

# Messaging 101

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# AGENDA

- Introduction
- Communications Essentials
- Message Development
- Closing Remarks

# A World of Clutter

A hand in a dark suit sleeve holds a red and white megaphone on the left side of a teal background. The background is filled with various white and red icons representing digital communication and technology, including a speech bubble, a shopping cart, a pencil, an envelope with an @ symbol, a gear, a globe, a chain link, a Wi-Fi symbol, a laptop, a document, a cloud, a clock, an eye, a lightbulb, a smartphone with an envelope icon, and a double-headed arrow.

**We are bombarded by messages**

**Most information is ignored**

**Vital to cut through the 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

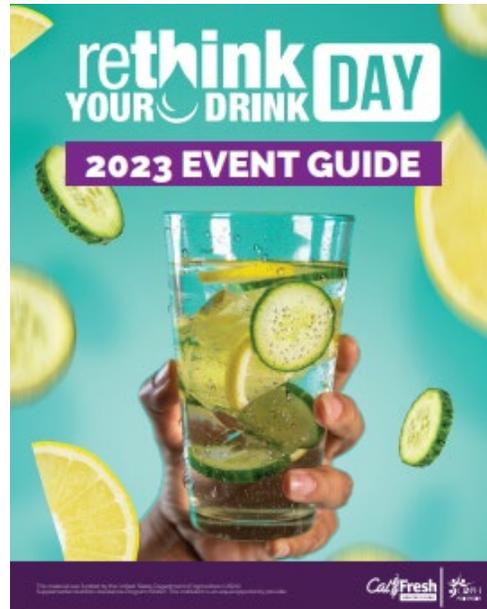
Increase access to and consumption of water  
Increase consumption of fruits and vegetables  
Increase physical activity

# 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

## Contact:

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