

Communicating About *Place Matters* (Part 1): Developing Your Message



Housekeeping Notes

- If you have technical difficulties call **1-866-229-3239** for assistance
- Use the “Q&A” function to submit questions or any technical issues
- Participate in the Web polls
- Complete the Post-Webinar online evaluation. **We need your feedback!**
- The Webinar will be posted online. Check the *Place Matters* Web site for more details.



PLACE MATTERS

Webinar Series

1. **Engaging Your Elected Officials in the Fair Health Movement [4/15/09]**
2. **Benchmarking 101: Measuring Your Progress [7/22/09]**
3. **Communicating about *PLACE MATTERS* (Part 1): Developing Your Message [9/9/09]**
4. Strategic Fundraising and Resource Development [10/28/09]
5. Benchmarking 102: Charting Your Place Matters Progress [11/18/09]
6. Community Engagement and Mobilization: Leveraging New Technologies to Achieve Equity [12/9/09]



AGENDA

- Welcome and Housekeeping Notes; Introduction of the Presenter
- Review of the national *Place Matters* Initiative's goals and the expectations for the local teams [Nehanda Lindsey]
- Why is Messaging Important to the Initiative? How do you create messages? [Ruby Haughton-Pitts]
- Questions & Answers; Closing Remarks
- ADJOURN



Our Presenter

Ruby Haughton-Pitts

CEO, R. Haughton-Pitts Communications



Overview of Communications Series

- Part 1 – Webinar: *Developing the Message*
- Part 2 – DL 11 Sessions: *Delivering the Message*



Back to Basics: What is *PLACE MATTERS*?

OVERARCHING GOAL:

**To improve social conditions
in communities that will
eliminate health inequities**



The JC/HPI Approach to Reducing/Eliminating Health Inequities

- Identify the complex underlying causes of Health Inequities
- Define strategies to address these root causes



WHY Communicate the *PLACE MATTERS* Message?



WHY Communicate the *PLACE MATTERS* Message?



- Build a national movement
- Empower communities to advocate for themselves
- Improve social and economic conditions of low-income and people of color
- Improve health outcomes for generations to come

How to TALK about *PLACE MATTERS*



- Know your history
- Review all resource materials
- Tell PM Story (problem, SDOH being addressed and how)
- Define terminology
- Develop talking points
- Refine talking points
- **Practice, practice, practice!**

Talking Points ARE...

- The **key ideas or messages** you want conveyed
- Typically compiled in **short list format**
- The concepts that help **YOUR AUDIENCE** (and you) **FOCUS**



National Initiative Talking Points



- *PLACE MATTERS* (PM) is a **national initiative** of the Joint Center for Political and Economic Studies, Health Policy Institute (HPI)
- PM was designed to improve the health of communities by **addressing social conditions through policy and/or systems change.**
- PM is **NOT a health program** but is supportive of programs that lead to better health outcomes.
- Currently there are **16 *PLACE MATTERS* Teams** located throughout the United States.

National Initiative Talking Points (cont'd)

- PM Teams are a **diverse mix of non-profit agency, health, education, religious, business and policy individuals** who are committed to improving the health of communities.
- PM Teams are responsible for **designing and implementing policy strategies that will change the social conditions** impacting the mental and physical health and well being of communities.
- These social conditions that impact health are often referred to as social determinants of health.



National Initiative Talking Points (cont'd)

- **Addressing poor health outcomes at the historical or root cause (s)** rather than seeking a cure for the immediate problem is also referred to as “upstreaming.”
- **The Joint Center for Political and Economic Studies** is one of the nation's **premier research and public policy institutions** and the only one whose work focuses exclusively on issues of particular concern to African Americans and other people of color.



National Initiative Talking Points (cont'd)

- **The Health Policy Institute's mission is to ignite a Fair Health movement that gives people of color the inalienable right to equal opportunity for healthy lives.** Its work contributes to the improved health status of people of color, and by expanding their participation in political, economic, and public policy arenas.



National Initiative Talking Points (cont'd)



- **HPI provides assistance to participating PM Teams** by conducting forums for peer-to-peer learning opportunities, technical assistance, grants, professional facilitation, and access to data and national level experts.
- **The W. K. Kellogg Foundation** is the major funder of the *PLACE MATTERS* Initiative.

When DEVELOPING talking points ...

- Write out complete thoughts

Example:



Our initiative addresses the fact that in the United States of America how much money you earn, your level of education, and where you live can actually determine how healthy you will be and how long you'll live.

Create a GLOSSARY of Terms

- Define the terminology being used

Example:

Some people use ***well-being*** to describe one's **physical health *only***, while others may use it to describe a person's **physical, mental, and emotional health** (i.e. holistic perspective).



Be sure to **REFINE** your talking points

- **Consider short, compelling, or even shocking messages**

Example:

Our initiative addresses the fact that for many people, their **zip code** determines how long they'll live.



SUPPORT your talking points

- Provide data to reinforce your message

Example:

A California Newsreel documentary stated that the life expectancy of the wealthy is about 6.5 years longer than the poor.



Continue building and refining...

- **Tailor your talking points for different purposes and audiences**

Example:

Develop variations of your message for media interviews, articles, or correspondence; community members; potential stakeholders; legislators/local officials, etc.



Sample Draft:

Alameda County Health Equity Initiative



- In Alameda County, we are focused on education, criminal justice, housing, transportation, built environment, and economic policies.
- Where people live, work, pray and play – their social and economic environments – determines the opportunities for health at their disposal. For instance, an African American child living in the lowest income neighborhoods in Oakland – the flatlands – can expect to die, on average, 15 years before a white child living in the most well off areas of Oakland – the hills.
- We are focused on these areas because health is more than health care.

Sample Draft:

COOK County Food Justice Initiative



- Food is not just about choice; it is part of the larger system of health. Racism and classism has locked low-income communities of color out of full and equal participation in this system. This has produced and maintains health inequities. Working to change the system requires a public policy approach.
- “Investing in fair access to healthy food is a smart investment in the health and economic well-being of the country and its citizens. By making healthy food available in communities of color, health inequities are reduced, the health of families and children is improved, jobs are created and local economies in low-income communities are stimulated.” National Fresh Food Financing Initiative policy document.
- Food justice means that nobody gets the leftovers.

***Special thanks to
Alameda and Cook Counties
for volunteering!***



Questions & Answers

- Remember to use the “Q&A” function to submit your questions
- Don't forget to respond to the poll!



Closing Notes

- Unanswered questions will be responded to after the Webinar; responses will be posted online.
- Webinar will be posted online. Check the Place Matters Web site for more details.
- Additional information for Part 2 will be sent out shortly.
- Remember to complete the Post-Webinar online evaluation. **We need your feedback!**



**Thank you for attending and
see you in Seattle!**

**Communicating About *Place Matters* (Part 1):
Developing Your
Message**

Email questions to:



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