



**CHAMPION
PROVIDER**
FELLOWSHIP

A Powerful Approach to Healthier Communities

Rising Above the Clutter in Today's Confusing
Communications Environment

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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*



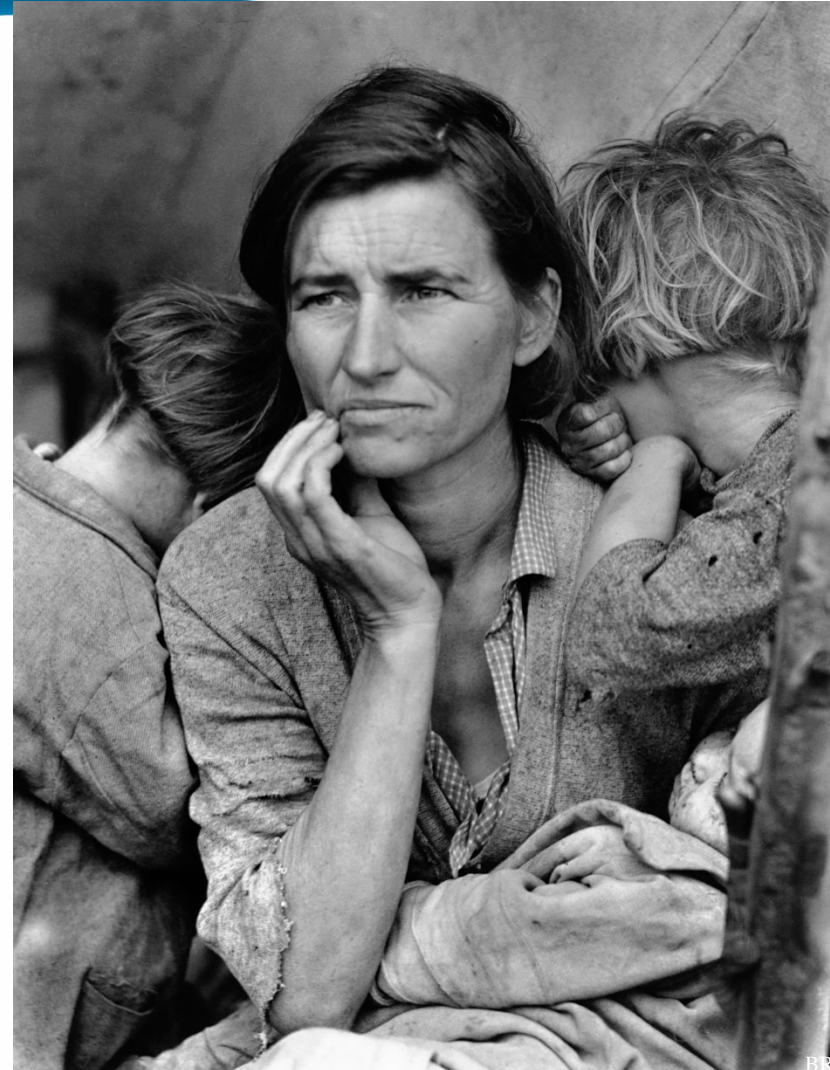
Taking Action



- 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

WHO IS YOUR AUDIENCE?

WHAT:

WHY:

ACTION:

SUPPORTING STORY:

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

Time To Practice





For More Information

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