



Innovative Solutions for the Common Good

Made to Stick (part II) & Foundations of Community Health

Public Health Communications
Training #3
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Made to Stick—Review

Simple

Unexpected

Concrete

Credible

Emotions

Stories



Made to Stick Review

Sticky Ideas

Ensure the Audience:

- Pays attention - *Unexpected*
- Understands/remembers - *Concrete*
- Agrees/Believes – *Credible*
- Cares – *Emotional*
- Wants to take action – *Story*

Simple Review

Components

- Core
- “If you say three things you don’t say anything”
- Curse of knowledge
- Analogies

Unexpected Review

Components

- Get people's attention
- Violate People's Expectations
- Gap Theory
- Consensus vs. Disagreement

Concrete Review

Components

- Say what you mean vs. “idiopathic cardiomyopathy”
- Make it real (brown eyes or blue eyes)
- Velcro theory
- Concrete images – apples with razors

Credible

Components

- Who do you believe
- Who do you trust (anti-authorities)
- Darth Vader Toothbrush
- Shark Attack

Emotional

Components

- Starving Children in Africa vs Rokia
- Statistics = analytical not emotional
- Truth Campaign
- WIIFM
- Math is Mental Weight Training

Foundations of Community Health

“In this time of COVID-19, a few basic truths have become plain to see: Our lives are interconnected, our collective physical and mental health is at the heart of a thriving society, and our responsibility to support and maintain the wellbeing of our entire community is shared. These are old refrains for public health advocates, but the world is listening more attentively than ever before. As we step into the fray to talk about the field of public health and how it works, it’s important that we get this right.”

From FrameWorks Institute Foundations of Community Health Toolkit 2022

<https://www.frameworksinstitute.org/toolkit/framing-the-foundation-of-community-health/>

Public Health's Mission

**To Ensure the Conditions in which
Everyone can be Healthy**

Gaps: Partner Sectors vs Public Health

Health = absence of illness vs positive state of wellbeing

Social Determinants of Health = risk factors that undermine health vs protective factors that ensure/enhance health

Population Health = “my population” vs entire community

Chief Health Strategist = Health/Hospital System vs Public Health Director

When We Say to the Housing Sector:

Adopting smoke-free policies will keep your tenants healthy.

They Think:

That sounds time-consuming, costly, and difficult to enforce. It's up to individuals to adopt healthy lifestyles and to make good personal choices about things that affect their health, like smoking, diet, and exercise.

What do public health professionals know about the responsibilities of my job?

What's in it for me?

When We Say to the Education Sector:

Please share illness reports so that we can provide disease surveillance in our community

They Think:

Why would we want to get involved in surveillance? That sounds intrusive, and unrelated to what we do.

Public health is a totally different world and completely separate from education.

How is it worth our time and effort to sort through information and share it with public health professionals?

When We Say to the Health Systems Sector:

We need to address the social determinants of health to improve population and community outcomes.

They Think:

Right, we've got to think carefully about how to avoid major illnesses and reduce or eliminate risk factors wherever possible.

Small Group Work

When We Say, They Think:

Group #1 When We Say to the Housing Sector:

If you give me access to your affordable housing data, I think I can help you integrate health into the design and development of new housing properties.

They Think:

Group #2

When We Say to the Education Sector:

Partnerships between schools and public health just make sense in order to address the social determinants influencing students' health outside the walls of the school.

They Think:

Group #3
When We
Say to the
Health
Systems
Sector:

It would be helpful if you would share EHR data in a timely manner so we can improve community health

They Think:

Group #1 When We Say to the Housing Sector:

If you give me access to your affordable housing data, I think I can help you integrate health into the design and development of new housing properties.

They Think:

We're not asking for your help.

Public health is a different world and entirely separate from the housing.

We don't want to be told by outsiders what to do.

Data-sharing is complicated.

Group #2 When We Say to the Education Sector:

Partnerships between schools and public health just make sense in order to address the social determinants influencing students' health outside the walls of the school.

They Think:

Public health professionals may have book smarts, but I doubt they can do anything to help those of us working on the ground.

There's not a lot we can do for our students' health beyond the walls of the school. That's outside our jurisdiction.

It's hard to see how partnerships like this would even work. Health is not the focus of the work we do.

Group #3 When We Say to the Health Systems Sector:

It would be helpful if you would share EHR data in a timely manner so we can improve community health

They Think:

Why would we hand our health data over to others? We are the health experts and have collected this valuable information for our own purposes.

It's not clear why public health professionals would want access to it anyway



Metaphor:

Foundation For

Community

Health

Story

The health of our community is like a building—it depends on a strong and stable foundation. Things like quality education, safe and affordable housing, access to healthcare, and employment opportunities structure positive health outcomes for everyone in important ways.

As public health professionals, it's our mission to build thriving communities, so we work closely with many other sectors to assemble a solid foundation that supports long-lasting good health for us all



Metaphor:

Foundation For Community Health

Concepts behind the metaphor

Good health is much more than just the absence of illness. It is the overall state of wellbeing for individuals and communities.

Health must be actively constructed, by promoting protective factors and creating positive conditions. It cannot be optimally achieved by only treating sickness and eliminating threats.

It's not just individuals who experience health outcomes—entire communities do too. By strengthening supports for everyone, we can improve the health of the community as a whole.



Metaphor:

Foundation For Community Health

Concepts behind the metaphor (cont.)

Laying the groundwork for good health is a task that requires an “all-hands-on-deck” approach. All skillsets, all people, and all communities are therefore assets in this collective endeavor.

Like any construction project, building community health requires careful planning, information-sharing, teamwork, and many skilled contributions. Ensuring the success of the project, through support and coordination, is the mission of public health.



Metaphor:

**Foundation For
Community
Health**

**Effective
reframe from
SHOH**

The health of our community is like a building—it depends on a strong and stable foundation. Every sector contributes to laying that foundation, and we all depend on its durability to prop us up. Factors like steady employment, quality education, and safe housing form the base of a functioning society by supporting vibrant communities, strong economies, and long-lasting good health for everyone.



Metaphor: Foundation For Community Health

Pro-tips

Avoid placing public health in a leadership role. When applying the Foundation metaphor, it's best to avoid depicting public health professionals as the “foremen/ forewomen” or “architects.” Doing so may feel presumptuous to professionals in other sectors—especially if they see themselves as leaders in the health sphere.

Rather than simply listing social determinants and asserting their importance, public health professionals should use the metaphor to explain how social factors support or undermine health.

This alternative language is easier for people outside of public health to understand and focuses attention on the importance of working together to improve health outcomes for everyone.

Metaphor:

**GPS
Navigation**

Story

GPS is a powerful tool for visualizing and navigating complex terrain and public health professionals serve this function too. We draw on a wealth of data to chart out routes from where we are as a community to where we want to be. Most of all, we put our data expertise to work to drive positive outcomes and move needed solutions forward.

Metaphor:

**GPS
Navigation**

**Concepts
behind the
metaphor**

Careful and informed planning is required to successfully navigate the complex terrain of community health.

Data is an essential tool—not only for visualizing the landscape, but for mapping out a range of routes that lead from point A to point B.

Expertise is required to seek out, sort, and make sense of relevant data—and public health professionals have the necessary skills.

Like GPS, public health's data expertise is a practical and versatile instrument. It provides information and generates recommendations, based on user input, but doesn't give commands or take control.

Metaphor:

**GPS
Navigation**

**Concepts
behind the
metaphor
(cont.)**

Public health's proficiency with data offers other sectors access to a wealth of practical knowledge—about intersecting priorities, important landmarks, optional shortcuts, and potential roadblocks that lie ahead.

Forward-thinking ingenuity and social innovation are enabled by public health's data expertise. It functions like an infinitely adaptable device—accounting for numerous dynamic factors, enabling interactive step-by-step course-plotting, troubleshooting unexpected conditions, and maneuvering through traffic jams as needed to rev up community health outcomes and drive positive change.

Metaphor:

**GPS
Navigation**

**Effective
reframe**

Much like a GPS system, public health professionals draw on data to help other sectors plan the best way forward, navigating gridlock when needed and continually responding to new input. We help guide communities to where they want to be by distilling the information that helps them visualize the path ahead, and innovate new visions for what destinations are possible.

Metaphor:

**GPS
Navigation**

Pro tips

Steer clear of messages that put public health professionals in the driver's seat. (Other sector professionals don't necessarily want to hand over the wheel!)

Avoid describing public health's role as "giving directions."

Be careful not to imply that public health professionals know how to pick "the best" route. In fact, it's best to show how data can be used to help identify multiple routes, rather than focus on any single one

Small Group Work

Which metaphor(s) work best?

Group #1 Housing Sector:

Adopting smoke-free policies will keep your tenants healthy.

If you give me access to your affordable housing data, I think I can help you integrate health into the design and development of new housing properties.

What Metaphor(s) Work Best?

Group #2 Education Sector:

Please share illness reports so that we can provide disease surveillance in our community

Partnerships between schools and public health just make sense in order to address the social determinants influencing students' health outside the walls of the school.

What Metaphor(s) Work Best?

Group #3 Health Systems Sector:

We need to address the social determinants of health to improve population and community outcomes.

It would be helpful if you would share EHR data in a timely manner so we can improve community health

What Metaphor(s) Work Best?

Group #1 Housing Sector:

What Metaphor(s) Work Best?

Smoke Free Policies: Use the *Foundation of Community Health* metaphor to explain that positive health outcomes require active construction and maintenance by a whole team of people working together.

Data: Use the *GPS Navigation* metaphor to explain how public health's data expertise can be used by the housing sector to drive innovative solutions.

Group #2 Education Sector:

What Metaphor(s) Work Best?

Illness Reports: Use the ***GPS Navigation*** metaphor to explain how public health's data expertise can be used by the education sector to drive innovative solutions to current challenges.

Address SDOH: Use the ***Foundation of Community Health*** metaphor to explain that positive health outcomes require active construction and maintenance by a large crew of people working together, and to connect the dots between student and community health. Emphasize that well-being entails much more than just avoiding sickness.

Group #3 Health Systems Sector:

What Metaphor(s) Work Best?

Address SDOH: Use the *Foundation of Community Health* metaphor to explain that health can be actively built and promoted across the community. It's not just about avoiding hazards and treating problems.

EHR Data: Use the *GPS Navigation* metaphor to explain how public health's data expertise can be used by health systems professionals to drive innovative solutions



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Innovative Solutions for the Common Good

Thank You!

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