

# Messaging 101

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# AGENDA

Introduction

Communications Essentials

Message Development

Closing Remarks

# Session Objectives

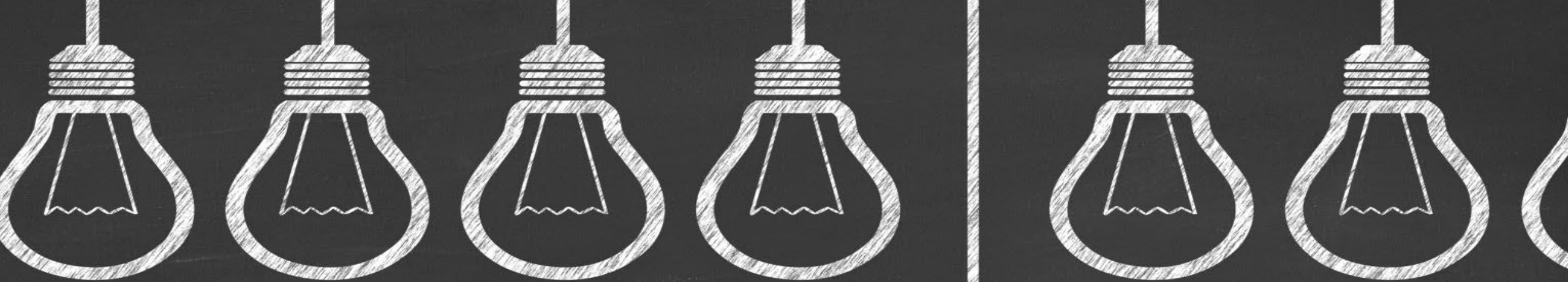
- » Cut Through the Noise
- » Craft Powerful Messages
- » Audience First
- » Tell Stories that Stick
- » Be a Trusted Voice

# A World of Clutter

# We are bombarded by messages

# Most information is ignored

## Vital to cut through the clutter



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

**Cut Through the Noise**



# Know Your Audience

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

# 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**



# Your Power: Tell A Compelling Story

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





# 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 . . .

# Questions and Answers



# Keep the Conversation Going

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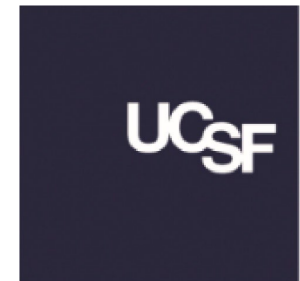
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# Thank you



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