



**CHAMPION
PROVIDER**
FELLOWSHIP

A Powerful Approach to Healthier Communities

Communications Training

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THE IMPORTANCE OF IDENTIFYING AUDIENCES AND MESSAGING



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



Communications Exercise

LHD liaisons and Champion Providers meet to discuss:

- Emerging situation
- Audience
- Motivation

The worksheet is titled "Communications Exercise" and is divided into three main sections, each with a colored header and a guiding question:

- Issue** (Red header): • What is the emerging issue you will be addressing?
- Audience** (Green header): • Who is a critical player that needs to be informed or influenced about this issue?
- Why** (Purple header): • Why should that individual care about this issue? What is going to make them engage?

Below each question are several horizontal lines for writing. The lines are color-coded to match the headers: red for "Issue", green for "Audience", and purple for "Why".

ISSUE: _____

AUDIENCE: _____

WHY: _____

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*



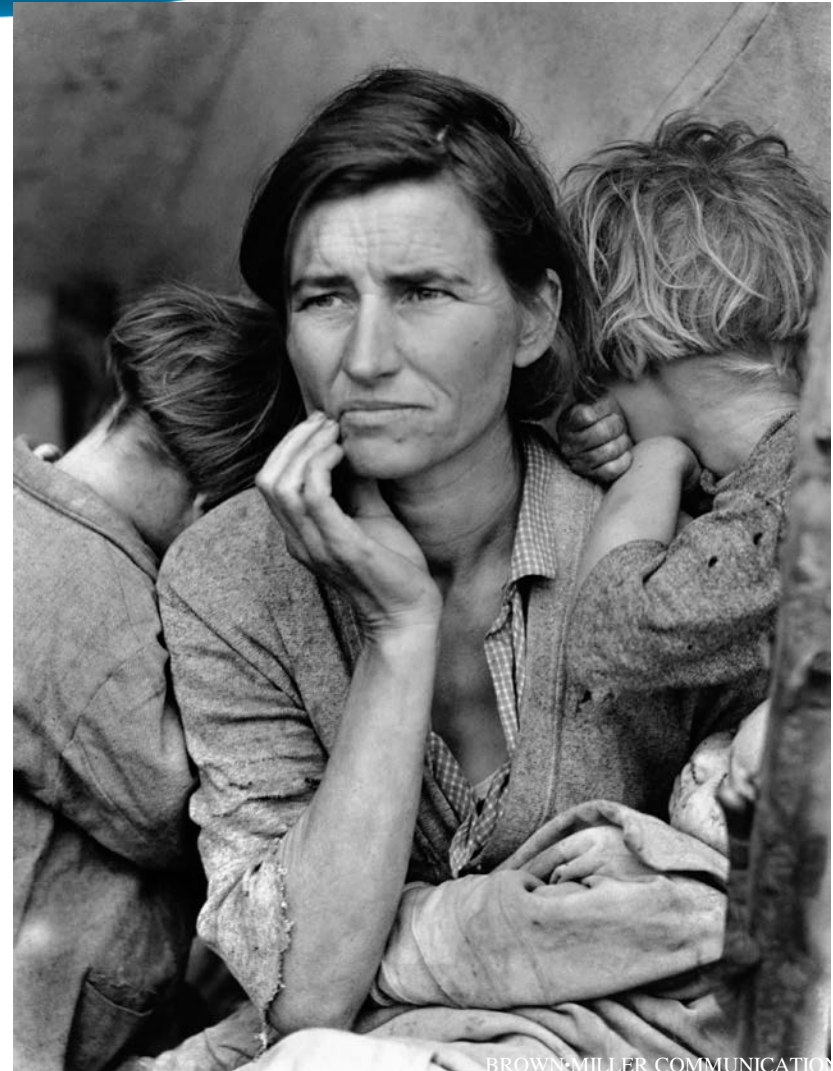
Taking Action



- 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, for a variety of reasons, 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:** If the school board wants healthier, more attentive, better performing students in their classrooms, the Board should direct the district food service director to apply for available federal funds to establish a breakfast before the bell program.

A Sample Message

AUDIENCE: CITY COUNCIL

- WHAT:** Many of the same predatory marketing practices used by the tobacco industry to hook a new generation of consumers are now being actively employed by the soda industry on children throughout our community. In the name of profit, the beverage industry is aggressively cashing in on our children's health.
- WHY:** Every day in my practice I'm seeing kids suffering from (*choose your ailment*). Sadly, few of them understand that the same sugary drinks promoted as ways to be cool, happy and hip are the primary drivers of diseases like obesity, diabetes and tooth decay.
- ACTION:** I urge you to convene a blue-ribbon task force to study this crisis and make recommendations on how we can reduce the predatory marketing of sugary drinks to our city's youth.

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?

STORY

Support your message with a compelling personal story

WHO IS YOUR AUDIENCE?

WHAT:

WHY:

ACTION:

SUPPORTING STORY:

For More Information

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