Talking about
*Health in All Policies*

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- 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
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**
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
PREVENT ION WORKS
The Need to Reframe

Institutional Accountability

Personal Responsibility
Message Development Equation

ENV CUE + SOLUTION + VALUE = HEALTH IN ALL POLICIES
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

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Value: Fairness & Equity

Well-maintained parks provide people with safe places to play and be active.
Children are healthier when they have safe places to play. When schoolyards are closed after hours, some children can’t play outdoors, which means they don’t get the exercise they need to be healthy. We can prevent poor health now and in the future if we keep schoolyards open after hours.

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

It’s not right that children in some neighborhoods have plenty of nice parks and playgrounds nearby, and others have none.
Value: Fairness & Equity

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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.

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

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.

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