Welcome to the Elevate Youth California Key Messages 101 Training

Thank you all for joining us!

We will begin momentarily.
Key Messages 101

October 27, 2022
Welcome & Setting the Stage

Our Goals

• Improve understanding of messages and WHAT you need to communicate
• Help identify WHO you are communicating with as part of your work
• Enhance HOW you are communicating to ensure you’re meeting your goals
Messages – The Foundation of Your Story-Telling
Goals

- Importance of Messaging
- Power of 3
- Using Key Messages
The Importance of Key Messages

Most Important Tool

Strong Organizing Force
So, What is a **Key Message**?

A key message is the main idea or most important information you want your audience to remember.
The Power of 3

Good key messages come in groups of 3 AND in 3 parts:

1. Main Idea  
2. Proof  
3. Color/Call-To-Action
Messaging for Diverse Media

- Know Your Audience
- Speak Their Language
- Kick It Up A Notch
What to Remember...

Simplicity

Ideas, Not Data

Power of 3
Let’s Practice!

Message Development Workshop
Putting Your Messages to Work
Goal of This Module

Communicate key messages with different audiences and tools consistently.
Commonly Used Tools

- Press Releases
- Letters to the Editor
- Events/Media Alerts
- PSAs
- Group Meetings
Joint Statement on Western States Recommendation of Expanded Pfizer – BioNTech Booster Eligibility for 12- to 15-Year Olds

Date: January 6, 2022
Number: NR22-065
Contact: CDPHpress@cdph.ca.gov

SACRAMENTO - Today, California Health and Human Services Agency Secretary Dr. Mark Ghaly, and Director of the California Department of Public Health and State Public Health Officer Dr. Tomás J. Aragón, issued a joint statement on the Western States Scientific Safety Review Workgroup’s recommendation to expand eligibility for Pfizer-BioNTech COVID-19 booster dose to 12- to 15-year-olds at least five months after completing their primary vaccination series.

“Getting a booster shot is the best way to keep your immunity strong and protect you and your loved ones from being hospitalized or dying because of COVID-19, including from the fast-spreading Omicron variant. With today’s recommendation expanding booster eligibility to those 12 and older, as well as decreasing the time between primary series and booster dose to five months for Pfizer vaccine recipients, Californians should go out and get themselves and their children boosted. The state has ample vaccine supply, so don’t wait – get your booster today.”

While vaccines and boosters remain the most important step Californians can take to protect themselves against COVID-19, now is not the time to let our guard down. All Californians, regardless of vaccination status, should continue to practice the safety basics – wear a mask with good fit and filtration indoors, get tested if you’re exposed to the virus or have symptoms, improve ventilation indoors, and stay home when sick.

MyTurn.ca.gov is currently being updated to reflect the expanded eligibility. Parents and guardians are encouraged to check with their youth’s health care provider to schedule their booster appointment. For the latest information on the Omicron variant, go to CDPH.ca.gov and to find a COVID-19 testing site, call (833) 422-4255 or visit your local county public health website.

Commonly Used Tools

Press Release

- Announce timely news
- Can be published as is
- For multiple media
- Relevant to your target audience
- Offers context and detail
Pedestrian responsibilities

RE: “Crosswalk right-of-way law,” The Beach Reporter, 8/25/22

Tom Wooge of Redondo Beach wrote in a letter that “Pedestrians in marked and unmarked sidewalks are legally protected.” That is true; however, according to the California Vehicle Code (CVC), pedestrians have responsibilities also. “No pedestrian may suddenly leave a curb or other place of safety and walk or run into the path of a vehicle that is so close as to constitute an immediate hazard.” I often find that after checking an intersection for pedestrians and proceeding with my vehicle halfway to the crosswalk, a pedestrian without looking steps off the curb and begins crossing the street ahead of me. In addition, the CVC states “No pedestrian may unnecessarily stop or delay traffic while in a marked or unmarked crosswalk.” I have observed that drivers are kept waiting while pedestrians amble through the crosswalk. It is imperative that both pedestrians and drivers follow all the rules.
Join Faithful Central Bible Church, KJLH Radio and the California Department of Public Health For a Day of Outside Fun for the Family

The Family Reunion is a FREE event with Prizes and Giveaways

WHAT: The community is invited to enjoy a family-friendly day of fun and wellness with games, music, food, face painting and more.

Free COVID-19 vaccinations and boosters will be available on-site for eligible persons 5 years and older. The first 25 people to get a vaccination or booster will receive a $50 gas card.

WHERE: Edward Vincent Park  https://goo.gl/maps/XhDeSt3QAz5Wg2VSA
700 Warren Ln.
Inglewood, CA 90302

WHEN: Saturday, June 4, 2022
11:00 a.m. – 3:00 p.m.

WHO: Sponsored by Faithful Central Bible Church, KJLH Radio and the California Department of Public Health

MEDIA CONTACT: Kimberly Brown kimberlybelcher@lagrant.com

Register today at inglewoodfamilyreunion.eventbrite.com <http://inglewoodfamilyreunion.eventbrite.com/>
Commonly Used Tools

PSAs
- Issue-driven message
- Published or read as is
- Motivate action or change behavior
- Language/images should be provocative
- Brevity is key!
Commonly Used Tools

Group Meetings

• Time/location works for all
• Have a clear agenda prepared
• Assigned note taker ready
• Stay very topline – detail can be shared with follow-up materials
• Straightforward approach, with clear direction and call-to-action
Goal of this Module

Understanding how to select the right person to communicate your key messages.
Why do you Need a Spokesperson

We can’t lobby directly on tobacco policy decisions. **Strong spokespeople who can deliver messages** in a compelling way will help earn the coverage you want.
Selecting your Spokesperson

1. Who is the right person?
2. Does he/she have right expertise?
3. Does he/she want to be a spokesperson?
4. Has this person done this particular type of interview in the past (on-camera, live, via phone, etc.)
Selecting a Spokesperson for Diverse Media

- Language Vs. Community Relevance
- Showcasing Community Members
- Reach Out to Partners
Before you Prep Your Spokesperson...

- Clarify the parameters of the interview
- Know your audience
- Research the reporter
- Confirm your messages
- Gather supporting materials
- Prepare for tough questions
THANK YOU!