



**CHAMPION  
PROVIDER**  
FELLOWSHIP

*A Powerful Approach to Healthier Communities*

**Rising Above the Clutter** in Today's Confusing  
Communications Environment

**Paula Hamilton, MS & Michael Miller, BS**

*Brown Miller Communications*

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# Power of the White Coat



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# Communicating in a Confusing World



**We are bombarded by messages**

**Most information is ignored**

**Vital to cut through the clutter**

# Elements of Communications

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



# ID and Segment Your Audience

Success is reliant on knowing your audience



- What matters to them?
- What are the benefits and risks?
- Who influences their thoughts and behavior?

# What Matters to Them?

- People
- Patients
- Partners
- Politicians
- Press



# Messaging Considerations

**WHAT:** *What key piece of information does your audience need to know?*

**WHY:** *Why should they care? Emotional, Fiscal, Personal price?*

**ACTION:** *What should they do with the information? What ONE action do you want them to 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*
- *Use personal/professional experiences*



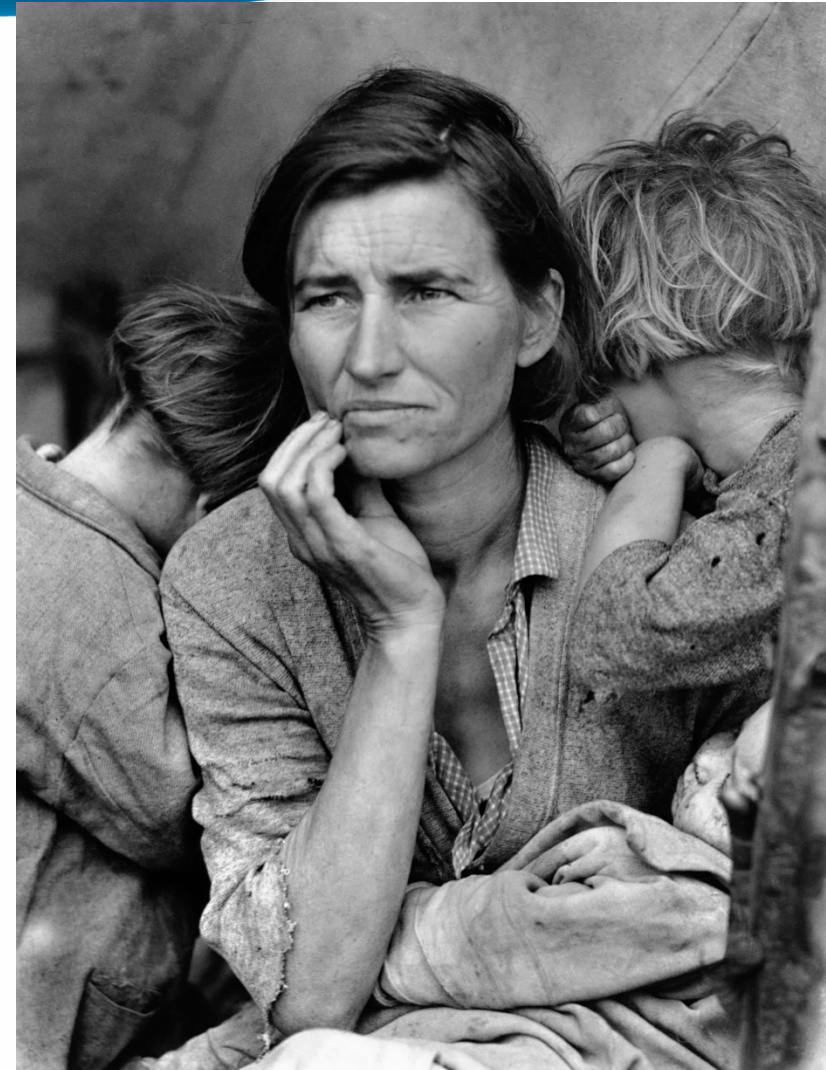
# Taking Action



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

# Be Prepared With a Story

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





# A Sample Message

**AUDIENCE: SCHOOL BOARD**

- WHAT:** Half of the most vulnerable children in our community go to school hungry, according to a new report released today.
- WHY:** Every day in my practice parents complain about their children being tired, unfocused and sick, and achieving poorly in school. When I ask about their children's diet, it's clear that these same children don't start their day with breakfast. It's not rocket science – hungry kids don't perform well and are more susceptible to illness.
- ACTION:** For healthier, more attentive, better performing students, the Board should direct the district food service director to apply for available federal funds to establish a breakfast before the bell program.

# Message Development Exercise

**CHAMPION PROVIDER FELLOWSHIP**

## MESSAGE DEVELOPMENT

**WHAT**

What does your target audience need to know?

- Key piece 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?

**STORY**

Support your message with a compelling personal story

**WHO IS YOUR AUDIENCE?**

**WHAT:**

**WHY:**

**ACTION:**

**SUPPORTING STORY:**

# Time To Practice





# For More Information

## Contact:

- **Michael Miller**, President
  - Brown·Miller Communications, Inc.
  - [mike@brownmillerpr.com](mailto:mike@brownmillerpr.com)
  - (925) 370-9777
- **Paula Hamilton**, Director
  - Brown·Miller Communications, Inc.
  - [paula@brownmillerpr.com](mailto:paula@brownmillerpr.com)
  - (925) 370-9777