

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

**Aug. 22, 2018, 1 p.m. PT**

**Thank you for joining!**

**b m s g**



THE CALIFORNIA  
**Wellness**  
FOUNDATION

promoting equity, advocacy and access

# Values-based messaging: Using words that work

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August 22, 2018

berkeley **media** studies group

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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

berkeley **media** studies group

# Technical assistance

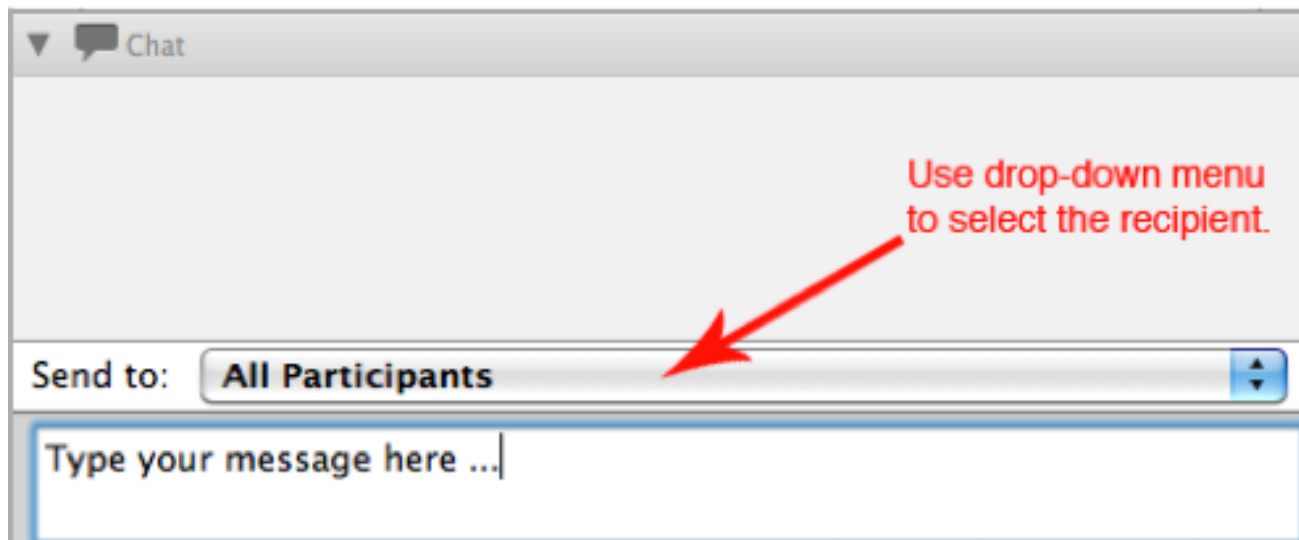
If you experience any technical difficulties, please:

- Call WebEx: **1-866-229-3239**
- 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





# Framing: Portrait vs. Landscape

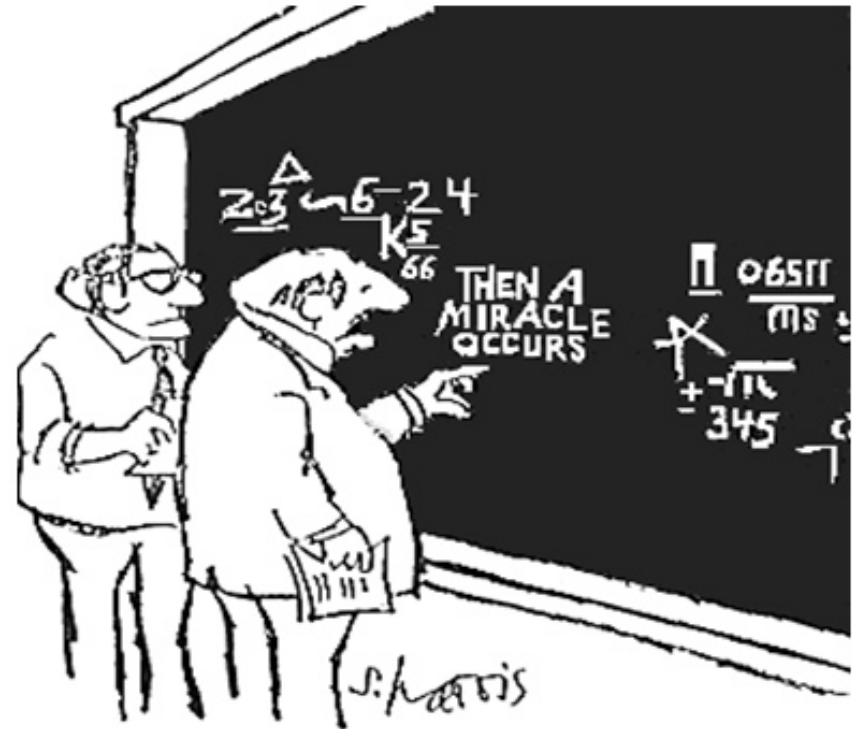


# Framing: Portrait vs. Landscape



# 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



# Layers of strategy

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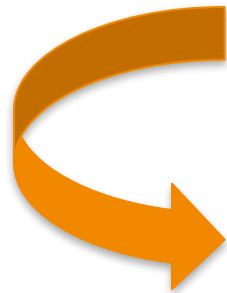


# Components of a message

- 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?*

# 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).

# 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)



# 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)

Having a grocery store in our neighborhood would not only provide the healthy foods that our community needs, it'd be a great source of jobs for local workers.  
(Why it matters: health, financial independence)

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

# 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



# Example: Expressing values on gov't

There is nobody in this country who got rich on his own. Nobody. You built a factory out there — good for you!

But I want to be clear. You moved your goods to market on the roads **the rest of us paid for**. You hired workers **the rest of us paid to educate**. You were safe in your factory because of police forces and fire **forces that the rest of us paid for**. You didn't have to worry that marauding bands would come and seize everything at your factory, and hire someone to protect against this, because of the **work the rest of us did**. Now look, you built a factory and it turned into something terrific, or a great idea — God bless. Keep a big hunk of it.

But part of the **underlying social contract** is you take a hunk of that and **pay forward** for the next kid who comes along.

--Elizabeth Warren



# 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

# Competing stories: Employment

## “Where’s your husband?”

- Too lazy to work
- Taking advantage of the system
- Irresponsible spenders, home watching cable TV
- Gov’t aid encourages bad behavior

## Working two jobs

- Lack of living wage jobs
- Insufficient skills or not enough training
- Juggling child care, rent, food & health insurance
- Gov’t policies should support families and communities



# 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.

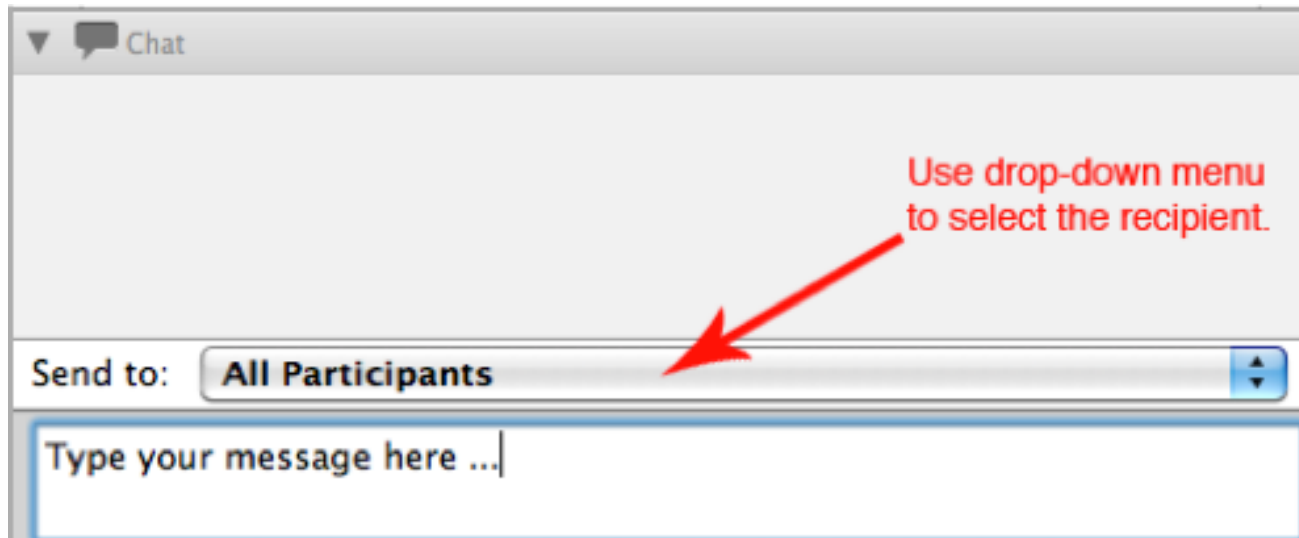


# Your questions



# 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](mailto:daffnerkrasnow@bmsg.org).



# Thank you!



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