



A coordinated messaging initiative to build a movement across Oregon

Oregon Public Health Assoc. Conference 2012

Oregon
Health
Authority

Healthy Communities, Healthy People

Research-based communication initiative to:

- Describe the value of our work
- Connect behaviors that cause chronic diseases
- Engage and motivate policymakers and the public to change our communities
- Build a movement that shows the breadth of the work and ongoing need

Why now?

- HPCDP program integration and framework
- Robert Wood Johnson report
- State and national focus on prevention and major risk factors

Research evidence

Oregonians demonstrated:

- Values of self-determination, freedom and opportunity
- Recognition that access to healthy choices is limited
- Receptivity to policy change as a solution (especially local)
- Willingness to take action, but uncertainty about what to do



In response...

- We built a set of tools that includes:
 - Coordinated messages
 - Logos for use by all programs working to increase access to healthy options
 - Tools to help us tell the stories of the need and our work

The messages: the problem*

- Eating better, moving more and living tobacco free lets Oregonians live healthier lives and do the things they love.
- But nutritious food, places to play and exercise, and smokefree air are out of reach for too many people.
- As a result, chronic diseases are on the rise.

* All messages also available in Spanish

The messages: the solution

- All Oregonians deserve convenient access to smokefree places, and foods and activities that help them live better.
- They also need support to manage chronic disease.
- We have the power to change the places where we live, learn, work and play to make this happen.

The messages: the ask

Consumers:

- Ask for access to healthy options.
- Use them to show your support and benefit your health.

Policymakers:

- Use smart policy.
- Consider health implications of all policies.
- Ensure a strong public health system.

The logo



Custom versions for each county, CCO and tribe



Josephine County



AllCare Health Plan



Burns Paiute Tribe



Condado Benton

Tools for grantees, partners

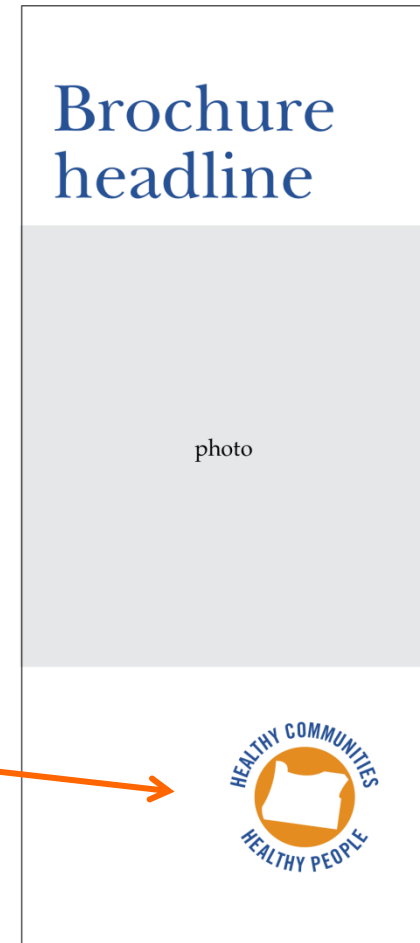
- Use guidelines
- Logo in many formats
- Messages and detailed talking points
- Op-ed and news release templates
- Customizable presentation slides
- Customizable fact sheet
- Postcard for stakeholders
- Letter inviting others to join the movement

Grantees, partners asked to:

- Use the messages consistently
 - Full message frame
 - Bridging message frame: Our tobacco-free policy is about putting healthy options in reach for all Oregonians...
- Remind stakeholders and other audiences of the need for healthy communities
- Demonstrate how their programs work together to improve health

Use of the logo

- In a boilerplate
- As a masthead
- With sponsor/partner logos
- On websites
- As a “bug”
- On signs
- On letterhead



Talking about the campaign

- “Healthy Communities, Healthy People celebrates ways we’re increasing access to healthy options.
- “Together we’re creating places where everyone can eat better, move more, live tobacco free and find help to manage chronic diseases.
- “This logo identifies our program/policy as a part of this movement.”

Putting it into action: Benton County



- Tobacco-free county policy
 - Logo on banner at fair and on temporary signs
 - Language in news release
- August in Motion
 - Logo on banner and newspaper insert
 - Blurb explaining why we're using this logo
- Banners with logo in English and Spanish
 - Using Spanish language banner at soccer tournament
- Letter to deputy administrator introducing brand



What's next?

- TA available to all HPCDP grantees
- Open to suggestions of other needs, opportunities

Questions?

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