Communicating the Value of Local Public Health Through Effective Messaging

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NACCHO is comprised of nearly 3,000 local health departments across the United States. Our mission is to serve as a leader, partner, catalyst, and voice with local health departments.

Mission

Our Work

- Advocacy
- Partnerships
- Funding
- Training and education
- Networking
- Resources, tools, and technical assistance
Get Involved

- Become a member
- Join the Congressional Action Network
- Apply for an award
- Attend a conference
- Serve on an advisory group or committee

Workshop Objectives

- To become familiar with strategies for communicating the value of public health to different audiences, including policy makers and the general public;
- To be able to identify stakeholders that play key roles in the local public health system and understand their values, loyalties and losses to inform communication strategies;
- To understand how to employ data to inform public health messaging; and
- To build concrete skills for crafting public health messages, including developing an “elevator speech” and engaging governing bodies.

Agenda

- Welcome, Training Overview & Introductions
- So What’s So Valuable about Public Health, Anyway?
- Using data to inform public health messaging
- Circles of Influence – Stakeholder Exercise
- Lunch (provided) c. 12:00 noon to 1 pm
- Developing compelling messages
- Resources
- Next steps
- Closing by 3:00 pm
Activity: Circles of Involvement

Let's do some brain calisthenics!
Introductions and Expectations

Table Introductions
As a table, determine:
1. Thing you all have in common &
1. Expectation for the training

So What’s So Valuable about Public Health, Anyway?

Education, Advocacy & Lobbying

*Check rules in your jurisdiction
“WHAT DOES HEALTH MEAN TO YOU?”

What is public health?

Local health departments impact our lives every day
What is public health?

- How do we communicate to an audience that thinks health = health care?

Health Policy Snapshot

How does where we live, work, learn and play affect our health?

- Despite spending $3.5 trillion annually on health care, Americans aren't as healthy as they should be.
- Health disparities caused by inequities in education, employment, socioeconomic status, housing, community resources and environment are significant challenges.

Is your zip code more important than your genetic code?
Public Health Funding

Governmental Public Health Spending Accounts for Only 3% of the $2.9 Trillion Spent on Health Care in the United States

Our Message

• Local health departments help keep people healthy and safe.
• Health is more than health care.
• Much of what influences our health happens outside of the doctor’s office.

Our Message

• Local health departments monitor health threats in the community and take action to reduce risk to those threats.
• Strong public health services strengthen economic well-being, educational success, and nation-wide competitiveness community by community.
Questions?

Using Data to Inform Public Health Messaging

Categories of Data

- Demographic characteristics
- Socioeconomic characteristics
- Health resource availability
- Quality of life
- Behavioral risk factors
- Environmental health indicators
- Social and mental health
- Maternal and child health
- Death, illness and injury
- Infectious disease
- Sentinel events
Social and Economic Indicators

- Median household income
- Median value of owner-occupied homes
- % households below poverty
- Unemployment
- Civic engagement
- High school graduation rate
- Income and wealth inequality
- Political participation by race, income, gender
- Allocation of city/county budget by neighborhood

Triangulating Data

- Secondary data

Triangulating Data from Community Health [Needs] Assessments (CH[N]As)
National Data Sources

- Health Indicators Warehouse (http://healthindicators.gov/)
- Healthy People 2020 (http://www.healthypeople.gov)
- Youth Risk Behavioral Surveillance System (www.cdc.gov/yrbs/)
- Behavioral Risk Factor Surveillance System (http://www.cdc.gov/brfss/)
- Community Commons (communitycommons.org)

National Data Sources, cont.

- County Health Rankings (countyhealthrankings.org)
- NACo County Explorer (explorer.naco.org)
- National Equity Atlas (nationalequityatlas.org)
- Community Health Status Indicators (cdc.gov/communityhealth)
- Data USA (datausa.io)
- Congress.gov
- PolicyLink (policylink.org)
- Trust for America’s Health (healthyamericans.org)
- Rural Health Information Hub (www.ruralhealthinfo.org)

NACCHO Resources

http://nacchoprofilestudy.org
http://nacchoprofilestudy.org/forces-of-change/
Local, County, and State-level Data Sources

http://www.kansashealthmatters.org/

Questions?

Identifying Stakeholders to Inform Communication Strategies

NACCHO
Who should be engaged? Selecting Stakeholders

- Who cares about the issue or will be directly or indirectly affected?
- What are the different perspectives you need at the table?
- What are the different groups & subgroups and what are their relationships to each other?
- Who has the highest stakes in the issue - who stands to benefit? Who stands to lose?
- What do the various stakeholders or groups want to see as an outcome?
Types of Stakeholders

- Funders
- Partners
- Community members
- Policymakers
- Governing bodies
- Other organizations
- Media
- Others

Analyzing Stakeholders

- For each stakeholder, identify the following:
  - Stake in the process
  - Desired outcomes
  - Level of engagement
  - Degree of power/interest
  - Values
  - Loyalties
  - Losses at risk
This is about the values that drive and motivate behavior
Values inform decision making
Examine the behavior - not so much what is being said

Stakeholder Values

<table>
<thead>
<tr>
<th>Stakeholder Loyalties</th>
</tr>
</thead>
<tbody>
<tr>
<td>The people behind the ideas matter</td>
</tr>
<tr>
<td>Who are you working on behalf of?</td>
</tr>
<tr>
<td>Pressure to represent your constituency</td>
</tr>
<tr>
<td>Is it a team you are trying to get resources for or protect?</td>
</tr>
<tr>
<td>Do you have a bond with others in the organization?</td>
</tr>
</tbody>
</table>

Stakeholder Loyalties

<table>
<thead>
<tr>
<th>Stakeholder Losses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resistance comes from being scared of losing something: a deeply held belief, something stable</td>
</tr>
<tr>
<td>Anticipate the losses people risk if they get involved</td>
</tr>
<tr>
<td>What is most important to you? Your stakeholders?</td>
</tr>
<tr>
<td>Examples of losses include:</td>
</tr>
<tr>
<td>Competence</td>
</tr>
<tr>
<td>Identity</td>
</tr>
<tr>
<td>Comfort</td>
</tr>
<tr>
<td>Reputation/Status</td>
</tr>
<tr>
<td>Time/Resources</td>
</tr>
<tr>
<td>Stability</td>
</tr>
</tbody>
</table>
Values, Loyalties, Losses Case Study

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Values</th>
<th>Loyalty</th>
<th>Losses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self (Health Director)</td>
<td>Cost-effectiveness, meeting population health, advancing position as leader in community</td>
<td>Governing board, elected officials, LHD staff, general public</td>
<td>Respect/loyalty from staff, Reputation, Revenue from services</td>
</tr>
<tr>
<td>CHC Leadership</td>
<td>Reputation as leader in providing services, increased</td>
<td>CHC staff, HRSA BPHC, LHD staff, general public, community</td>
<td>Loss of FQHC accreditation</td>
</tr>
<tr>
<td>LHD Nurse</td>
<td>Job security, provision of high-quality services</td>
<td>Thali families, their clients, community</td>
<td>Job security, expertise</td>
</tr>
<tr>
<td>LHD Health Educators</td>
<td>Preventing disease, educating public</td>
<td>General public, community, expertise, Work/Life balance</td>
<td>Work/Life balance</td>
</tr>
<tr>
<td>CHC Nurse</td>
<td>Capacity, Quality of Care</td>
<td>Clients, Coworkers, Status Quo, Community</td>
<td>Competence</td>
</tr>
<tr>
<td>Elected Officials</td>
<td>Funds used effectively</td>
<td>General public, voters, elected officials, voter base</td>
<td>Elected position, voter base</td>
</tr>
<tr>
<td>LHD customers</td>
<td>Good service, relationships with LHD staff</td>
<td>LHD staff, their families, community, colleagues, clients</td>
<td>Continuity of services, clarity over process</td>
</tr>
</tbody>
</table>

Keys for Effective Stakeholder Engagement

- Be Inclusive and Build Trust
- Communicate Frequently & in a language all understand
- Understand Mutual Benefit
- Have Purposeful Meetings
- Identify Shared Goals & Vision
- Celebrate & Recognize Contributions
- Share Progress Frequently

Ways to Disseminate Messages

<table>
<thead>
<tr>
<th>Audience</th>
<th>Example Communication Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partners</td>
<td>Newsletters, flyers, Internet</td>
</tr>
<tr>
<td>Decision-Makers</td>
<td>Policy briefs, Internet, Photovoice/Digital Storytelling</td>
</tr>
<tr>
<td>Community Members</td>
<td>Community forums, Internet, Photovoice/Digital Storytelling</td>
</tr>
<tr>
<td>Colleagues, Researchers</td>
<td>Conferences, journal articles, Internet</td>
</tr>
<tr>
<td>Media</td>
<td>Press releases, Internet</td>
</tr>
</tbody>
</table>
Activity: Messaging Circles of Engagement

<table>
<thead>
<tr>
<th>Group Type</th>
<th>Description</th>
<th>Example Message Types</th>
<th>Contact Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal Stakeholders</td>
<td>Agency and partner staff responsible for developing and disseminating messages</td>
<td>See other groups</td>
<td>High</td>
</tr>
<tr>
<td>Primary Stakeholders</td>
<td>Key individuals and organizations essential to the success of your agency/issue, incl. residents*, governing bodies (e.g., Board of Health, County Board, Mayor/Governor’s Office), and key partners</td>
<td>Tailored, professional/accessible, short yet informative, in-person with follow-up contact</td>
<td>High</td>
</tr>
<tr>
<td>Secondary Stakeholders</td>
<td>Individuals and organizations who contribute to the success of your agency/programs/issues, including residents*</td>
<td>Tailored, professional/accessible, short yet informative, emails, print, web, in-person as needed</td>
<td>Medium</td>
</tr>
<tr>
<td>Tertiary Stakeholders</td>
<td>Individuals, organizations, residents*, and the media who should be kept informed, but whose actions are not expected</td>
<td>Tailored, accessible, short yet informative, broadly disseminated (e.g., social media, news releases, listservs, web posts)</td>
<td>Low/As Needed; Media: High</td>
</tr>
</tbody>
</table>

*Communications to residents should be considered across levels, depending upon the issues promoted.

Activity: Messaging Circles of Engagement
Stakeholder What is important to them? What are their values? How could they benefit from supporting public health and your agency’s role? Why should they engage? What could they lose if they support public health and your agency’s role? Why might they be resistant? Targeted Messaging

Developing Compelling Messages
NACCHO Strategic Messaging

- Turn awareness into action and speak with one voice.
  - Local health departments help keep people healthy and safe.
  - Local health departments actively work with law enforcement, healthcare providers, and other stakeholders to develop and provide recommendations for legislation that prevents inappropriate prescribing practices.

Developing Compelling Messages

- What is your elevator speech?
  - What can you say in 30 seconds to help someone understand the value of your health department?

Activity: What is your elevator speech?

1. Take 5 minutes to write down a 30 second (~70 word) elevator speech about the value of your health department.
2. Share your elevator speech with your table.
3. Discuss the elevator speeches together. What was easy about the activity? What was hard? What did you have to cut?
4. Decide which elevator speech to nominate to share with the room and decide on a spokesperson.
Next Steps

Stay in touch with NACCHO
http://www.naccho.org/advocacy
Take Action and sign up for Congressional Action Network

News from Washington e-newsletter & NACCHO Podcast series
http://www.naccho.org/advocacy/news

Thank you!

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