



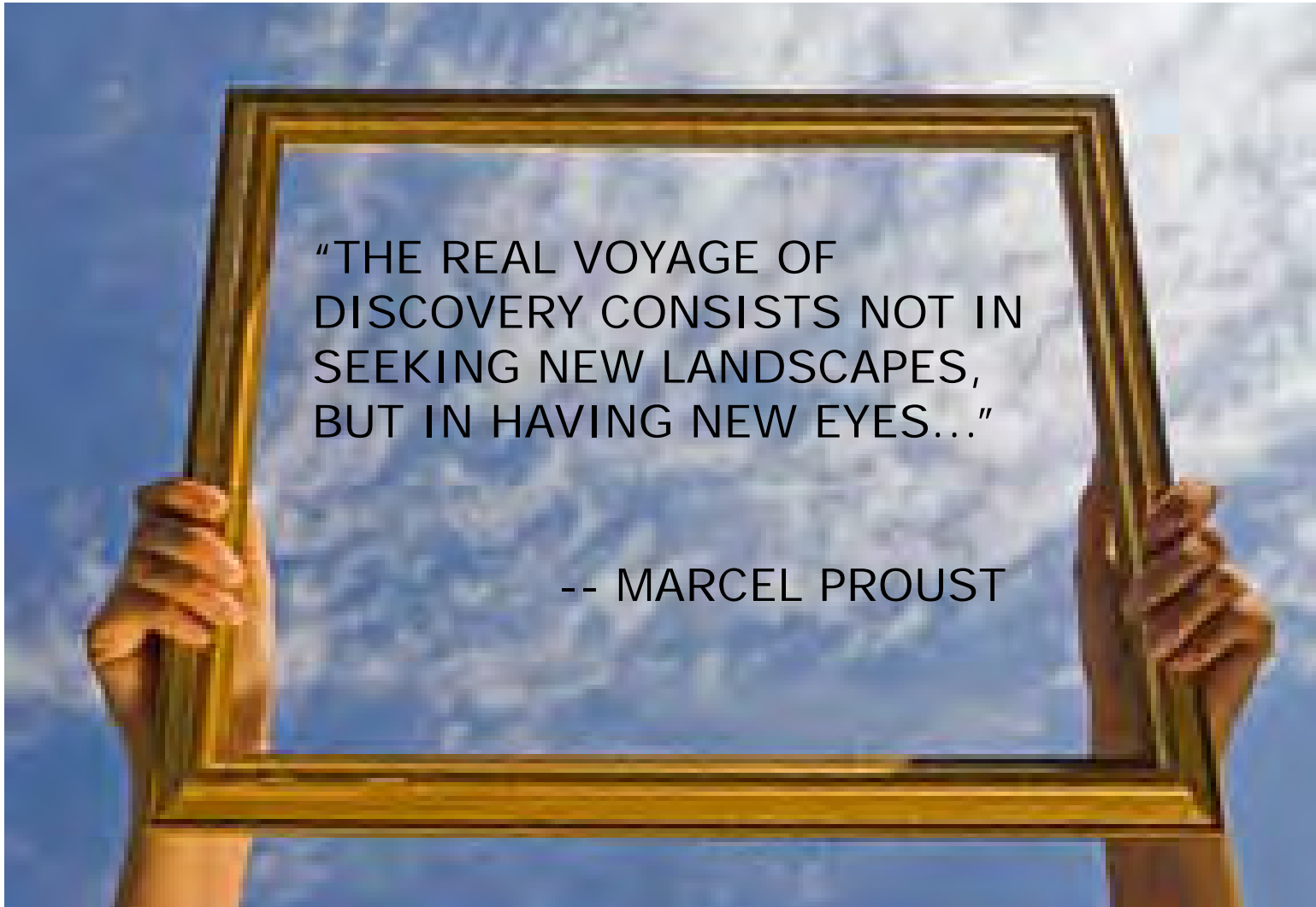
STRATEGIC FRAMING AND MESSAGING  
TO MOVE PUBLIC WILL  
ON HEALTH EQUITY AND DISPARITIES

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THE CONFERENCE OF CHURCHES

BOB MCKINNON, DIRECTOR, GALEWILL CENTER

## A NEW APPROACH



"THE REAL VOYAGE OF  
DISCOVERY CONSISTS NOT IN  
SEEKING NEW LANDSCAPES,  
BUT IN HAVING NEW EYES..."

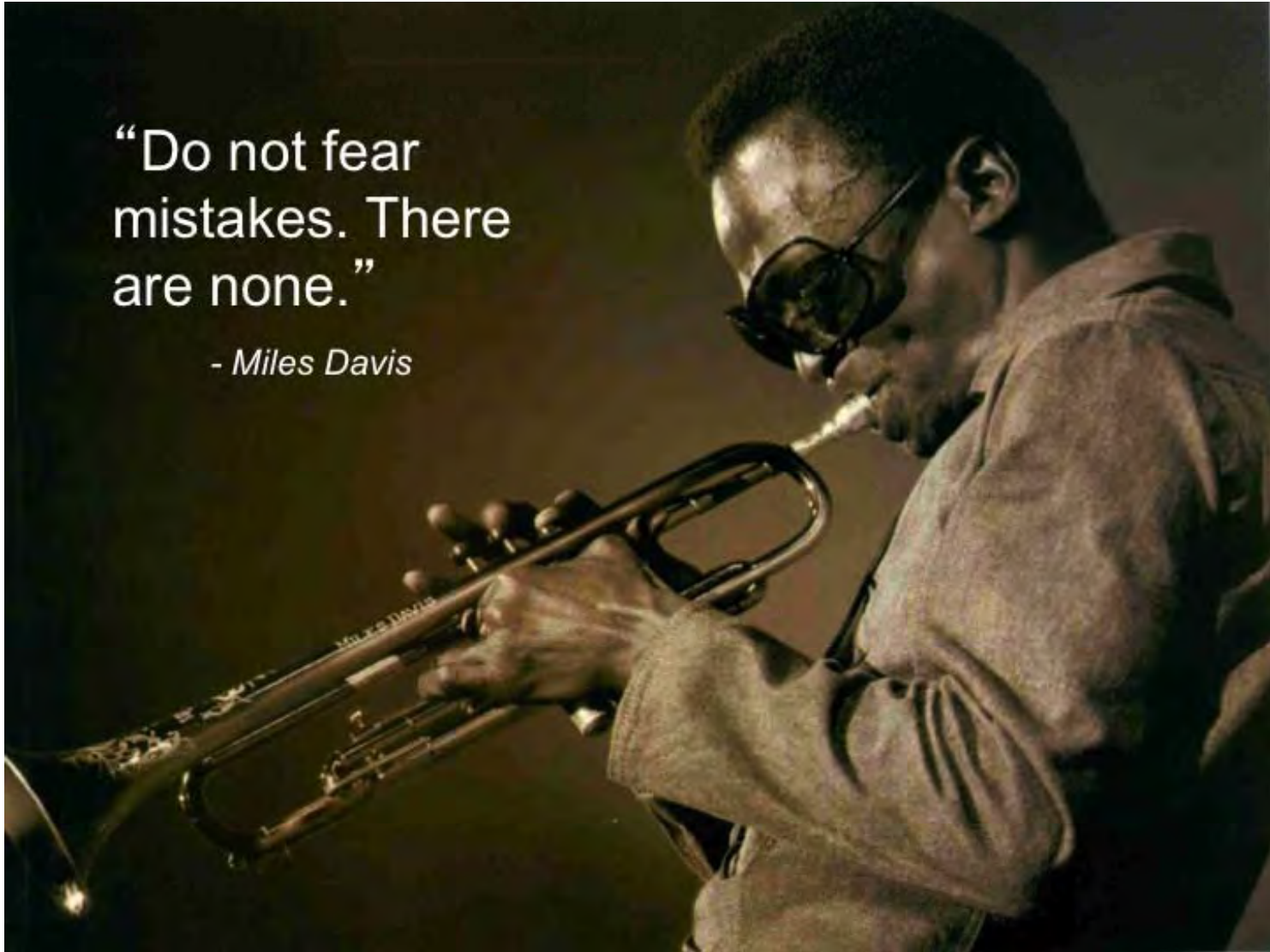
-- MARCEL PROUST

## EQUITY VS. OPPORTUNITY

-- To advance the work is to practice partnership

“Do not fear  
mistakes. There  
are none.”

- *Miles Davis*



**Change**  
**Capacity**  
**Council**  
**Collaboration**  
**Counsel**



When asked "would you rather work for change, or just complain?" 81% of the respondents replied, "Do i have to pick? This is hard."



Communication Frustrating Relationship-Building  
Collaborative-Culture Innovative-Practice Taking-Time Vision  
Learning Taking-Risks  
**Collaboration** From-Grantee-to-Partner Trust  
Authenticity Critical-Thinking Commitment De-briefing Invigorating Passion Stretching Transparency  
Humor



Radical-Hospitality  
Thought-leadership  
Relationship-Building  
Emerging-verses-Established  
Listening  
Stakeholders  
Investment  
Lessons-Learned  
Powerbrokers  
Timing  
Partners  
Engagement  
Diversity  
Strategic Position  
Counsel/Council  
Conversation





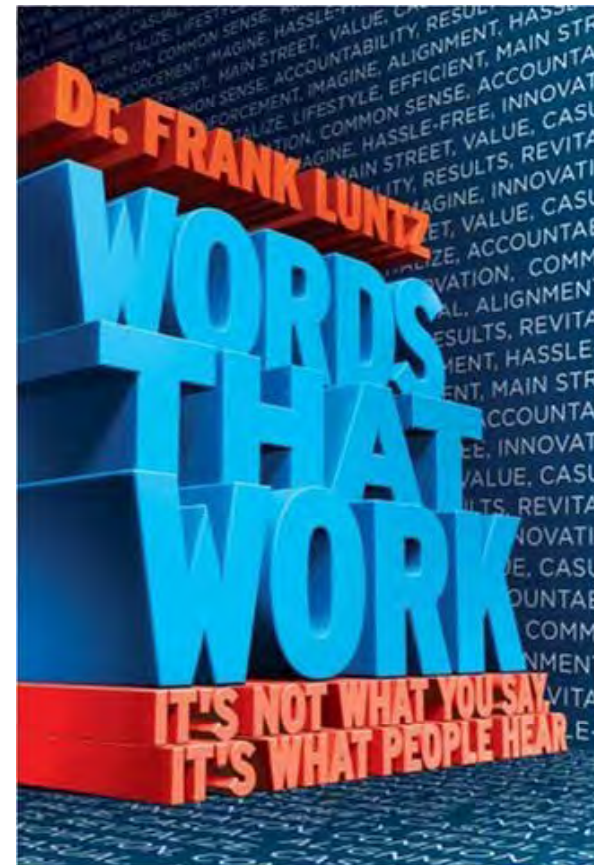
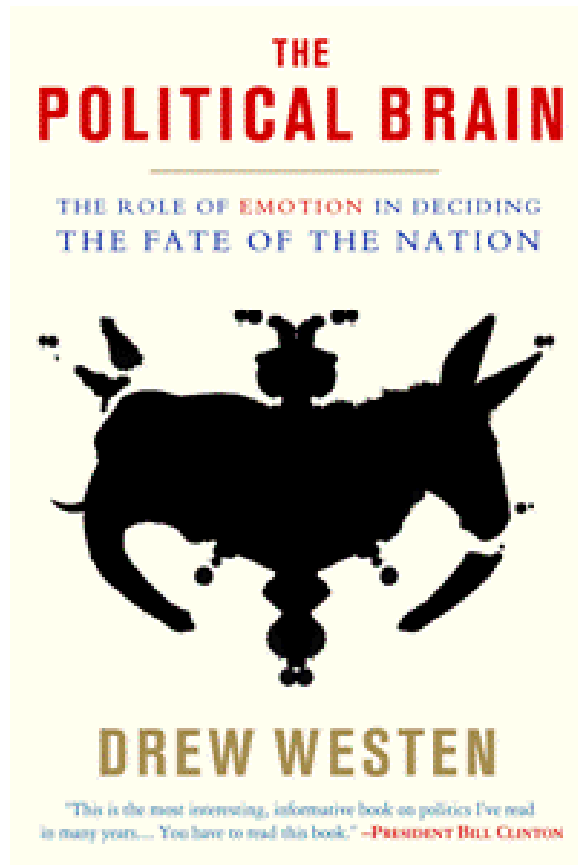
A word cloud featuring various terms related to organizational growth and communication. The words are arranged in a roughly circular pattern around the central word 'Capacity'. The colors of the words include red, orange, yellow, and green. The font sizes vary, with 'Capacity' and 'Messaging' being the largest.

NewLanguage  
Messaging  
Positioning  
Expert-Consultation  
Capacity  
Expanded-Impact  
Expanded-Reach  
Building  
Professionalized-Practice  
Growth-Opportunity  
Culture-Shift  
Relationship

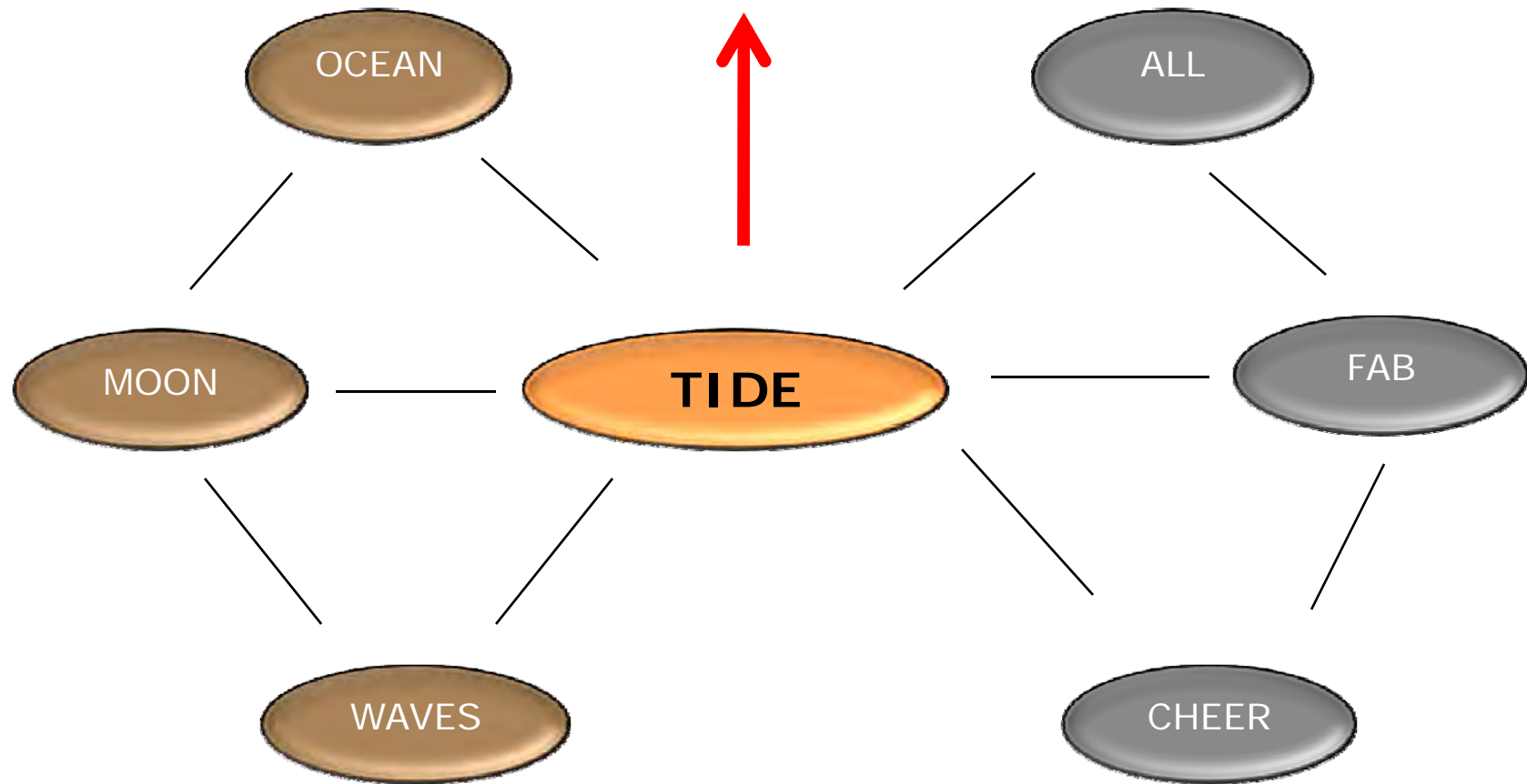




# UNDERSTANDING LANGUAGE & DESIGN

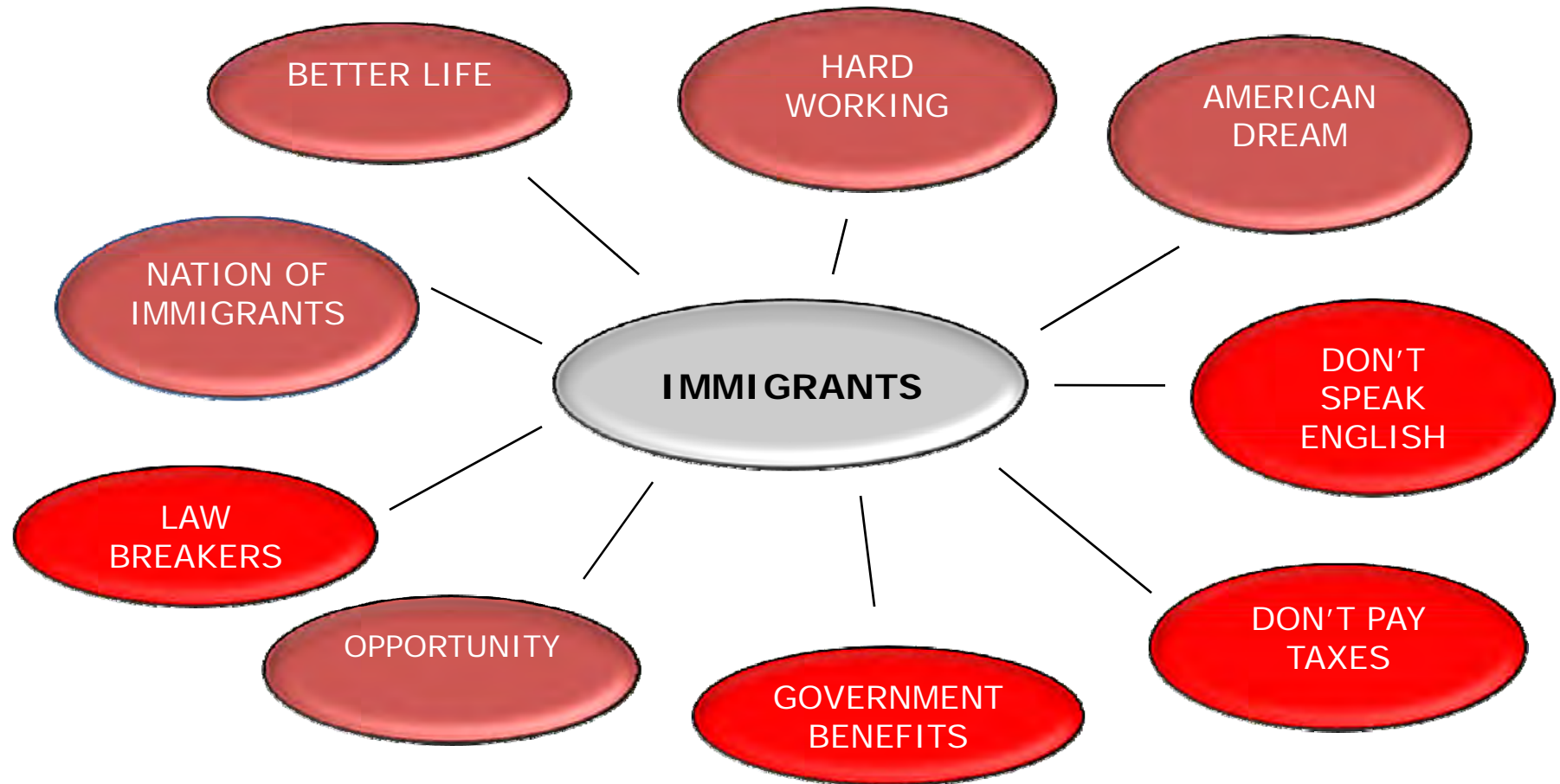


# AN EXPERIMENT





# AMBIVALENCE TOWARD IMMIGRANTS: AN EXAMPLE OF NETWORKS



*Data based on focus groups conducted nationally by Westen Strategies and GQRR in 2008*

FILL IN THE \_\_\_\_\_

No Child \_\_\_\_\_

\_\_\_\_\_care

Contract with \_\_\_\_\_

Welfare \_\_\_\_\_

Global \_\_\_\_\_

Financial \_\_\_\_\_

Climate \_\_\_\_\_

Death \_\_\_\_\_

Illegal \_\_\_\_\_

## FILL IN THE BLANKS

No Child Left Behind

Obamacare

Contract with America

Welfare Queen

Global Warming

Financial Bailout

Climate Climate Change

Death Taxes

Illegal Immigration

Death Panel

# OUR WORK

Text

*A New Way  
to Talk About*  
**THE SOCIAL  
DETERMINANTS  
OF HEALTH**



VULNERABLE POPULATIONS PORTFOLIO

John Wood Group Foundation



# THE TWO PARTIES VIEW BALANCE AND EQUALITY DIFFERENTLY

## Democrats

Imbalance in levels of health is unjust.

Equality should be our goal.

- Equal distribution of resources
- Equal treatment for all
- Equal outcomes

We need to "level the playing field."

Society bears primary responsibility for inequality, thus to fix it requires more change in society than in the individual.



## Republicans

Imbalance in levels of health is natural.

Equality is unrealistic and unfair.

- Tailor distribution of [limited] resources to particular needs, not same for all
- Cannot guarantee equal outcomes

We need to raise the bottom.

Both society and individual choices create disparities, thus social aid must be balanced against individual responsibility.





## THE NUANCE OF MESSAGING

America leads the world in medical research and medical care, and for all we spend on health care, we should be the healthiest people on earth. Yet on some of the most important indicators, like how long we live, we're not even in the top 25, behind countries like Bosnia and Jordan. It's time for America to lead again on health, and that means taking three steps. The first is to ensure that everyone can afford to see a doctor when they're sick. The second is to build preventive care like screening for cancer and heart disease into every health care plan and make it available to people who otherwise won't or can't go in for it, in malls and other public places, where it's easy to stop for a test. The third is to stop thinking of health as something we get in hospitals and doctors' offices but instead as something that starts in our families, in our schools and workplaces, in our playgrounds and parks, and in the air we breathe and the water we drink. The more you see the problem of health this way, the more opportunities you have to improve it. Scientists at the Centers for Disease Control and at universities around the country have shown that the conditions in which people live and work have more than five times the effect on our health than all the errors doctors and hospitals make combined. It's time we expand the way we think about health to include how to keep it, not just how to get it back.

## KEY TENETS ADDRESSING HEALTH DISPARITIES

1. Traditional phrasing of “social determinants” language consistently tested poorly in every phase of research.
2. Priming audiences about the connection with messages they already believe makes the concept more credible.
3. When messages are presented in colloquial, values-driven, emotionally compelling language, they are more effective.
4. Use one strong and compelling fact—a surprising point that arouses interest, attention and emotion—for maximum impact.





5. Identify the problem, but offer potential solutions.
6. Incorporate the role of personal behavior.
7. Mix traditionally conservative values with traditionally progressive values.
8. Focus broadly on how social determinants affect all Americans (versus a specific ethnic group or socioeconomic class).



# CREATING LANGUAGE FOR THE PUBLIC WILL



WHAT DOES A 41 YEAR-OLD BUSINESS MAN FROM FAIRFIELD  
HAVE IN COMMON WITH A 9 YEAR-OLD STUDENT FROM HARTFORD?





**THE ALLIANCE FOR A STRONGER CONNECTICUT**

***BUILDING BRIDGES TO BETTER HEALTH***



**WHO WE ARE**



**PROUD  
STEADY  
VISIONARY  
COMMITTED**





## HOW WE WORK

ILLUSTRATING THE LINK  
BETWEEN THE SUCCESS OF  
ORGANIZATIONS AND THE  
HEALTH OF THEIR PEOPLE

WHAT WE DO

PREPARING LEADERS TO  
CHAMPION OUR MESSAGE







IMPROVING BUSINESSES' BOTTOM  
LINE BY PROMOTING A HEALTHY  
WORKFORCE

EDUCATING TEACHERS THAT HEALTHIER STUDENTS ARE MORE EQUIPPED TO LEARN





REALIZING A HEALTHIER COMMUNITY  
IS AN ACTIVE AND ENGAGED COMMUNITY



SHOWING THAT  
IMPROVING THE HEALTH  
OF A FEW IMPROVES THE  
SYSTEM FOR THE MANY



# THE ALLIANCE FOR A STRONGER CONNECTICUT BUILDING BRIDGES TO BETTER HEALTH

WHO WE ARE:  
HOW WE WORK:  
WHAT WE DO:

COMMITTED, VISIONARY, DIVERSE, STEADY, PROUD  
ILLUSTRATING THE LINK BETWEEN THE SUCCESS OF ORGANIZATIONS  
AND THE HEALTH OF THEIR PEOPLE  
PREPARING LEADERS TO CHAMPION OUR MESSAGE

## BUSINESS:

IMPROVING  
BUSINESSES' BOTTOM  
LINE BY PROMOTING A  
HEALTHY WORKFORCE

## EDUCATION:

EDUCATING  
TEACHERS THAT  
HEALTHIER  
STUDENTS ARE  
MORE EQUIPPED TO  
LEARN

## HEALTH:

SHOWING THAT  
IMPROVING THE  
HEALTH OF A FEW  
IMPROVES THE  
SYSTEM FOR THE  
MANY

## COMMUNITY:

REALIZING A  
HEALTHIER  
COMMUNITY IS AN  
ACTIVE AND ENGAGED  
COMMUNITY

PRIMARY TARGETS:  
SECONDARY TARGETS:

CONNECTICUT'S COMMUNITY LEADERS IN VARIOUS FIELDS  
WHOSE WORK IS IMPACTED BY HEALTH INEQUITIES  
MEDIA, POLICY MAKERS, CHANGEMAKERS

TOOLS AND DISCIPLINE:

MESSAGING GUIDE, OUTCOME DATA, TRAINING, WEBINARS, COLLATERAL, WEB SITE, PILOT  
PROJECTS, VIDEO, OUTREACH, EVENTS



MOVING FORWARD