

Messaging 101

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AGENDA

- Introduction
- Communications Essentials
- Message Development
- Closing Remarks

A World of 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?

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 . . .



2024 CFHL Campaign

June 21, 2023

Presenters

Ian Tovar
Section Chief of Media
& Advertising (Interim)

Asbury Jones
Public Relations
Strategist

Campaign Goals

Overarching Goal

Empower low-income Californians to make healthful choices with the aim of reducing and preventing obesity and related chronic diseases

Primary Campaign Goal

Decrease consumption of and access to SSBs

Secondary, Complementary Campaign Goals

Increase access to and consumption of water
Increase consumption of fruits and vegetables
Increase physical activity

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.

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



**Champion Provider
Dr. Raymond Lopez**

**Rethink Your Drink
Day 2019**

Campaign Roll-out

Creative Development Timeline

AUG. – EARLY SEPT. 2023

PRODUCTION

- Risks
- Policy, Environmental, System Influence
- In it Together
- Social proof
- How To's

LATE SEPT./OCT. 2023

FINAL EXECUTIVE MANAGEMENT APPROVAL

SPRING 2024

LAUNCH NEW CAMPAIGN

- Risks
- Policy, Environmental, System Influence
- In it Together
- Social proof
- How To's

Thank You

Questions and Answers



Keep the Conversation Going

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