


**Communicating the Value of Local Public Health Through Effective Messaging**

2018 Kansas Governor's Public Health Pre-Conference Workshop  
Wichita, Kansas  
April 3, 2018

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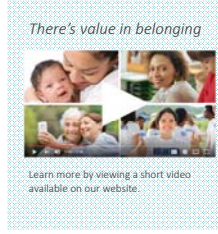
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**Mission** 

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.



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**Our Work** 

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

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### Get Involved



Become a member

Join the Congressional Action Network

Apply for an award

Attend a conference

Serve on an advisory group or committee

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### 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.

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### 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

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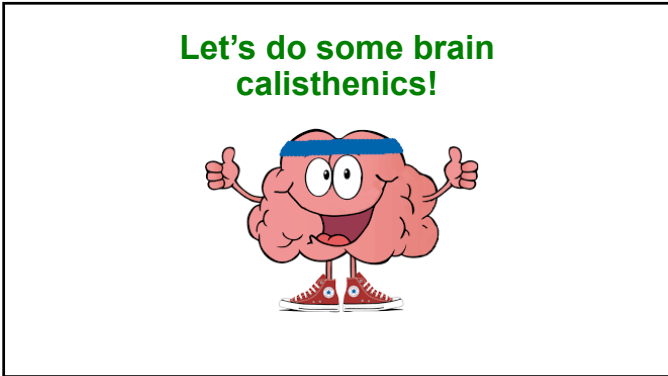
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**Introductions and Expectations**

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

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INTRODUCTION

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

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**Education, Advocacy & Lobbying**

\*Check rules in your jurisdiction

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**What is public health?** **NACCHO**



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

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**Health Policy Snapshot**  
Public Health and Prevention  
Robert Wood Johnson Foundation  
[www.rwjf.org/healthpolicy](http://www.rwjf.org/healthpolicy)

**ISSUE BRIEF**  
September 2017

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

**Takeaways:**

- Despite spending \$2.5 trillion annually on health care, Americans aren't as healthy as they should be.
- Health disparities caused by inequalities in education, employment, socioeconomic status, housing, community resources and transportation pose significant obstacles to

**AMERICA'S HEALTH POTENTIAL**  
This country spends more on health care than any other nation, but ranks poorly against other industrialized countries on critical health measures. In 2009, the United States spent \$2.5 trillion on health care—more than 17 percent of its gross domestic product.<sup>1</sup> Still, the nation lags behind other countries such basic indicators of health as infant mortality and life expectancy. The United States spends more than twice as much per person on health

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**Is your zip code more important than your genetic code?** **NACCHO**




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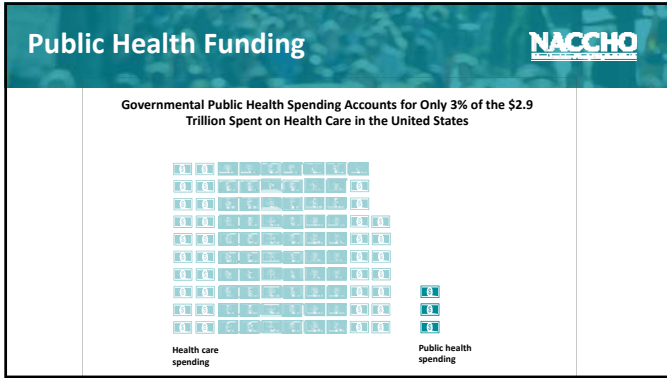
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### Our Message

**NACCHO**  
National Association of County and City Health Officials

- 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.



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### Our Message

**NACCHO**  
National Association of County and City Health Officials

- 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.



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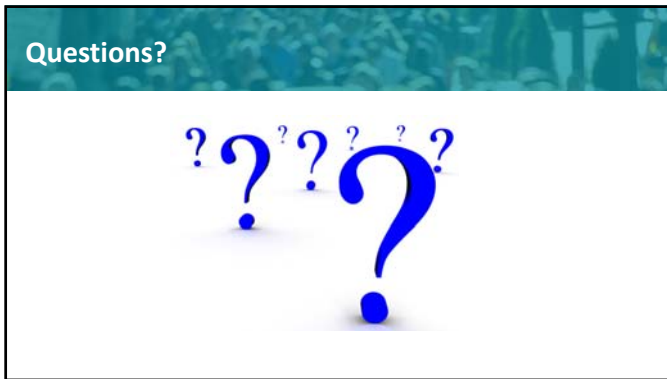
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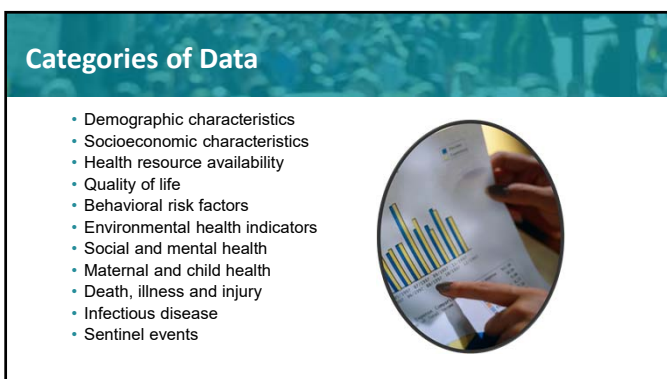
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### Social and Economic Indicators



- 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

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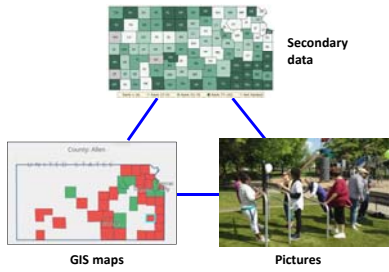
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### Triangulating Data




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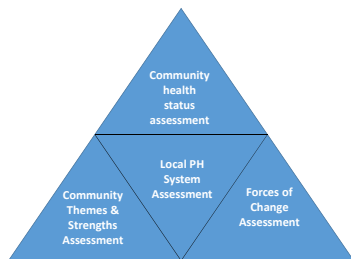
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### Triangulating Data from Community Health [Needs] Assessments (CH[N]As)




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### 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/](http://www.cdc.gov/yrbs/))
- Behavioral Risk Factor Surveillance System (<http://www.cdc.gov/brfss/>)
- Community Commons ([communitycommons.org](http://communitycommons.org))




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### National Data Sources, cont.

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




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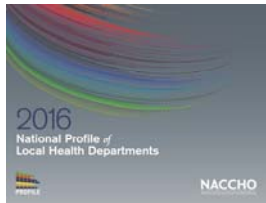
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### NACCHO Resources



<http://nacchoprofilestudy.org>



<http://nacchoprofilestudy.org/forces-of-change/>

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## Local, County, and State-level Data Sources



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## Questions?



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## Identifying Stakeholders to Inform Communication Strategies



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## Types of Stakeholders




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## Types of Stakeholders

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




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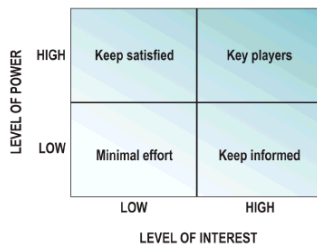
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## Analyzing Stakeholders

• For each stakeholder, identify the following:

- Stake in the process
- Desired outcomes
- Level of engagement
- Degree of power/interest
- Values
- Loyalties
- Losses at risk




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### Stakeholder Values

- This is about the values that drive and motivate behavior
- Values inform decision making
- Examine the behavior- not so much what is being said



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### Stakeholder Loyalties

- The people behind the ideas matter
  - Who are you working on behalf of?
- Pressure to represent your constituency
  - Is it a team you are trying to get resources for or protect?
  - Do you have a bond with others in the organization?



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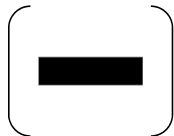
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### Stakeholder Losses

- Resistance comes from being scared of losing something: a deeply held belief, something stable
- Anticipate the losses people risk if they get involved
- What is most important to you? Your stakeholders?
- Examples of losses include:
  - Competence
  - Identity
  - Comfort
  - Reputation/Status
  - Time/ Resources
  - Stability



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## Values, Loyalties, Losses Case Study

Stakeholder	Values	Loyalties	Losses
Self (Health Director)	Cost effectiveness, meeting population health, advancing position as leader in community	Governing board, elected officials, LHD staff, general public	Respect/loyalty from staff, Reputation, Revenue from services
CHC Leadership	Reputation as leader in providing services, increased revenue,	CHC staff, HRSA BPHC,	Loss of FQHC accreditation
LHD Nurses	Job security, provision of high quality services	Their families, their clients	Job security, expertise
LHD Health Educators	Preventing disease, educating public	General public,	Work life balance
CHC Nurses	Capacity, Quality of Care	Clients, Coworkers, Status Quo	Competence
Elected Officials	Funds used effectively	General public, voters	Elected position, voter base
LHD customers	Good service, relationships w/LHD staff	LHD staff, their families	Continuity of services, clarity over process

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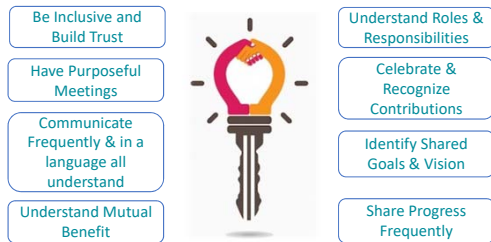
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## Keys for Effective Stakeholder Engagement




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## Ways to Disseminate Messages

Audience	Example Communication Types
Partners	Newsletters, flyers, Internet
Decision-Makers	Policy briefs, Internet, Photovoice/Digital Storytelling
Community Members	Community forums, Internet, Photovoice/ Digital Storytelling
Colleagues, Researchers	Conferences, journal articles, Internet
Media	Press releases, Internet

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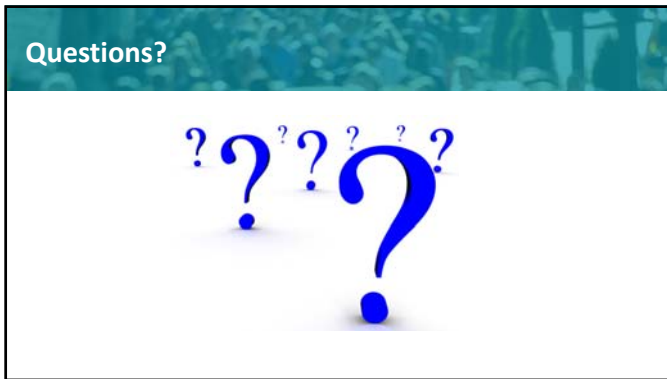
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**Activity: Messaging Circles of Engagement**

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

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

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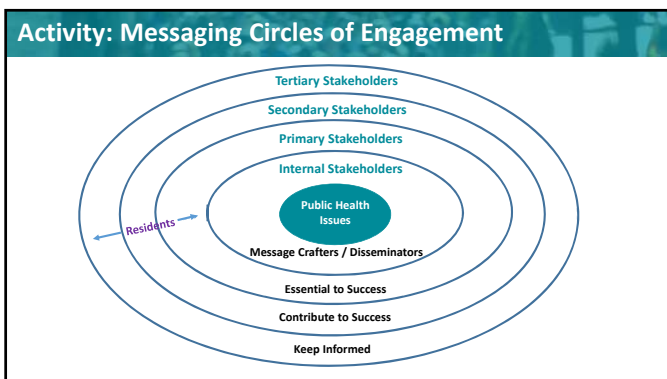
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### Activity: Creating Targeted Messages

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

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### Lunch



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### Developing Compelling Messages



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### 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.*




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### 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?




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### 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.




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Next Steps

**NACCHO**  
National Association of County & City Health Officials

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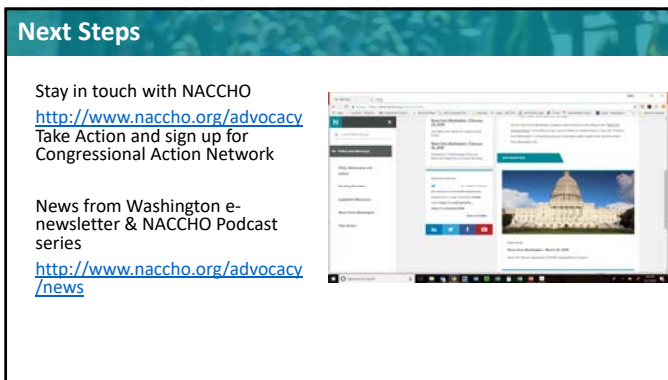
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**Next Steps**

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>




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*Thank you!*

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**NACCHO**  
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