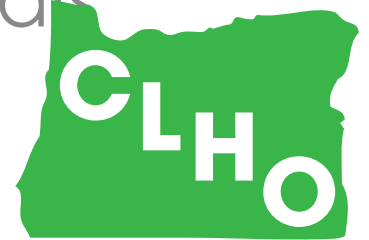


# How to talk to your aunt and uncle about public health

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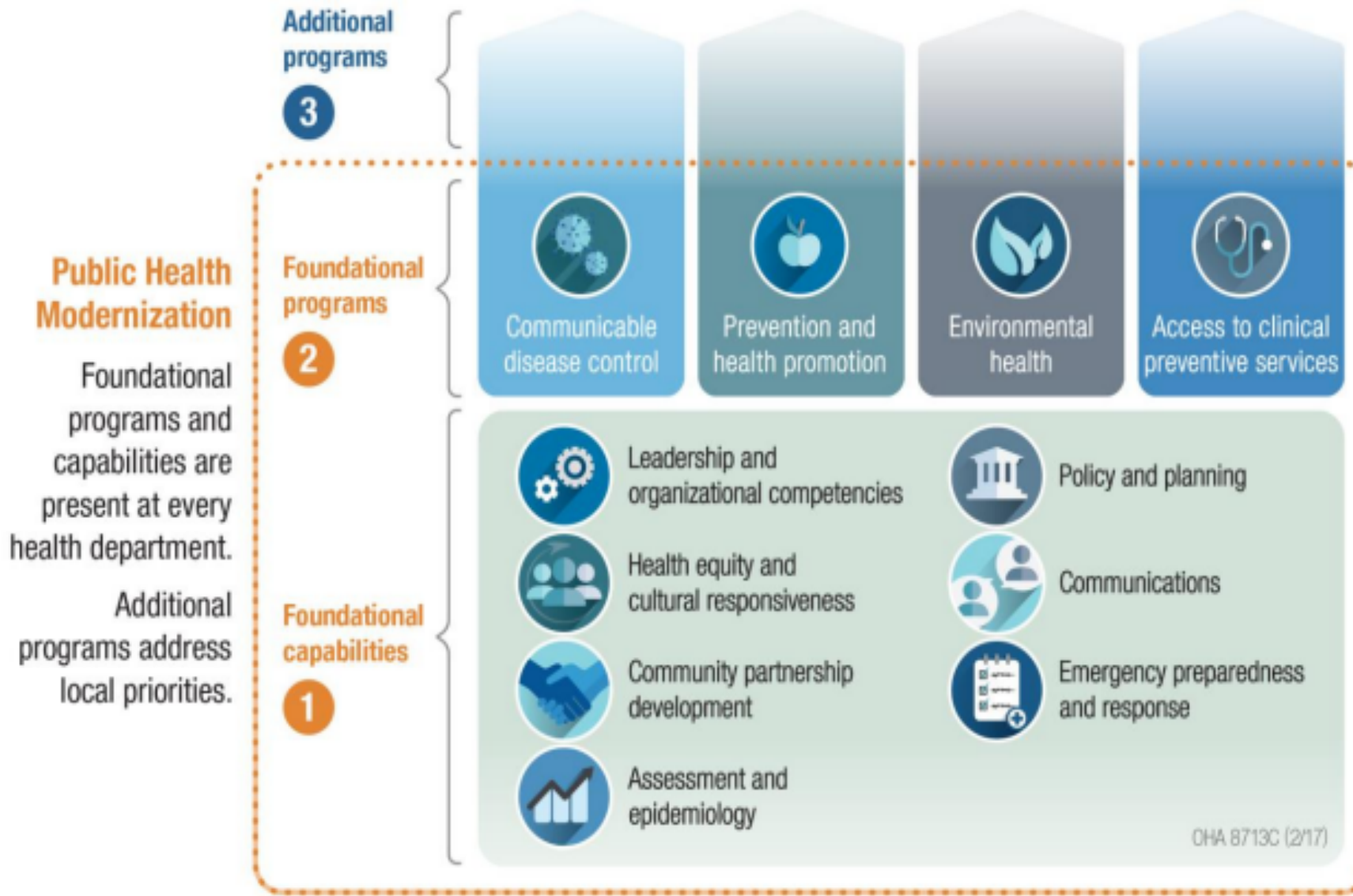
# Presentation Objectives

- Describe data related to public perceptions of governmental public health services
- Explain implications of public perceptions on how we communicate about public health
- Describe the ingredients of successful messages with examples



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# Modernized framework for governmental public health services



# Methodology



**Public Opinion Strategies conducted a statewide telephone survey in Oregon among N=500 registered voters from May 1-4, 2017.**

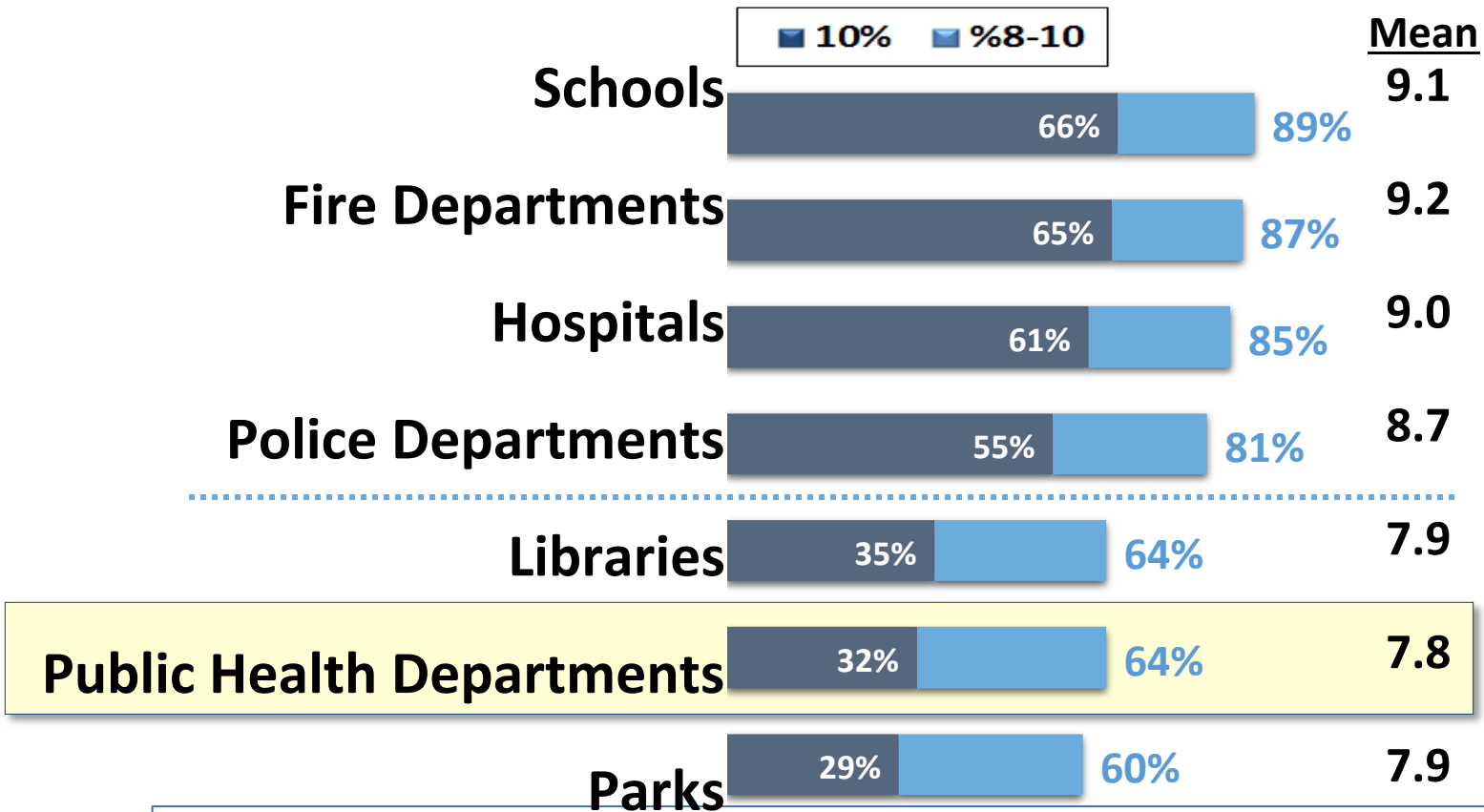
**The margin of error on a sample of this size is +4.4%.**

**The survey was designed to explore:**

- **Voters' perceptions about public health departments**
- **How confident voters are in the effectiveness of public health departments**
- **The perceived value of different services provided by public health departments**
- **Demographics surveyed matched Oregon's general demographics of age, gender and race (white/non-white)**

**All of the organizations we tested are viewed as having an important role in creating a healthy community. Public health departments rank in the second tier of organizations we tested.**

*Various Organizations Importance In Creating A Healthy Community Ranked by % 10*

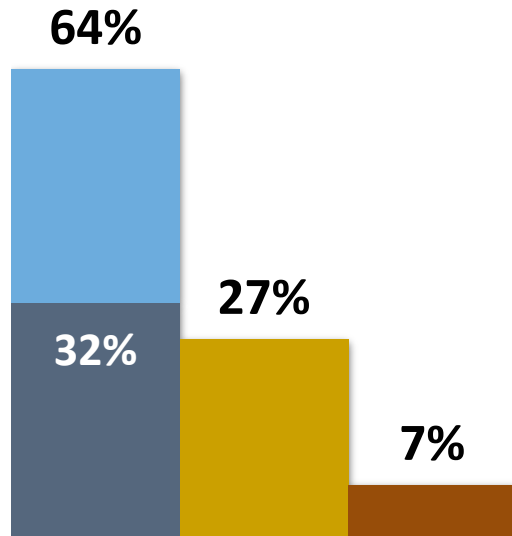


*I am going to read you a list of some different types of organizations or things that can help create a healthy community. For each, please tell me how important of a role you think it has in creating a healthy community for you and your family? Please use a one to ten scale, with one meaning it is NOT AT ALL important in creating a healthy community and ten meaning it is VERY important in creating a healthy community.*

**Those sub-groups rating public health departments' role as "very important" tend to be younger women, moms, voters with lower levels of education and income, those working in health care, seniors, and those living in rural communities.**

*Importance of Public Health Department  
In Creating A Healthy Community*

**Mean: 7.8**



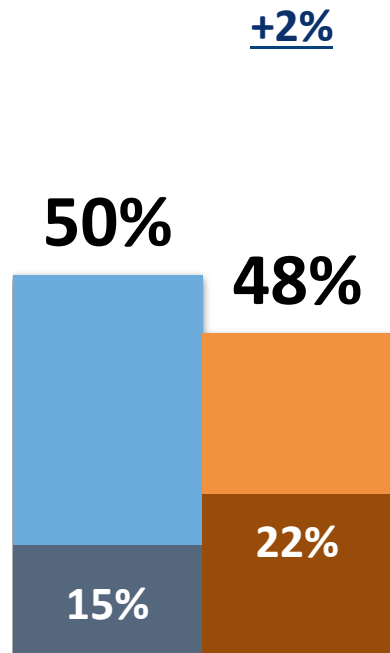
■ 10 ■ 8-10 ■ 5-7 ■ 1-4

Top Sub-groups: % 10 (32%)	
Poor/Working Women	53%
Moms	52%
Independent Women	48%
Women Ages 18-49	47%
High School or Less	47%
Democratic Women	44%
Women	41%
Poor/Working Class	41%
Yes, HH Works in Health Care	41%
Millennials (Ages 18-35)	40%
Democrats	40%
Parents	40%
Ages 65+	39%
Total Non-White	38%
Rural Residents	38%

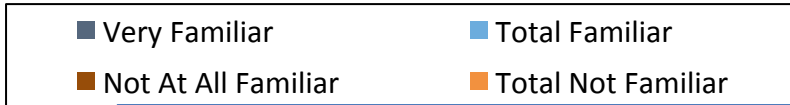
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# Voters are divided in their level of familiarity with their local public health departments. Only 15% report being “very familiar.”

*Familiarity with Your Local Public Health Department*



**All Voters**



Top Sub-groups: Total Familiar (50%)	
Moms	62%
Eugene Media Market	61%
Medford-Klamath Falls Media Market	60%
Rural Residents	60%
Yes, HH Works in Health Care	59%
Total Non-White	59%
Working Women	58%
Outside of Portland Metro Region	57%
Independent Women	57%
Parents	57%
Democratic Women	56%
Poor/Working Women	56%
Public Health Depts. Importance - (%10)	55%

*Most communities across the country have public health departments. How familiar are you with your local public health department? Are you very familiar, somewhat familiar, not too familiar, or not at all familiar with your local public health department?*

**When asked to choose, voters are divided about whether it is more important for their local public health department to provide direct services or to track and prevent threats to public health and safety.**

*More Important Function of Public Health Departments*

**That your state and local public health departments deliver direct services to individuals, children, and families that improve their health and safety**

**49%**

**That your state and local public health departments track, prevent, and respond to health problems to improve the health and safety of everyone in Oregon**

**46%**

*Still thinking about the different services we discussed earlier for which your state and local health departments are responsible, if you had to choose...which of the following is more important to you?*



**Looking more closely at the sub-groups that selected each function as being more important, the coalitions are very different demographically.**

*More Important Function of Public Health Departments*

<b>Top Sub-groups: Provide Direct Services (49%)</b>	
Poor/Working Class Women	<b>59%</b>
Moms	<b>59%</b>
Women Ages 18-49	<b>56%</b>
Democratic Women	<b>55%</b>
Yes, HH Works in Health Care	<b>55%</b>
Rural Residents	<b>54%</b>
Women Less Than College	<b>54%</b>

<b>Top Sub-groups: Track/Prevent Threats to Public Health and Safety (46%)</b>	
Independent Men	<b>56%</b>
Men College +	<b>56%</b>
Democratic Men	<b>55%</b>
Independents	<b>53%</b>
Men Ages 18-49	<b>52%</b>
Middle Economic Class or Higher Men	<b>51%</b>

*Still thinking about the different services we discussed earlier for which your state and local health departments are responsible, if you had to choose...which of the following is more important to you?*

# The Bottom Line



- Public health departments are viewed as having an important role in creating a healthy community. But, voters rate them in the second tier of organizations that were tested.
- Voters are divided in their reported level of familiarity with their local public health department. With only 15% of voters saying they are “very familiar.” This data shows there is room for education of the public on what public health departments do and the services they offer in local communities.
- When asked to choose, voters are divided about whether it is more important for their local public health department to provide direct services to individuals, children, and families that improve their health and safety or to track and prevent threats to public health and safety in Oregon.
- The least important service was working with partners to help create strong local policies that support health, such as smoke-free workplace laws.

# Applying the Polling to messages

1. There is a "movable center" upon whom targeted communications efforts could focus to generate support
2. This group is more responsive to certain foundational public health services, like:
  - Stopping the spread of communicable diseases (64%)
  - Responding to public health emergencies like natural and human-caused disasters (54%)
3. They feel public health should prioritize delivering population health over direct health services
4. Services that some see as "nanny state"-esque proved divisive
  - Working with partners to create policies such as smoke-free workplace laws proved most divisive (24%)
5. Good opportunity to engage rural residents as trusted messengers:
  - Rural residents, especially women, tend to be more receptive to public health delivering direct services than the movable center.



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# What do I tell my aunt and uncle?

- What are the ingredients of a message?
  - Provide context and urgency
  - Introduce your organization and its unique value proposition
  - Engage your target audiences
  - Supported by facts (the head)
  - Given meaning through anecdotes (the heart)



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# Don't tell them....

- Where messages can go wrong:
  - Too complicated
  - Too much
  - No relevance to me
  - No larger context
  - MEGO (My Eyes Glaze Over)



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# Example # 1

Aunt Margie,

Did you know every year THOUSANDS of older adults and children in Oregon are hospitalized due to the flu? My work at the health department ensures that we are tracking the flu and working with providers to get kids and seniors, the most vulnerable in our community, the flu shot. Its really quick and easy.. did you get your flu shot yet I don't want you to get sick.



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# Be Proactive: Opportunities for Sharing Messages

- Friends
- Family
- Media – social and print
- Commissioners
- Legislators
  
- Practice, practice, practice



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**QUESTIONS?**

