



Messages with Impact

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What are Messages?



Communication!



So what makes a message effective?

What are Effective Messages?

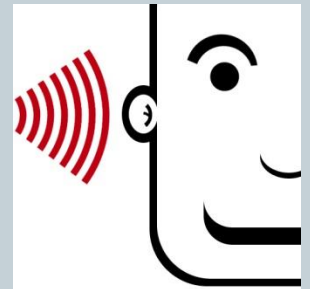


- **Source:** a deep commitment, mission
- **Ideas,** not sound bites
- **Reinforced** by sound bites, phrases, statistics and stories
- **Simple** - ideas that can be explained in a sentence or two
- **Consistent** - Same basic message is good for media, advocacy, fundraising, communications
- **Crafted** - Effective messages take time to create
- **Repeated** - to be effective, you have to repeat them often
- **Most Importantly:** Effective messages have no more than 4 key points

Messaging Pre-Work: **The Strategy**



- **Your Goal**
- **Your Target Audience**
- **Value: What your audience cares about**
- **Barrier: What holds your audience back from taking action**



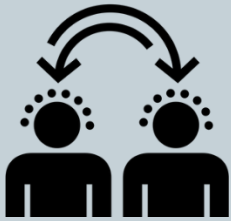
Know Your Audience



Your message must:



- **Connect:** Tap into your audience's value and establish common ground



- **Persuade:** Overcome your audience's main barrier without repeating it



- **Take Action:** Ask the audience to take a specific action and explain the benefit of acting

Connecting With Your Audience



- **Voice:** Match the right spokesperson to each audience, especially if you are a team
- **Localize:** Specify where the problem or solution matters; use state or city data, not national, or vice versa
- **Common ground:** A mutual friend, a common interest, a shared experience creates a common bond

How to Avoid Common Mistakes



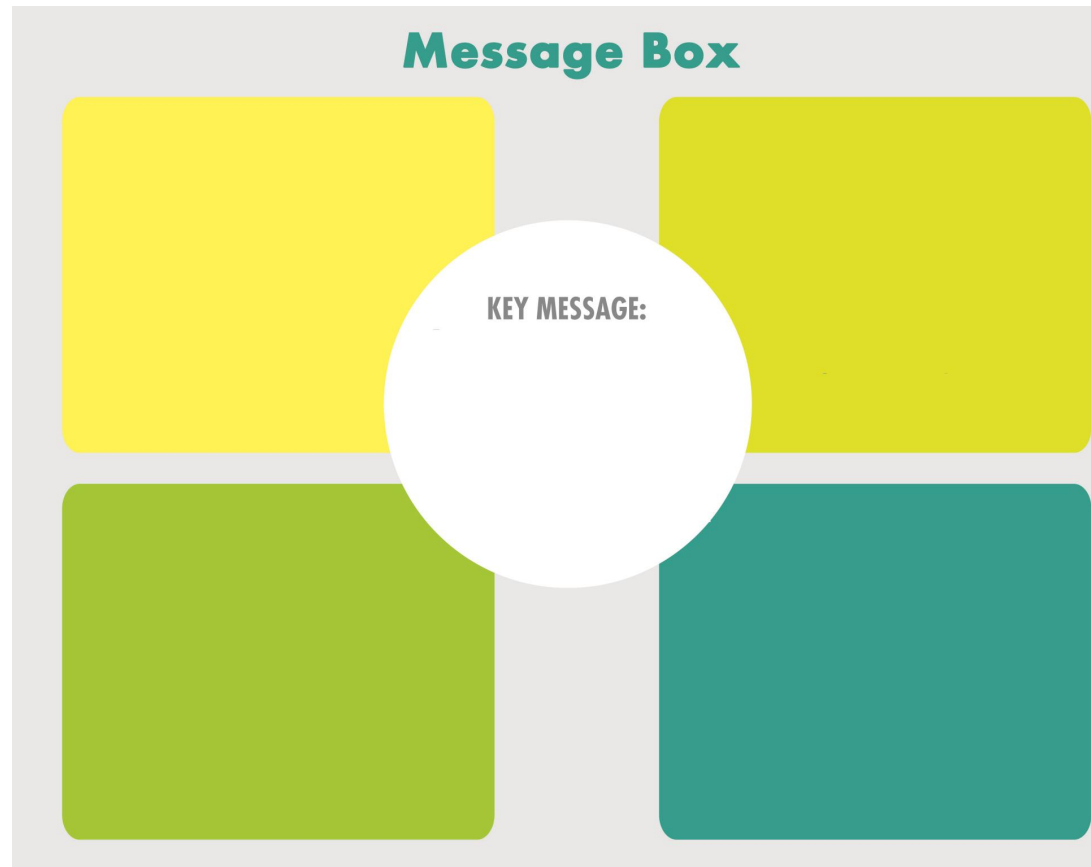
- Clearly define what is at stake
- Do not assume that everyone understands
- Keep it simple and specific
- Be accurate and cite sources
- Avoid jargon, acronyms and lots of numbers
- Be consistent and repetitive
- Don't fake it - you can always follow-up
- Couple problems with solutions
- Provide an action “menu”



The Message Box



- Put your key message in the middle
- Use 4 spaces to write supporting points
- Boxes work because messages are not linear



Message Box

Threshold Message

What do people need to know, believe or care about to become engaged?

Solution Message

What is the projected positive outcome? How will peoples' lives be better?

KEY MESSAGE:

If they take ONE thing away

Reinforcement Message

What obstacles do you have to overcome? What stats, anecdotes and sound bites can you use to support and reinforce these messages?

Action Message

What do you want people to do? What will have an impact?

Message Box

Threshold

Malnutrition is a major source of rehospitalization.

- 1 in 3 people in the US are hospitalized malnourished
- 5% of individuals cost 50% of our national healthcare budget

Solution

Research shows access to food and nutrition accomplishes the Triple Aim of national healthcare reform.

- Better Health Outcomes
15-day readmission 2x as likely for malnourished
- Lower Cost of Care
Healthcare costs 3x as high for malnourished
- Improved Patient Satisfaction
Individuals manage medications more effectively with nutrition

KEY MESSAGE:
Food and Nutrition Services must be included in the ACA if the nation is going to accomplish its goals

Reinforcement

Food and Nutrition Services are Low Cost, High Impact Interventions.

- \$20 per day vs. \$4,000 per night in a hospital
- You can feed a person for ½ a year by saving one night in the hospital

Action

Congress must mandate inclusion of Food and Nutrition Services for the highest risk beneficiaries in Medicaid.

- NO FEDERAL SUPPORT for food and nutrition for the ill, unless one has HIV

How to Use a Message Box



- Discipline - ONLY these four points
- Veering - “Touch and Go”
- Getting out of Quicksand
- Multiple Messages/Multiple Boxes

Let's Practice!



Message Box

KEY MESSAGE:

Message Box

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After your Message is Delivered



Follow-up is key

Don't leave the room without knowing who to follow up with on staff and about what.

Refine

Take the time to figure out what worked and what didn't and why. Revise and Refine.



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