

Talking about
Health in All Policies

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berkeley **media** studies group

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Berkeley Media Studies Group

- Research on news coverage of public health issues
- Media advocacy training and strategic consultation for community groups and public health advocates
- Professional education for journalists

Today's Webinar

- Identify the key components of effective messages
- Broaden the frame to include the social determinants of health
- Develop answers to hard questions about Health in All Policies

POLL #2

What has been challenging for you in talking about the Health in All Policies approach (or other intersectoral collaborative approaches)?

Please select all that apply.

- a. Talking with people for whom "health equity" doesn't resonate
- b. Finding information about Health in All Policies
- c. Ensuring people understand that a Health in All Policies approach is not lobbying
- d. Tailoring messages for different audiences
- e. Finding appropriate opportunities to talk about Health in All Policies
- f. Responding to partners in other sectors who don't see health as their mission
- g. Other (Please type your answer into Q&A)

Polling Feature

Please

1. Choose your **answer**, then
2. Click **Submit**

Partic... Chat Q&A Polling

Participants: 2

Name	Tools
Panelists: 1	
Star Tiffany (Host)	
Attendees: 1 (1 displayed)	

Attendee View

Request Mute

Q&A

All (0)

Ask: All Panelists

Select a participant in the ask menu first and type your question here. There is a 256 character limit.

Send

Polling

Time elapsed: 0:20 Time limit: 1:30

Poll Questions:

1. I am attending this Web Forum:

- a. Individually
- b. In a group of 2-5
- c. In a group of 6-10
- d. In a group of more than 10 people

Submit

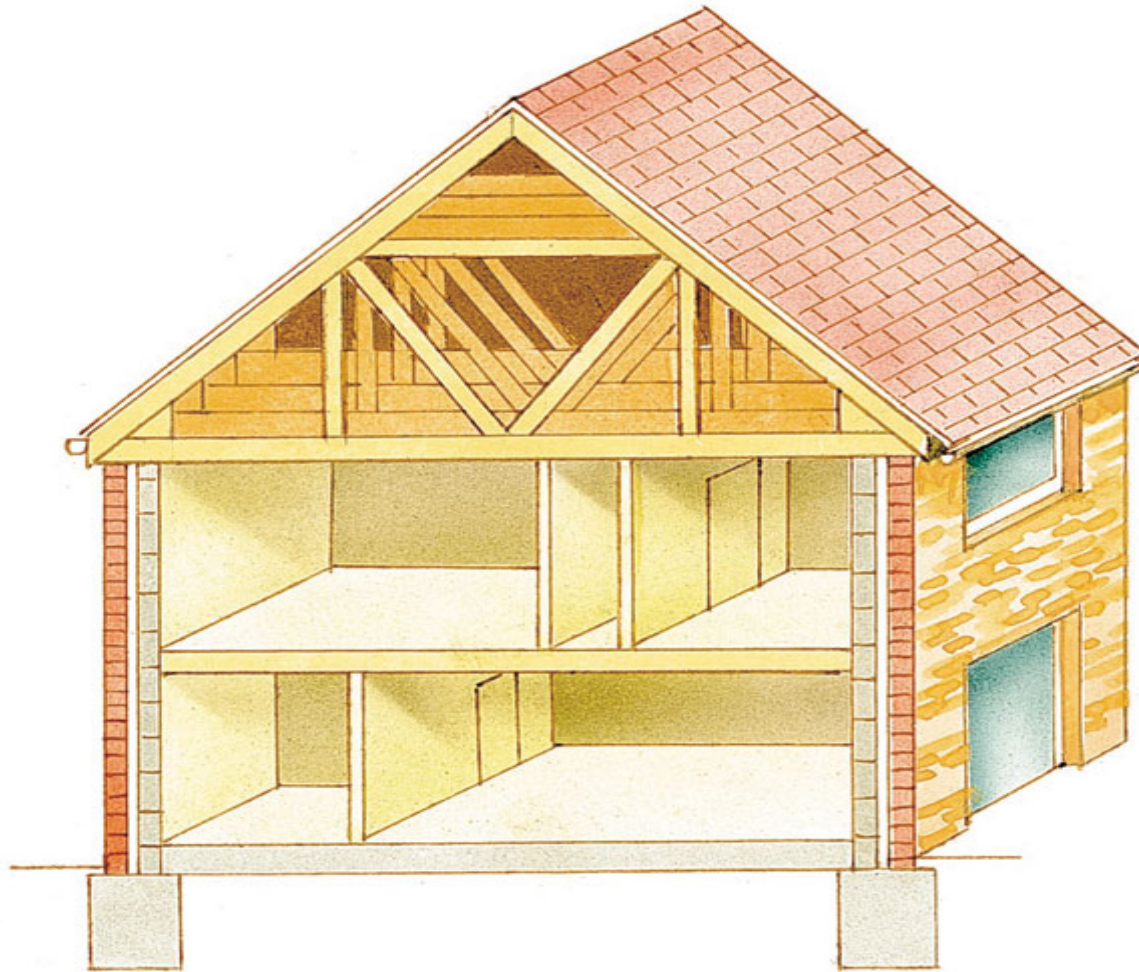
Your answer may be recorded.

Submit

Message Is Never First

- What do you want to change in the world?
- How will you change it?
- Why do you want it to be changed?

Frames as Mental Structures



PREVENTION WORKS



BBFYFNTJQN WQBKS

The Need to Reframe



Institutional
Accountability

Personal
Responsibility

Message Development Equation



Sample Message

Families are healthier when they have safe, well-maintained sidewalks that make it easier to walk to school and work. We need to fix the uneven and cracked sidewalks – or blocks with no sidewalks at all – in the Lincoln neighborhood so that parents feel like it's safe for their kids to walk to school. To do that, the transportation agency and the public health agency must work together to support each others' goals and create safe routes to schools for all of our children.

Dissecting the Sample Message

Families are healthier when they have safe, well-maintained sidewalks that make it easier to walk to school and work.

ENV CUE

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ENV CUE

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SOLUTION

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SOLUTION

To do that, the transportation agency and the public health agency must work together to support each others' goals and create safe routes to schools for all of our children.

VALUE

Value: Fairness & Equity

Well-maintained parks provide people with safe places to play and be active.

ENV CUE

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It's not right that children in some neighborhoods have plenty of nice parks and playgrounds nearby, and others have none.

VALUE

Value: Fairness & Equity

Well-maintained parks provide people with safe places to play and be active.

ENV CUE

It's not right that children in some neighborhoods have plenty of nice parks and playgrounds nearby, and others have none.

VALUE

That's why we are working with the Parks and Recreation Agency to make sure there are sufficient funds to build new parks so that all children in our community have the opportunity for safe play and physical activity.

SOLUTION

Value: Efficiency & Cost-Savings

Families are healthier when they have safe sidewalks. But the sidewalks in Elmwood are uneven or cracked, or not there at all.

ENV CUE

Value: Efficiency & Cost-Savings

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ENV CUE

But we can't fix this problem working in isolation. We'd like to work with you to incorporate health criteria into this year's transportation priorities.

SOLUTION

Value: Efficiency & Cost-Savings

Families are healthier when they have safe sidewalks. But the sidewalks in Elmwood are uneven or cracked, or not there at all.

ENV CUE

But we can't fix this problem working in isolation. We'd like to work with you to incorporate health criteria into this year's transportation priorities.

SOLUTION

Working together, we can fix multiple problems at the same time, saving money and improving health which is also good for our economy.

VALUE

Players, Messengers & Targets

- Civic leaders and elected officials
- Community activists and organizations
- Health departments and researchers
- Businesses and professional associations
- Medical providers and institutions

Message Strategy

- Who will speak?
- To whom are they saying it?
- What will they say and how will they say it?

Answering Hard Questions



Why Health in All Policies?

Talking about Health in All Policies

- Trigger the environmental frame **first**.
- State your **values**.
- State the **solution** clearly, and give it as least as much attention—or more—than the problem.

Talking Tips

- Know your goals.
- Stay focused on *this* message.
- Speak to shared values.
- Resist the urge to say everything.
- Stick to your expertise.
- Prepare for hard questions.
- Provide compelling examples.
- Use reasonable, clear language.

Thank You

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