SNAP-ED LIA Message Training Series
Presented by rse
Program Introduction

- **Purpose:**
  - How to design and deliver messages
  - How to communicate effectively with decision makers

- **Goal:**
  - Give you the information, guidance and tools to help you become a more effective writer and communicator
Training Series Steps

1. Describe the Communication Opportunity
2. Build an Audience Profile
3. Develop Your Key Messages
4. Connect through Emotion
5. Generate a Dialogue with Target Audience
6. Choose Messages and Methods
Expectations

- What you will receive:
  - Helpful Worksheets
  - Expert Guidance
  - Insights & Ideas
  - Practical Application

- What we need from you:
  - Choose a test case
  - Participate
  - Complete the worksheets
Let’s get started!
LIA Messaging Training

Developing Your Messages
Today’s Learning Objectives

- Describe your communication opportunity
- Learn more about your audience
- Customize your target
- Create messages using a proven formula
“Create relevance, not awareness.”

— Steve Jobs
Finding Relevance

What you want to say

What they want to hear
What is the Opportunity?

- Information
- Perspective, opinion
- Program, service
- Event, activity
- Campaign
- Story, anecdote
- Testimonial
Worksheet #1 – Identifying the Communication Opportunity

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. What opportunity are we communicating?</td>
<td>This is where you describe your communication challenge or opportunity. What information do you want or need to share with the audience? What do you need to promote?</td>
</tr>
</tbody>
</table>

**EXAMPLE:**

Yolo County Snap-Ed aims to help establish ordinances across the county that eliminate sugar-sweetened beverages (SSBs) from kids’ menus at restaurants. By reducing access to SSBs we can reduce intake, which will ultimately help reduce the risk of obesity and other health problems.
### Worksheet #1 – Identifying the Communication Opportunity

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<tr>
<td>B. What is the problem we are solving? How are we solving it?</td>
<td>What was the problem that prompted you to act? How will your actions solve this problem? Be specific.</td>
</tr>
<tr>
<td></td>
<td><strong>EXAMPLE:</strong> Many people are unaware of the impact that regular SSB intake has on health, especially children’s health. Too many children continue to consume these drinks every day. According to the CDC, teens drink more soda than milk each day. One area where we can make an immediate impact is at local restaurants where SSBs like soda and juice are still offered with kids’ meals. Changing how beverages are offered, and steering them to healthier options, is one way to reduce daily intake of SSBs. Our efforts and interventions throughout the county will also promote water as a fun, easy and tasty alternative.</td>
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<tr>
<td>C. What evidence do we have that supports our solution?</td>
<td>Include any data or anecdotes that support the creation of this opportunity. Be specific about why you think it will work. Be sure to include your sources here for easy reference later.</td>
</tr>
<tr>
<td></td>
<td><strong>EXAMPLE:</strong></td>
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<tr>
<td></td>
<td>Similar policies have been shown to lower access, which lowers SSB intake. Many national fast food chains have already removed SSBs from kids’ menus, which means some restaurants in Yolo County are already operating like this. Recognizing it as a low-cost tactic in the fight against childhood obesity, an ordinance successfully passed in Davis in 2015 without major objection from the business community or residents.</td>
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<tr>
<td>D. What is our offer? What exactly are we doing or going to do?</td>
<td>How are you going to go about making the solution a reality? Describe the steps you will take.</td>
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<tr>
<td></td>
<td><strong>EXAMPLE:</strong> Yolo County SNAP-Ed will educate local policymakers on the benefits of creating this type of ordinance. Yolo County SNAP-Ed will also continue to implement interventions and campaigns (Rethink Your Drink and Refresh Better) targeting community leaders and residents that help to create a supportive environment in which to pass/enforce the ordinance.</td>
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<td>E. What is the call(s) to action?</td>
<td>Include all the possible calls to action for each audience. Example: Policymakers and restaurant owners/managers have the opportunity to protect kids’ health. By passing this ordinance, these leaders will demonstrate their continued commitment to supporting families and making Woodland a healthier community. Policymakers can further support Yolo County SNAP-ED interventions and campaigns by attending events, promoting messages on their communications channels, and supporting/promoting water consumption.</td>
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| F. What does success look like? | Articulate your goal. What does the future look like if you are successful? Describe what the target audience will be doing if they respond to the call to action.  

**EXAMPLE:**  
By the end of FFY19 at least one more city in Yolo County has an SSB policy that regulates beverages in kids’ meals. More policymakers are actively supporting water consumption efforts countywide. |
“There is no such thing as a Mass Mind. The Mass Audience is made up of individuals, and good advertising is written always from one person to another. When it is aimed at millions, it rarely moves anyone.”

— Fairfax M. Cone, 1952
Founder, Foote, Cone & Belding Advertising
Who are Your Audiences?

- Policymakers
- Community leaders
- Faith leaders
- School administrators
- Parents
- Students
- Medical providers and clinicians
- ??
What Do You Know?

- What are the demographics of the target audience?
- What are their values and beliefs that may dictate attitudes and behaviors?
- Where and how does the target audience receive and share information?
## Worksheet #2 – Audience Profile

<table>
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<tr>
<td>A. Who is the target audience?</td>
<td>Summarize who you are targeting with your information. If appropriate, list specific individuals you are targeting.</td>
</tr>
<tr>
<td>EXAMPLE:</td>
<td>Our broad audience is policymakers in Yolo County. We have narrowed our efforts on the ordinance to key policymakers in the City of Woodland who can help make the ordinance a reality. This includes: former mayor, Tom Stallard, city council member Enrique Fernandez, assistant city manager, Ken Hiatt, Parks and Recreation commissioner, Jessie Salinas, and school district food service director Spencer Springer.</td>
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<td>B. What are the demographics of the target audience?</td>
<td>List as much as you know about the target. If the target is a public personality you may be able to find information on his/her website and social media pages.</td>
</tr>
<tr>
<td></td>
<td>EXAMPLE:</td>
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<tr>
<td></td>
<td>Woodland is the county seat of Yolo County, located 20 miles northwest of Sacramento at the intersection of Interstate 5 and State Route 113. It’s population is just over 55,000 with mostly Caucasian (62%) and Latino (47%) residents. About 41% of households in Woodland have children. There is one school district with 16 schools. The City has a five-member council with the mayor as the presiding officer. The City is run day-to-day by the city manager and assistant city manager.</td>
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| C. What are their values and beliefs that may dictate attitudes and behaviors? | List values and beliefs, including familial, cultural, spiritual, societal and political. Consider if these will be helpful or stand in the way of performing the call to action.  
  
  **EXAMPLE:**  
  Woodland is growing and new families are moving in, but it still maintains its small town feel. The city has a strong faith community; residents are active in civic and charitable activities; and local events, like high school athletics, are well-attended by residents. Under mayor Stallard, Woodland launched Commit2Fit, a city-wide fitness initiative aimed to increase physical activity and promote a healthy lifestyle. Many partners are involved in the effort. Council member Fernandez is a former high school athlete and also very involved in the initiative. |
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<td>D. Where and how does the target audience receive and share information?</td>
<td>Include information about language preferences, where they receive news and information, and who they trust for information. Be specific about names of media outlets, names of community leaders, community events, etc.</td>
</tr>
<tr>
<td></td>
<td>EXAMPLE:</td>
</tr>
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| E. What are the target audience’s obstacles to performing the desired call to action? | Consider both tangible obstacles, like transportation and money, as well as intangible barriers like fear or cultural and familial beliefs, etc.  
**EXAMPLE:**  
Policymakers will be interested to learn more about how the ordinance in Davis was received and the impact it has had both on the business community and on residents. Any negative information coming from that could pose an obstacle. Cost to the business community or to the taxpayers will also be factored into their decision. They will also be concerned about backlash from businesses and residents about cost, choice, etc. |
<table>
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</table>
| F. How can we help them overcome these barriers? | List how you will help them overcome these barriers. 

**EXAMPLE:** 
Tying the ordinance into the Commit2Fit initiative may make their decision easier. Hearing from their peers and business leaders in Davis, and also receiving willingness to comply and general support from restaurant owners and community leaders in their own city will be key to overcoming obstacles. |
Revealing Your Audience
Bring Target to Life
Day in the Life
Create a Story

- Meet Phil.
- Phil is serving his second term as Sacramento County Supervisor.
- He is passionate about environmental issues and early childhood development.
- He serves on several committees, including First 5 Sacramento.
- He is the son of Sacramento’s first Latino mayor.
- He is 48 years old, married and does not have children.
- He is a fisherman and plays bass guitar in a band.
Build a Timeline

9:30 a.m.  
Attends County Supervisors meeting

11 a.m.  
Participates in Moms Rising event

Noon  
Speaks at Regional Transit Ribbon Cutting Ceremony

2 p.m.  
Drives through local community to address illegal dumping

6 p.m.  
Comcast Newsmakers Interview
Speak to the Person
Back to Our Example
Be Relevant
Message Formula

Think  Believe  Do
What Do We Want Tom to Think?

Hint: Create a summary statement from Worksheet #1. This is what you want to say to your target audience.
What Do We Want Tom to Think?

Sugar-sweetened beverages are part of the obesity problem and efforts should be made to reduce consumption, particularly among children. An ordinance that regulates how SSBs are offered in kids’ meals at local restaurants is an important step in the right direction. We need your help to make it happen.
What Will Help Tom Believe?

Hint: Create a summary statement from Worksheet #2. This is what your audience wants and needs to hear.
What Will Help Tom Believe?

Policies that lower access to SSBs have been shown to reduce consumption among children, which is why Davis passed a similar ordinance in 2015. Moving forward with this policy in Woodland supports the healthy progress of the Commit2Fit program that you worked so hard to create.
What Can We Ask Tom to Do?

Hint: Include the most relevant call to action for your particular target audience from the list you created in Worksheet #1. Write it like you would say it to your target.
Let’s work together to create a policy that protects the health of our children. With your leadership, we can create an ordinance that helps families while also supporting local businesses. By joining forces, we can make an immediate impact in our community and make a big contribution to the statewide fight against obesity.
Worksheet #3 – Key Messages

Think

• Sugar-sweetened beverages are part of the obesity problem and efforts should be made to reduce consumption, particularly among children. An ordinance that regulates how SSBs are offered in kids meals at local restaurants is an important step in the right direction. We need your help to make it happen.

Believe

• Policies that lower access to SSBs have been shown to reduce consumption among children, which is why Davis passed a similar ordinance in 2015. Moving forward with this policy in Woodland supports the healthy progress of the Commit2Fit program that you worked so hard to create.

Do

• Let’s work together to create a policy that protects the health of our children and keeps Woodland on the path to good health. With your leadership, we can create an ordinance that helps families and supports local business. Our efforts will have immediate community impact and contribute to the statewide fight against obesity.
Writing Tips
Be Clear & Concise

Tip #1 - Aim for 6th grade level or lower

- How do you do that?
  - Simple words – one or two syllables
  - Keep sentences short
  - Write like you talk
  - Use everyday words
# Be Clear & Concise

## Tip #2 - Use active voice and present tense

<table>
<thead>
<tr>
<th>Passive Voice</th>
<th>Active Voice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action is done by the subject</td>
<td>Subject is doing the action</td>
</tr>
<tr>
<td>The policy was passed by city council.</td>
<td>City council passed the policy.</td>
</tr>
<tr>
<td>If you have questions, I can be reached at XXX-XXXX.</td>
<td>Call me at XXX-XXXX if you have questions.</td>
</tr>
<tr>
<td>Mistakes were made.</td>
<td>We made mistakes.</td>
</tr>
</tbody>
</table>

- To change from active to passive:
  - Look for the word “by” or the lack of the word “by” where it seems like it should be to make the sentence clearer.
  - Look for clauses set off by commas.
  - Put the subject first and see what happens.
Be Clear & Concise

Tip #3 – Embrace the power of “You”

<table>
<thead>
<tr>
<th>Fine</th>
<th>Better</th>
</tr>
</thead>
<tbody>
<tr>
<td>We can help.</td>
<td>We can help you.</td>
</tr>
<tr>
<td>This is enjoyable.</td>
<td>You will enjoy it.</td>
</tr>
<tr>
<td>Eating healthy delivers many benefits.</td>
<td>You will benefit from eating healthy.</td>
</tr>
</tbody>
</table>
# Be Clear & Concise

## Tip #4 - Be positive

<table>
<thead>
<tr>
<th>Don’t</th>
<th>Do</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Talk about what cannot be</td>
<td>• Focus on what CAN be done</td>
</tr>
<tr>
<td>• Limit or eliminate choice</td>
<td>• Suggest alternatives, choices and possibilities</td>
</tr>
<tr>
<td>• Scold, reprimand, threaten,</td>
<td>• Be helpful and encouraging</td>
</tr>
<tr>
<td>frighten</td>
<td>• Emphasize positive actions and outcomes</td>
</tr>
<tr>
<td>• Dwell on negative</td>
<td></td>
</tr>
<tr>
<td>consequences</td>
<td></td>
</tr>
</tbody>
</table>

*Far too many Californians are experiencing food insecurity.*

*We are working to increase food security among Californians.*
Let’s work together to create a policy that protects the health of our children. With your leadership, we can create an ordinance that helps families while also supporting local businesses. By joining forces, we can make an immediate impact in our community and make a big contribution to the statewide fight against obesity.
Message Test

“Let’s work together to create a policy that protects the health of our children. With your leadership, we can create an ordinance that helps families while also supporting local businesses. By joining forces, we can make an immediate impact in our community and make a big contribution to the statewide fight against obesity.”

“Let’s work together to create a policy that protects the health of our children. With your leadership, we can create an ordinance that helps families while also supporting local businesses. By joining forces, we can make an immediate impact in our community and make a big contribution to the statewide fight against obesity.”

We want to work with you to protect our kids. Together we can help local restaurants offer better choices to families. This will have a big impact here and also help fight obesity across the state.”

Assessment = College level

Assessment = 6th Grade
Be Clear & Concise

For additional resources, visit:

Health Literacy
- http://www.cdc.gov/healthliteracy/developmaterials/plainlanguage.html

Plain language

Readability formulas
Action Items

- Complete steps 1-3 using the worksheet templates
- Draft three key messages using the “Think, Believe, Do” formula
THANK YOU!

Questions?