Welcome

Terri Ford
Director of Tarrant County Outreach
The Center for Children’s Health
OUR PROMISE:
Knowing that every child's life is sacred, it is the promise of Cook Children's to improve the health of every child in our region through the prevention and treatment of illness, disease, and injury.
Community Health Improvement Week

Designed to...

“Raise awareness and increase understanding of community health improvement activities and the people and organizations that lead them”
Our Guest Speaker

Sharon Ladin
Principle,
Summit Strategies
Beyond Health Fairs

Creative Ways to Communicate Children’s Health Information

Sharon Ladin
Principal
Summit Strategies
3 Things About Me

The figure shown was used in public service campaigns in the late 1960s and early 1970s to encourage parents to vaccinate their children against rubella. (CDC)

Children’s Defense Fund
A strong, effective, independent voice for all the children of America

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Showcase creative and effective tactics to communicate children’s health messages

Introduce a messaging tool

Develop messaging tactics for your coalition’s children’s health campaign

Share best ideas
Immortal Fans

Ads Ask Brazilian Soccer Fans to Show Their Guts...and Donate Them, Too

Donate an Organ, Ensure That Your Heart Will Always Beat for Your Team
Soccer Team Sport Club Recife Asks Fans to Become Organ Donors
Tactics

- Actions or strategies carefully planned to achieve a particular goal
- The art or skill of employing available means to accomplish an end
It’s all about the goal

Your Goal

Tactic

Tactic

Tactic

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It’s all about the goal – Example

Boycott Commercial TV

Letters to Congress

Petition to the FCC

Fewer TV Commercials
Types of Tactics

Your Goal

- Engaging the Media
- Raising Awareness
- Distributing Products or Services
- Applying Public Pressure
- Leveraging Personal Stories
- Speaking Directly with Targets
- Being Creative and Thinking Outside the Box

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Thinking Outside the Box

- A creative and different way to get attention to your issue and to inspire action
- Doesn’t have to cost a lot of money
- Risk versus reward
- Don’t forget to stay focused on your goal!
Ribbons

- Yellow ribbon for support our troops
- Pink ribbon for breast cancer awareness (PINKTOBER)
- Red ribbon for World AIDS Day (RED RIBBON APPEAL)
- Gray ribbon for HIV/AIDS awareness
Bracelets
Ice Bucket Challenge
Pantsuit Nation

I’m thrilled to report that YOU raised and donated $16,000 (II) to four incredible non-profits through your purchases from our online store in the last four months. All proceeds from these sales were redirected to organizations that are doing great work to support women, indigenous
Leveraging Personal Stories + Speaking Directly to Targets + Thinking Outside the Box

Shayla Ellington, Age 11
Hometown: Dayton, OH
Hospital: Dayton Children's Hospital, Dayton, OH
Raising Awareness and Thinking Outside the Box
Speaking Directly with Targets + Thinking Outside the Box

Imagine the size of a baby who wears a diaper this small.

Vote Yes for prenatal care funding.
Leveraging Personal Stories + Speaking Directly to Targets

LLS Advocates are fathers

"I may only be one person, but I have a powerful story to tell, and collectively our stories within the LLS advocacy network have the momentum to make tangible change."

— David, CA, Nurse & Father of Survivor

Happy Father's Day to all of our advocates!
FIGHTING MRSA: THE STORY OF JAMEL SAWYER

Jamel Sawyer is one of a growing number of Americans to suffer from a deadly infection called MRSA (methicillin-resistant Staphylococcus aureus). One of the most notorious multidrug-resistant superbugs, MRSA is responsible for an estimated 19,000 deaths¹ and 360,000 hospitalizations² each year in this country. Fortunately, Jamel survived the infection, but the disease left him paralyzed below the waist.

Jamel’s story illustrates the twin dangers presented by emerging multidrug-resistant bacterial infections and the waning effectiveness and availability of drugs to treat them.

Blumenthal backs measure to promote drug development

By: ARIELLE LEVIN BECKER | October 24, 2011
Leveraging Personal Stories + Applying Public Pressure + Engaging the Media

Dear Sharon,

Last week, I went to Capitol Hill and spoke with Members of Congress and their staff about the real and urgent need for equal coverage for cancer treatments. I told them about the struggles patients like me have faced under the current regulations, and asked them to take steps to make sure no blood cancer patient will have to shoulder the dual burden of cancer and life-altering debt in the future.

Standing in that room I saw — and I felt — the true power of this movement. Advocates like you are being heard in Washington, D.C. and our voices are honestly making a difference.

If you haven’t already, will you take a minute to ask your elected officials to add their support now? At least one of your members of Congress still hasn’t signed on, and we need the support of as many people as possible to ensure this bill’s success.

Thank you for standing with me in speaking on behalf of blood cancer patients and the across the country — are truly grateful!

With thanks,

Jody, NJ
Cancer Survivor

N.J. cancer patients need legislative protection from sky-high oral cancer treatment prices | Opinion

What has blood cancer cost you?

“All the savings that my husband and I had put away to pay for our four children’s college educations and our retirement went to pay for the treatments keeping me alive. It’s all gone.”

- Jody, NJ
LLS Advocate

Tell Congress: cancer treatment shouldn’t depend on the size of your wallet!
lls.org/equalcoverage

What has blood cancer cost you?

“Even though I have insurance, I am worried that my medical debt could mean my family losing the roof over our heads.”

- Jody, NJ
LLS Advocate

Tell Congress: cancer treatment shouldn’t depend on the size of your wallet!
lls.org/equalcoverage

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Changing Personal Behaviors
Layering Messages and Tactics

- **Plastic Bag Restrictions**
  - Starting in Kirkland in March 2016
  - Restricted (exemptions for prepared food, damp items, newspapers & cleaning bags)
  - 5-Cent Fee (minimum)
  - Allowed (no charge)
  - Choose Reusable

- **Reusable Bag Giveaway**
  - Friday, April 22
  - 1 per customer or 5 per non-profit

- **Cost Comparison**
  - 1 Plastic Bag: Cost to produce = 2-5¢
  - Cost to clean up = 17¢

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Changing Personal Behaviors
Layering Messages and Tactics

My Name Is Amanda, and on May 16, 2009, while my sister was texting me,她的 car entered the median. She was ejected & my sister was killed. Please txt responsibly.

Prohibited
Texting or electronic messaging while driving
By City Ordinance up to $200 fine

A texting driver is 23 times more likely to get into a crash than a non-texting driver.

Honk if you love Jesus. Text while driving if you want to meet Him.

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Choosing the right tactics to advance your goal

- Engaging the Media
- Raising Awareness
- Distributing Products or Services
- Leveraging Personal Stories
- Applying Public Pressure
- Speaking Directly with Targets
- Being Creative and Thinking Outside the Box

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What is your short-term goal?

Who is impacted by the problem?

Who is on your side? Who is already working on this?

What other organizations have an interest?

Who or what are your biggest obstacles?

Who are you targeting with your message? Who has the power to take the action you desire?

What tactics can you use to reach your targets and achieve your goal?

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Your County

Your Mission: To increase healthy eating and movement of the children in our community.

What is your short-term goal?

To reduce number of obese and overweight children (ages 5-10) in Precinct 4 by the end of 2020 by providing healthy lifestyle training and opportunities for children and families.

Who or what are your biggest obstacles?

- Competition for school resources
- Competition for school day time
- Parents’ time/money limitations
- Availability of school/county recreational facilities/equipment
- School challenges in offering healthy nutrition options

Who are you targeting with your message? Who has the power to take the action you desire?

- Parents of children ages 5-10 in Precinct 4
- Children in Precinct 4
- Your County Commissioners
- Precinct 4 Commissioner
- Your ISD Board

What tactics can you use to reach your targets and achieve your goal?

- Provide instruction for students on nutrition and physical activity
- Support promotion of locally grown foods
- Support opportunities for children to learn healthy nutrition and cooking principles
- Invite school board members to lunch in a school cafeteria
- Invite county commissioners on a walking tour of neighborhood playgrounds
- Host a healthy cooking competition for kids

Who is on your side? Who is already working on this?

- School districts
- Health Care Systems
- City Governments
- United Way
- State Government

What other organizations have an interest?

- PTAs
- Business groups
- Insurance companies
- Chapter of AAP
- Fitness clubs

Who is impacted by the problem?

- Families with children
- Hospitals
- Pediatricians
- Schools
What is your short-term goal?

- Concrete
- Achievable
- Specific
- Includes a “what” and a “how”
What is your short-term goal?

Who is impacted by the problem?

- Who will benefit from a solution?
- Be specific
- “The Public” is not an answer
Who is on your side?

- Be specific
- “The Public” is not an answer
Children’s Health Advocacy Message Map – Who else has an interest?

What is your short-term goal?

What other organizations have an interest?

• Think outside the box
• Think about ulterior motives
What is your short-term goal?

Who or what are your biggest obstacles?

- An obstacle isn’t an enemy
- Think about ulterior motives
- Always keep the door open
Children’s Health Advocacy Message Map – Identifying Targets

What is your short-term goal?

Who has the power to take action to achieve your goal?

- More specific = more effective
What is your short-term goal?

How can you motivate your targets to act? Tactics must:

- Be focused on achieving your short-term goal
- Be directed at a specific target
- Be appropriate for the community you are serving
All Tactics Lead to the Goal

GOAL!

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All Tactics Lead to the Goal

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Children’s Health Advocacy Message Map

What is your short-term goal?

Who is impacted by the problem?

Who is on your side? Who is already working on this?

What other organizations have an interest?

Who or what are your biggest obstacles?

Who are you targeting with your message? Who has the power to take the action you desire?

What tactics can you use to reach your targets and achieve your goal?

Who or what are your biggest obstacles?
Summary Remarks

Larry Tubb
Senior Vice President
Cook Children’s Health Care System
Evaluation and Adjourn

Thanks for coming!