercise

CHAMPION PROVIDER FELLOWSHIP

MESSAGE DEVELOPMENT

WHAT:

What does your target audience need to know?

- Key pieces of information
- Avoid overloading
- Specific and focused
- Less is truly more

WHY:

Why should your audience care?

- How does this impact them?
- How would this benefit them?
- What are the opportunities?
- What are the risks?
- What are the emotional, fiscal and personal costs?

ACTION:

What do you want your audience to do with this information?

What ONE action do you want your audience to take?

SUPPORTING STORY:

Support your message with a compelling personal story

WHO IS YOUR AUDIENCE?

WHAT:

WHY:

ACTION:

SUPPORTING STORY:

Message Feedback





LUNCH BREAK & LIVE INTERVIEWS



CalFresh Healthy Living Program

Social Marketing Campaign

Champion Provider Fellowship
Presentation

September 19, 2023

CDPH Team

Nutrition and Physical Activity Branch

Presenting Today:



Erica Eilenberg

Nutrition and Physical Activity Branch
Branch Chief



Asbury Jones

Nutrition and Physical Activity Branch
Public Relations Strategist

Agenda

- Overview of CalFresh Healthy Living
- CFHL Media Campaign
- Formative Research Findings
- FFY24 Ad Campaign Framework and Strategy
- Champion Providers as Campaign Spokespeople
- Questions & Discussion

Overview of CalFresh Healthy Living

CalFresh Healthy Living Mission

CalFresh Healthy Living, California's Supplemental Nutrition Assistance Program–Education (SNAP-Ed) program, works toward a California where everyone is healthy, active, and nourished. It is the largest nutrition education program in the United States, serving low-resourced Californians by promoting and supporting healthy living through good nutrition, increased physical activity, and healthy community changes.

CFHL Interventions Reach People Where They . . .

- LEARN (ECE, schools)
- EAT (restaurants . . .)
- SHOP (retail, food assistance)
- PLAY (parks, com/rec centers)
- LIVE (shelters, clinics)
- WORK (adult ed, veteran services)

Policy, Systems & Environmental Change (PSE) . . .

. . . interventions aimed at the community level to increase access to healthy food, promote healthy choices, and expand opportunities for physical activity.

In 2021, the top three settings for PSE work included schools, early childhood and education facilities, and food assistance/food pantry sites.

CFHL Media Campaign

HEALTHY VICTORIES

Statewide Advertising Campaign

Formative Research for 2024 Campaign

The Problem

Excess consumption of added sugars contributes to the high prevalence of childhood and adolescent obesity and increases the risk for dental decay, cardiovascular disease, hypertension, type 2 diabetes and other health risks (Muth, et al., 2019).

Sugar-sweetened beverages (SSBs) represent the leading source of added sugar in the American diet (CDC, 2022).

Behaviors and Risk Perception

- **Parents were concerned about**
 - increased consumption of unhealthy foods and sugary beverages and reduced physical activity.
 - the health risks associated with these behaviors that can lead to chronic diseases such as obesity, type 2 diabetes, high blood pressure, and high cholesterol.

FFY 2024 Social Marketing Campaign Framework and Strategy

Target Audience

Emphasis on...

**English-dominant
Latino families**



**Spanish-dominant
families of
Mexican descent**



**African American
families**



Multicultural parents between the ages of 18-54 with school-aged children living in households with a family income less than or equal to 185% federal poverty level



Campaign Direction

Direct/Individual



Policy, Systems, Environmental level (PSE)/Ecological Approach

CalFresh Healthy Living Branding Guidelines

- Health risk and health effects

CalFresh Healthy Living Principles & Priorities

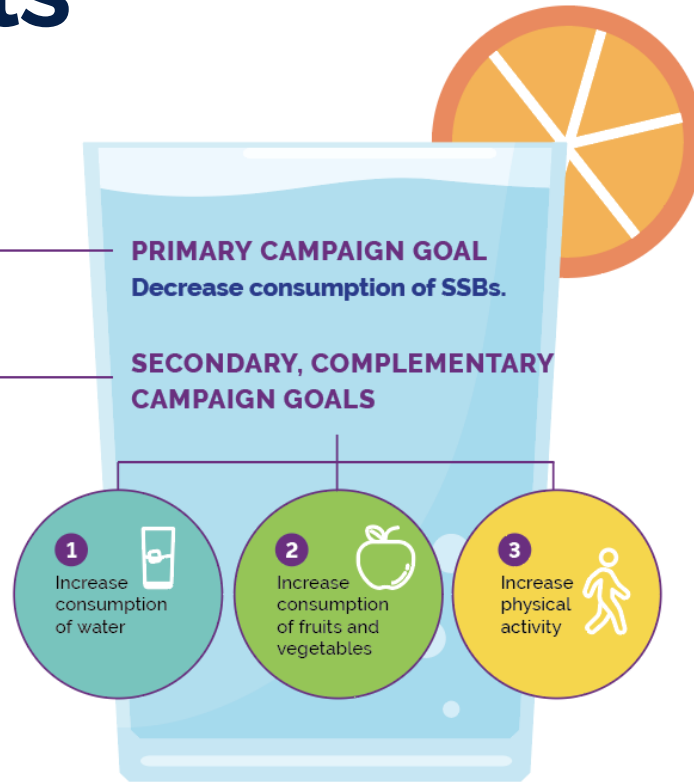
- Addressing racial and social inequities

2024 National SNAP-Ed Guidance

- Maximum use of PSE approach

Campaign Goals

OVERARCHING GOAL
Empower Californians with low incomes to make healthy choices with the goal of reducing and preventing obesity and related chronic diseases.



Messaging Strategy

- Reframe the “why” for campaign audiences
 - Put risks of SSBs center stage
 - Validate that healthy choices are shaped by more than individual behavior
- Harness the power of authentic community voices and shared experiences
- Build tools and support for individual, community and environmental changes at local level

Three Creative Concepts

Concepts: *Creative ideas/directions that form the base for the campaign*

Concept Executions: *The concepts developed by medium*

Campaign Executions: *Final ads that will run*

WHAT ARE WE MADE OF?

CREATIVE APPROACH

A quiet question builds into a powerful anthem for communities, proving that they have what it takes to make healthier choices about SSBs and beyond. This inspiring phrase fits right in with the advertising that our target is surrounded with, but with a message that will help them lead better lives.

NOT SO SWEET SIDE

CREATIVE APPROACH

Let's show that hidden side by revealing facts and stats of what medical problems these sugary drinks have been linked to and in the process serve as an impetus to discover other ways to create healthier futures for families and communities alike.

STRONGER THAN

CREATIVE APPROACH

Together, we are stronger than the sugar cravings that could lead to negative health consequences. Stronger than the ads that shove processed food and overly sugary beverages in our faces. And stronger than anything else trying to stop us from living healthier lives.

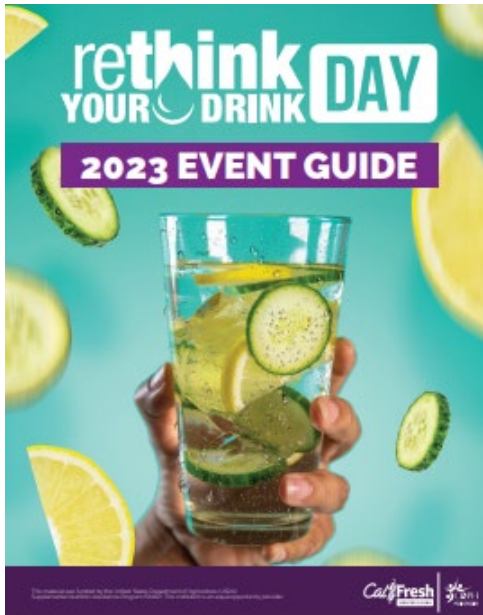


Champion Providers as Campaign Spokespeople

RETHINK YOUR DRINK DAY

RETHINK YOUR DRINK DAY IS:

A Statewide Day of Action open to all Local Implementing Agencies (LIAs), their partners, and associated Community-Based Organizations (CBOs).



Implemented locally,
supported and promoted
statewide.

THE GOAL:

To promote healthy behavior
of drinking more water, and
fewer sugary drinks.



Champion Provider Dr. Raymond Lopez

Rethink Your Drink Day 2019

PROCLAMATION DECLARING May 8, 2019, as "ReThink Your Drink Day"



WHEREAS, the high consumption of sugar-sweetened beverages (SSBs) is associated with risk of type 2 diabetes, obesity, hypertension, coronary heart disease; and

WHEREAS, the Ventura County Board of Supervisors is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the health of the Ventura County population; and

WHEREAS, May 8, 2019 is recognized as "ReThink Your Drink Day" and the Public Health Division and community partners will be promoting drinking water for your health the week of May 6-10, 2019.

NOW, THEREFORE, BE IT RESOLVED THAT, the Ventura County Board of Supervisors, do reaffirm Ventura County's commitment to health and well-being through the regular consumption of water and reduction of sugar sweetened beverage consumption, and do hereby proclaim:

**May 8, 2019 as RETHINK YOUR DRINK DAY and
May 6-10, 2019 as RETHINK YOUR DRINK WEEK**

Note: The above verbiage is not the actual Ventura County Proclamation



Questions and Discussion

INTERVIEW CRITIQUES

Owning the Message!



Interview Do's



- Know your message and stick to it
- Control the conversation
- Engage in two-way conversations
- Ask questions
- Be clear and concise
- Tell stories
- Avoid jargon and acronyms
- Honor deadlines

A Few Don'ts

- Don't speak for others
- Don't stray off topic
- Don't assume
- Don't say anything you don't want to see in print
- Don't go off record
- Don't be afraid to say “*I don't know*”



Stay on message



And when you don't...



Bridging



Flagging



Mock Interviews

- Message**
- Credible**
- Control**
- Building a relationship**

Review

- Know your audience
- Know your issue
- Know what you want to achieve
- Speak to audience needs
- Stick to your message
- Control the conversation

Questions and Answers



For More Information

Contact:

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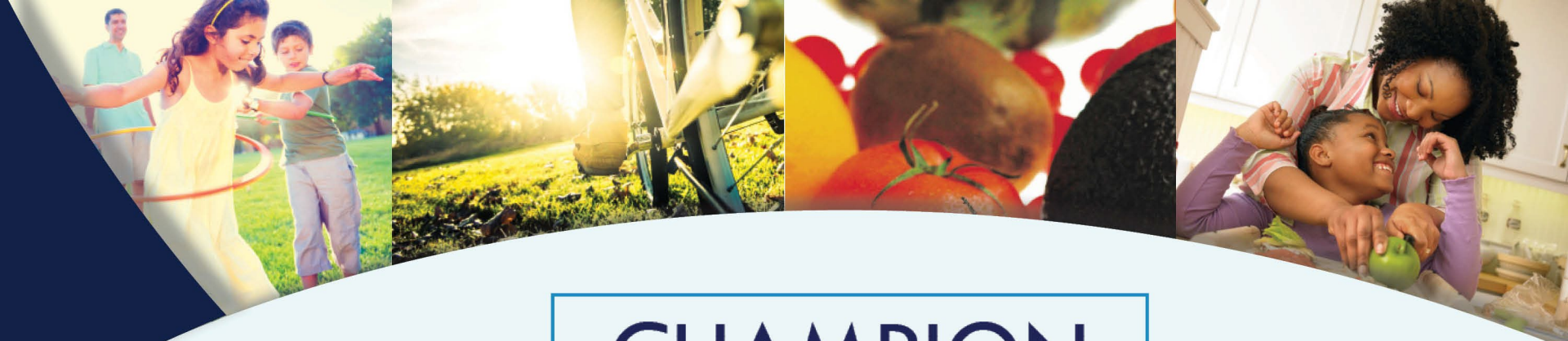
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A Powerful Approach to Healthier Communities

Thank You
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