

**Values-based
messaging: Using
words that work**

Sept. 26, 2018, 1 p.m. PT

Thank you for joining!



THE CALIFORNIA
Wellness
FOUNDATION

promoting equity, advocacy and access

Values-based messaging: Using words that work

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Wellness Foundation

September 26, 2018

berkeley **media** studies group

Ingrid Daffner Krasnow
Shaddai Martinez Cuestas

- Research on news coverage of public health issues
- Media advocacy training and strategic consultation for community groups and public health advocates
- Professional education for journalists
- A program of the Public Health Institute

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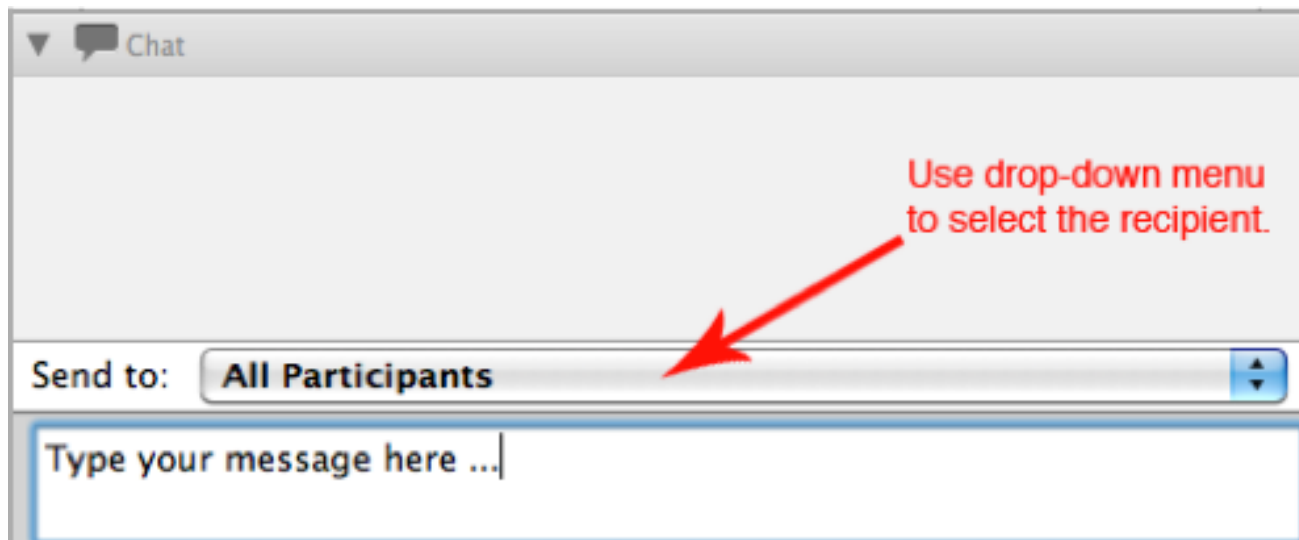
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- Call WebEx: **1-866-229-3239**
- Or, send a message through the chat box to our host, Heather Gehlert

Chat

To ask questions or send a message, use the chat function:



Today's presenters



Ingrid Daffner Krasnow, MPH, is a Strategic Communications Specialist with BMSG.



Shaddai Martinez Cuestas, MPH, is a Strategic Communications Specialist with BMSG.

Goals for today

- Understand the role of values in your messaging
- Incorporate social justice values in your framing
- Describe key components of a message (in any medium)

Framing: Portrait vs. landscape

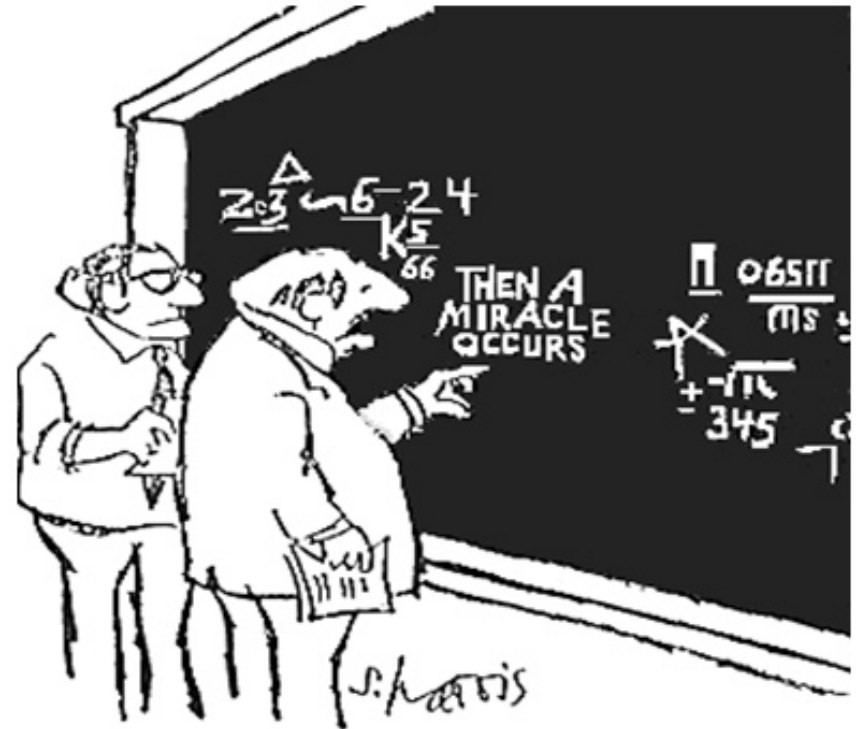


Framing: Portrait vs. landscape



Message is never first

- What do you want to change?
- How will you change it?
- Why do you want it to be changed?



"I THINK YOU SHOULD BE MORE EXPLICIT HERE IN STEP TWO."

Layers of strategy

- Overall strategy
- Media strategy
- Message strategy
- Access strategy



Overall strategy

Overall strategy

- 1. Define the problem you want to solve*
- 2. Clarify the solution(s) you propose*
- 3. Identify who has the power to make the change*
- 4. Enlist stakeholders to help (partners, donors, etc.)*
- 5. Identify what you will do to influence your target*

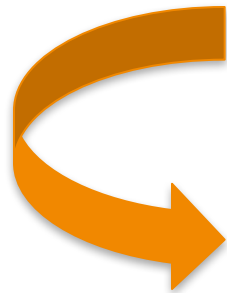
Layers of strategy

- Overall strategy
- Media strategy
- **Message strategy**
- Access strategy



Express your values

Not to convince,



but to hold accountable.

This requires knowing who we are as a people (our values) and how the change happens (who are you holding accountable, and for what).

Messages for any medium

- Print media
- Broadcast media
- Social media
- Interviews
- Grant writing
- Annual reports
- Donor development



Competing values

Market justice (Individual/portrait)

Personal responsibility

You're on your own

Duty to your family

Government interferes

Social justice (Systemic/landscape)

Shared responsibility

We're in this together

Duty to the collective good

Government protects

A mashup of Daniel Beauchamp 1976 & Jared Bernstein 2006



Poll question

What values do you hear in the messages below? Type your answer into the chat box.

1. *"The only way that has ever been discovered to have a lot of people cooperate together voluntarily is through the free market. And that's why it's so essential to preserving individual freedom."* — Economist Milton Friedman

2. *"Shame on a state with Cadillac prisons and jalopy schools."* — Delaine Eastin, Former CA State Superintendent of Public Instruction

Competing stories: Obesity

You are what you eat

Poor parenting

Bad habits & personal choices

Overactive thumbs, underactive legs

Exercise, and exercise willpower

What surrounds us shapes us

Junk food marketing

Neighborhood connectivity & safety (transit, recreation)

No time for physical activity in school

Local, state, & federal policy (taxes, advertising, zoning, etc.)

Competing stories: Immigration

Us versus them

Invaders looking for
free handouts

Criminals (illegal border
crossing or acts here)

Steal jobs, keep wages
low

Not “real” Americans

Melting pot or tossed salad

Hard workers looking for a
better life

Contribute to community life
(and taxes)

Dedicated to family

Eager for citizenship

Components of a message

- Statement of concern
What's wrong?
- Value dimension
Why does it matter?
- Policy objective
What should be done?
- Target audience
Who has the power to make the change?

Same message, different values

“Children are healthier when their communities provide healthy food.

But when neighborhood stores don't have a selection of healthy food, people simply can't feed their families the way they want to, and their health suffers. (Problem)

It's not fair that the people in our neighborhood have plenty of access to liquor stores and junk food but have to take two buses to get to a grocery store that sells fresh produce. (Why it matters: equity)

That's why we need the city council to work with us to attract a new market to our community.” (Solution, Target)



Same message, different values

“Children are healthier when their communities provide healthy food.

But when neighborhood stores don't have a selection of healthy food, people simply can't feed their families the way they want to, and their health suffers. (Problem)

There's a great business opportunity for a grocery store owner to bring their products to our neighborhood — it'd be good for their bottom line and good for our health. (Why it matters: health, business)

That's why we need the city council to work with us to attract a new market to our community.” (Solution, Target)



Your turn

Now it's your turn to come up with a simple values-based message. Don't forget the four key components:

What's wrong?

Why does it matter?

What should be done?

Who has the power to make the change?

Type your sample message into the chat box to share.

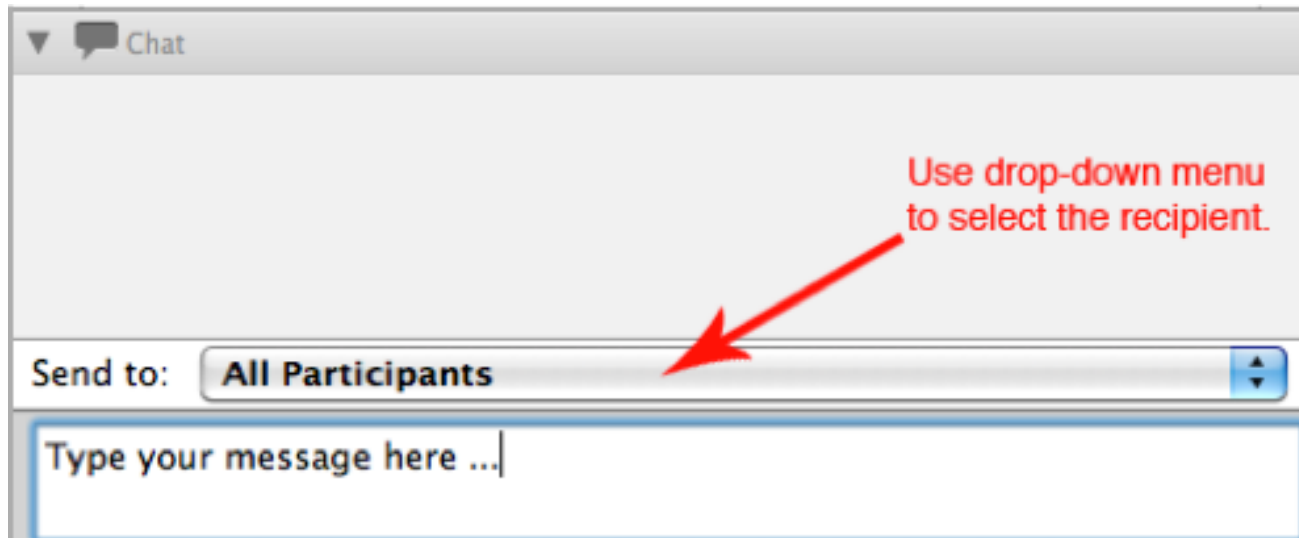


Your questions



Using the chat box for Q&A

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Next steps

Through a grant from the California Wellness Foundation, BMSG is pleased to offer strategic consultation to all Cal Wellness grantees, at no cost.

To learn more about these services, please contact Ingrid Daffner Krasnow at daffnerkrasnow@bmsg.org.



Thank you!



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