USING YOUR AUTHORITY TO IMPROVE THE HEALTH OF THE PUBLIC

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Your Role

The Authoritative Role of Health Officer & Health Executive
Elements of Communications

- Know your audience
- Know your issue
- Know what you want to achieve
- Message appropriately
Know Your Audience

- Expectations
- Issues
- Needs
What Matters To These Audiences?

- General Public
- Elected Officials
- County Staff
- Business Community
- Community-Based Organizations
- Faith-Based
- Unions
- School Administration
- Media
What Is News?

- Timely
- Local
- Significant
- Trendsetting
- Ironic
- Controversial
- Celebrity
Types of News Media: Print
Types of News Media: Radio
Types of News Media: Television
Messaging Framework

**WHAT:** What are the numbers and what do they mean?

**WHY:** What’s causing this? What are the implications for our community?

**ACTION:** What is an equitable community-based solution (Policy or Institutional Practice)?
WHAT do they need to know?

- Key piece of information
- Avoid overreaching
- Specific and focused
- Less is truly more
**WHY** will they care?

- The “WHY” filter
- How issue impacts them
  - **Benefits**
  - **Opportunities**
  - **Risks**
- **You must win on this**
Make the **ASK!**

- Be measured
- Don’t overreach
- Suggest a first step:
  - Actionable immediately
  - No approval needed
- Build on initial step
Sample Message

**WHAT:** Our county is looking at a potential diabetes health crisis according to a new statewide report that shows nearly half of all adults in our county suffer from prediabetes – a hidden precursor to Type 2 diabetes.

**WHY:** Through lifestyle and diet changes, prediabetes is reversible. Given the grave consequences of prediabetes, we need to invest to make sure that every resident of our county can easily adopt those changes and improve the health of our community.

**ACTION:** What is an equitable community-based solution (Policy or Institutional Practice)?
Staying On Message
Be Prepared with a Story

- Supports message
- Humanizes issue
- Brings data to life
- Memorable, repeatable
- Inspires change
Interview Dos

- Be prepared
- Maintain control
- Repeat important points
- Be director and honest
- Honor deadlines
Interview Dos

• Make sure you’re understood
• Engage in a conversation
• Ask questions!
• Build a relationship
Interview Don’ts

- Use jargon
- Answer questions with “yes” or “no”
- Be afraid to say “I don’t know”
- Become confrontational
- Assume
Keeping Control
A Verbal Highlighter
Practice Interviews & Critique
The Power of Partnerships
Role Of Partnerships

- Expand resources
- Extend influence
- Broaden base
- Handoff
Expectations

- Why should partners help you?
- What are the ground rules?
- Finding common cause
Supporting Partners

- Information
- Coordination
- Connections
- Opportunities
- Message Echo Chamber
Questions & Answers
THANK YOU

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