



**CHAMPION  
PROVIDER**  
FELLOWSHIP

*A Powerful Approach to Healthier Communities*

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

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**UCSF**

# Power of the White Coat



# 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*



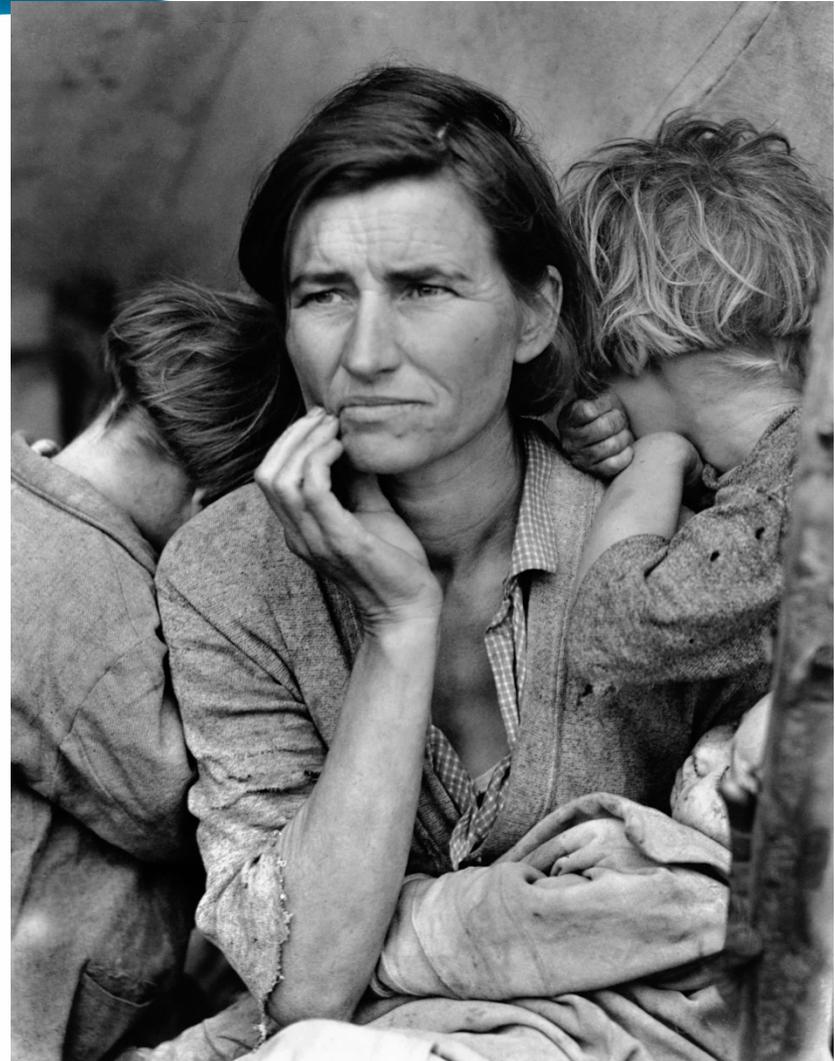
# Taking Action



- 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.

# A Sample Message

**AUDIENCE: CITY COUNCIL**

**WHAT:** The soda industry is actively using similar predatory marketing practices used by the tobacco industry to hook a new generation of consumers on our children.

**WHY:** Every day in my practice I'm seeing kids suffering from severe tooth decay. Sadly, few of them understand that the same sugary drinks promoted as ways to be cool, happy and hip are the major drivers of rotting their teeth.

**ACTION:** I urge you to consider forming 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

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## 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 benefit them?  
• How would this opportunity?  
• 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:**

# Time To Practice





# For More Information

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