


Talking About the Social Determinants of Health

May 15, 2018

 Advancing Social Change Worldwide

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Agenda

Our Time Together

Our Time Together

- Messaging Basics
- Social Determinants of Health: Messaging Best Practices
- Making the Case in Rural America
- Applying Lessons Learned

Basics

Messaging

What is a Message?

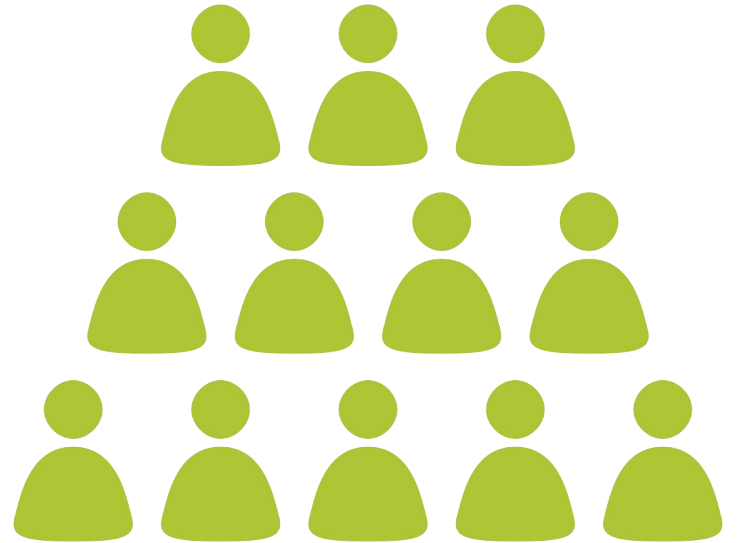
A message is about the audience, provides the big picture and answers:

- Why should anyone care?
- Why is this urgent?
- What should I do?

It must be clear, compelling, accurate – and short!

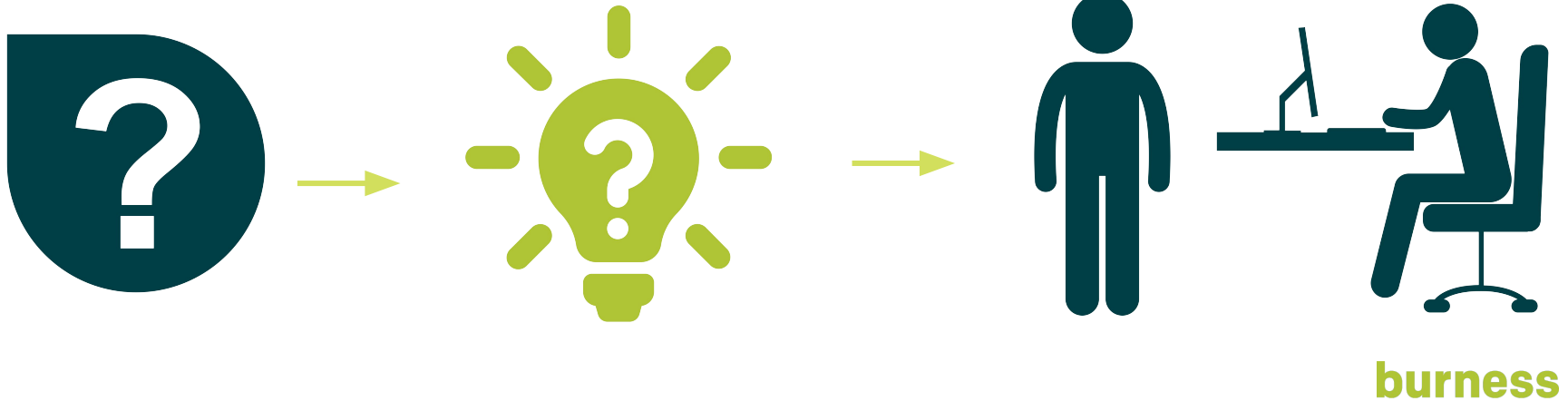
Audience

- What does your audience need to hear?
- What's in it for them?
- What is your common ground with your audience?



Elements of a Message

- Problem
- Solution
- Ask



Supporting Messages

- Urgency



- Hope



Tips for Creating Messages that Resonate

- Avoid Jargon
- Use data sparingly
- Make it about individual people
- Tell stories or give examples

Tips for Creating Messages that Resonate

Avoid Jargon

- Population health
- Disparities
- Equity
- Cost effectiveness
- Sectors
- Cross-jurisdictional

Social Determinants of Health

Messaging Best Practices

Underlying Premise

Health is HIGHLY Personal

Rule #1: Do NOT use SDOH

Do not use Social Determinants of Health or SDOH

People do not know what it means

People do not come to it naturally

Rule #2: Connect to what people care about

When we talk about making things personal, we're talking about citing things people naturally connect with.

Here are examples:

- Good schools/ Kids' education
- Safe neighborhoods
- Access to a doctor
- Affordable housing
- Access to broadband services
- Reliable jobs

Rule #3: Personal responsibility as a factor

Personal responsibility plays a key role in health, but the choices we make depend on the choices we have available to us. It's hard to be healthy without access to good jobs, good homes, and good schools.

Rule #4: *Everyone* language is important

Use language like “everyone” and “people in our county” and “all Americans” when talking about the many factors that impact health

Rule #5: Live, Learn, Work & Play Still Works but Context is Key...

Health is shaped by the places where we live, learn, work, and play.

This means every community has its own unique challenges and opportunities for health and well-being.

We need to look around our communities to see what's shaping our health — like a good education, a good job, access to quality housing, and quality healthcare.

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Rule #6: Highlight Opportunity/Appeal to Values

Health starts at the most local level - in families, neighborhoods, jobs, schools.

All Americans should have the opportunity to make choices that allow them to live a long, healthy life, regardless of their income, education or ethnic background.

That's why we need to work together to find solutions that give everyone a fair shot.

Rural America

Making the Case

Making the Case in Rural America

KEY Themes:

- Solving Problems Together
- Being Resourceful
- People are the strongest asset
- Important to involve people in the community and give them a seat at the table

Messages that Work in Rural Areas

People are coming together—residents, employers, teachers, nurses—to harness their collective power and find solutions that will increase health and opportunity.

Messages that Work in Rural Areas

Neighbors help each other, teachers know their students and their families, and faith communities are strong and active. This pride and collaborative spirit are linked to better health.

Messages that Work in Rural Areas

Leaders from across sectors are working together, so that people can live the healthiest lives possible. That means making sure people are ready for the jobs that are available, improving broadband access, or increasing access to health care.

Rural America

Allen County



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Allen County, Kansas

The 13,000 residents of Allen County in rural southeastern Kansas are experiencing a watershed moment. They are banding together to foster a sense of belonging and to create a shared vision— everything from improving the collective health of the community to enhancing the livelihoods and prospects of everyone.

Rural America

Columbia Gorge



JARDIN COMUNITARIO
RAICES
COMMUNITY GARDEN

WELCOME to our beautiful garden. We are here to help you grow your own food. We are proud of our garden and we hope you will enjoy it. We are open to all and we are happy to help you. We are here to help you grow your own food. We are proud of our garden and we hope you will enjoy it. We are open to all and we are happy to help you.

Columbia Gorge Region, Oregon and Washington

Building a Culture of health for all means asking what community members need, listening to what they say, and including their ideas in programs and services.

Applying Lessons Learned