

**PREVENTION  
COMMUNITY OF PRACTICE**

**Persuasive Messaging  
A Hands-on Workshop for Prevention  
Practitioners**

*May 29, 2019*



**WELCOME**

# Purpose of Prevention CoP

The purpose of this CoP is to serve as a vehicle for the prevention workforce to:

1. increase best practice knowledge relative to effective prevention;
2. build collegiality and professional mentoring among those delivering prevention services;
3. improve communication between and within systems of care addressing substance misuse; and
4. promote a recovery and resiliency oriented set of principles and practice constructs.

# Components of Prevention CoP



# Agenda

10:00 – 10:05	Welcome and Introduction
10:05 – 10:15	Update on statewide prevention messaging work
10:15 – 10:30	Messaging 101
11:30 – 11:05	Break Out # 1
11:05 – 11:40	Break Out # 2
11:40 – 11:50	Prioritization Activity
11:50 – 12:00	Wrap Up and Evaluations

# Objectives

1. Describe messaging best practices for engaging target audiences.
2. Identify key concepts that define prevention in New Hampshire.
3. Describe how to effectively communicate the work of the prevention field to key audiences and other stakeholders.

# UPDATE ON STATEWIDE PREVENTION MESSAGING WORK

Karyn Madore, Communications Director  
Community Health Institute

# Persuasive Public Health Messaging

Practical ways to communicate the nature and value of your  
work



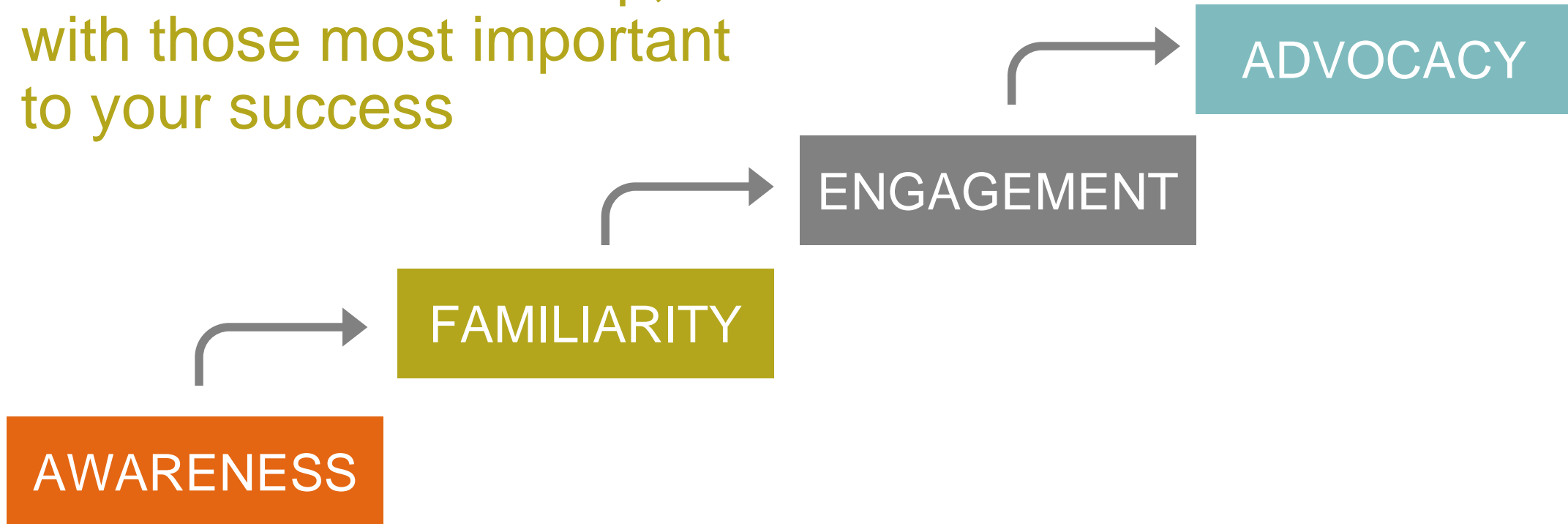


# AGENDA

- Principles of persuasive messaging
- Breakout #1: Defining the NH Prevention System—what is it and why does it matter?
- Breakout #2: Effective stakeholder communications
- Discussion

# Why does this matter?

A strong brand helps you establish a connection, and then a relationship, with those most important to your success



# The four pillars of a brand

MESSAGING: What do you say?



Today's  
discussion

VISUAL IDENTITY: What do you look like?

EXPERIENCE: How do you interact?

COMMUNICATIONS: How do you tell your story?

# Persuasive public health messaging is...

Clear

Concise

Compelling

Consistent

# Build your brand message hierarchy

## Elevator pitch

The answer to the question “What is (program/project name)?”  
State your “what” before you explain your “how”  
Use your elevator pitch to win the right to tell more of your story

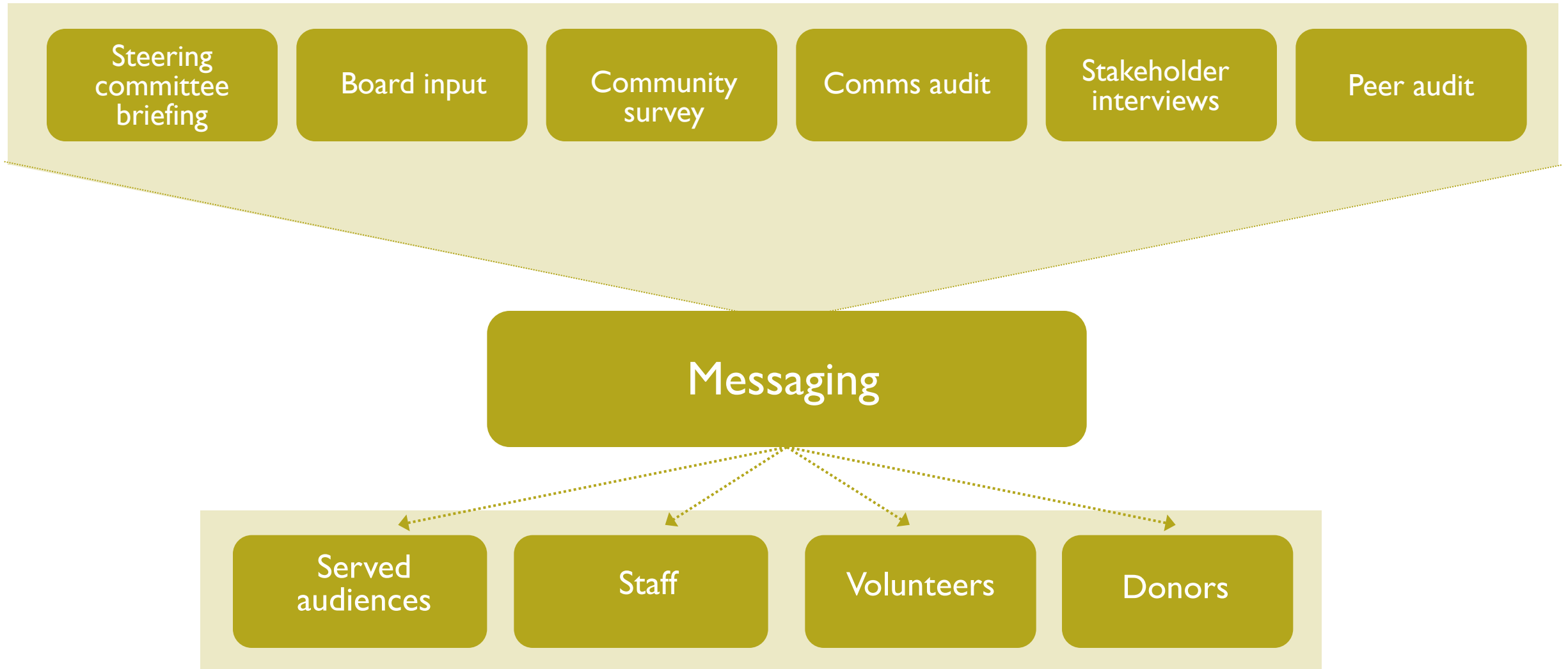
## Supporting points

Four – six brief statements that reinforce your elevator pitch by describing what you do well/why you matter  
Ideally backed up with data

## Audience messaging

Your “second sentence” after the elevator pitch  
Based on what your audience segments need from you, and what you need from them  
Gathered via survey, interviews, focus groups

# A typical approach to developing persuasive messaging



# Avoid “Story Spaghetti”

WHY

Mission

WHAT

Elevator pitch

HOW

Programs and services

WHERE

Locations

# Three common mistakes:

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- Too much jargon
- Too many words
- Too much “how”



Let's get to work!



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# Breakout #1: Defining the NH Prevention System—what is it and why does it matter?

- Please describe the NH Prevention System... in a single (short!) sentence.
- What words or phrases would you use to define the NH Prevention System?
- What are the strengths/benefits of the NH Prevention System? Why should someone support/fund this work?
- What is the impact of this work?

Report out and discussion

## Breakout #2: Effective stakeholder communications

- Review the stakeholder audit (next slide)
- Based on the stakeholder descriptions and desired actions, what is the core supporting message for each stakeholder?

Report out and discussion

AUDIENCE SEGMENT	How do they fit into the NH prevention system? What role do they play and what support do they need?	What do we want them to do when they see our communications?	What channels/tools should we use to communicate with them?
General public	<ul style="list-style-type: none"> <li>• Consumers of prevention info and services</li> <li>• Need ready access to health promotion information and service connections</li> </ul>	<ul style="list-style-type: none"> <li>• Incorporate information into healthy lifestyle practices</li> <li>• Share information with family and friends</li> </ul>	<ul style="list-style-type: none"> <li>• TV, radio, internet, education sessions, print materials</li> </ul>
State, regional and local decision-makers	<ul style="list-style-type: none"> <li>• Funders and/or gateways for prevention services</li> <li>• Need concise information on cost of substance misuse and effects/benefits of prevention.</li> </ul>	<ul style="list-style-type: none"> <li>• Advocate for the importance of prevention: state, regional and local level</li> <li>• Provide supports (funding, in-kind, other) that increase range of, access to, and utilization of prevention services</li> </ul>	<ul style="list-style-type: none"> <li>• I:I briefing sessions</li> <li>• FAQs and position papers</li> </ul>
Community sectors	<ul style="list-style-type: none"> <li>• Can provide connections to specific audiences.</li> <li>• Information that helps them understand and present the need for and benefits of prevention in their sector</li> </ul>	<ul style="list-style-type: none"> <li>• Incorporate information into their practices</li> <li>• Identify and promote prevention messaging and programs</li> </ul>	<ul style="list-style-type: none"> <li>• I:I briefing sessions</li> <li>• Community meetings</li> <li>• Community toolkit (FAQs, fact sheets, sample social media posts)</li> </ul>
Treatment and recovery professionals and providers	<ul style="list-style-type: none"> <li>• Along with prevention providers, these providers contribute to a comprehensive array services along the CoC</li> </ul>	<ul style="list-style-type: none"> <li>• Talk about prevention services as though they are just as important as treatment and recovery services</li> <li>• Talk about SUD as a preventable disease</li> <li>• Align their services/activities with prevention services/activities when appropriate</li> </ul>	<ul style="list-style-type: none"> <li>• Shared meetings and events (including CoPs, BH conference, etc.)</li> <li>• FAQs, fact sheets</li> </ul>
Parents	<ul style="list-style-type: none"> <li>• Have the power to make a positive impact on their children</li> <li>• Need factual information coupled with feasible strategy/actions/tips for parents</li> </ul>	<ul style="list-style-type: none"> <li>• Share developmentally appropriate information about SUD/related topics with their children</li> <li>• Adopt/improve parenting practices</li> </ul>	<ul style="list-style-type: none"> <li>• School websites</li> <li>• Parent nights</li> <li>• FAQs, fact sheets</li> </ul>

# Discussion



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How will you use what  
you learned today?



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# Prioritization Activity

- Vote for the topics you would like to see at upcoming Community of Practice meetings using the 4 sticky dots provided.
- You can put more than 1 sticky dot on any topic.
- If you would like to share more details on any of these topics or additional topics, please complete on your agenda.

# CoP Meeting Schedule

10:00am – 12:00pm

July 24

September 11

November 6

All meetings will be in the Concord area.



# Final Thoughts

- 2 CEUs for CPS - Please hand in your evaluation!
- Approved for 2 CEUC toward Prevention Specialist Certification for Domain 3

**Thank you for coming!**

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