



# **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

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**Importance of  
Messaging**



**Power of 3**



**Using Key  
Messages**

# The Importance of Key Messages

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**Most Important Tool**



**Strong Organizing Force**



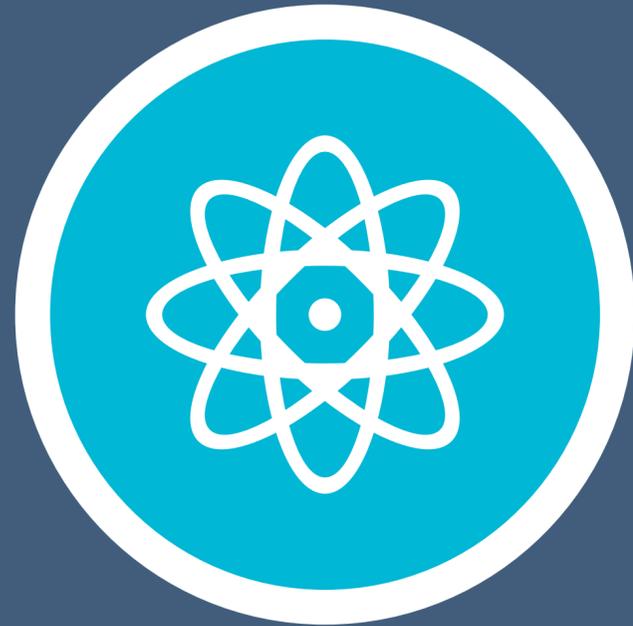
# So, What is a **Key Message**?

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

# The Power of 3

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



**1. Main Idea**



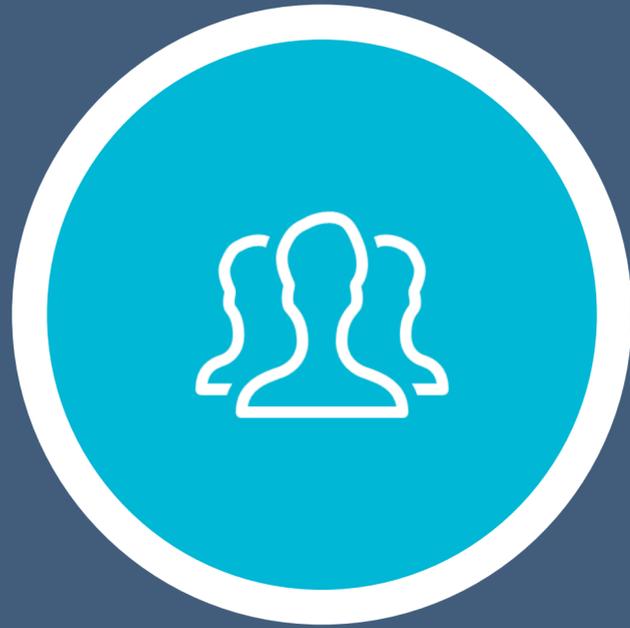
**2. Proof**



**3. Color/Call-  
To-Action**

# Messaging for Diverse Media

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**Know Your Audience**



**Speak Their  
Language**



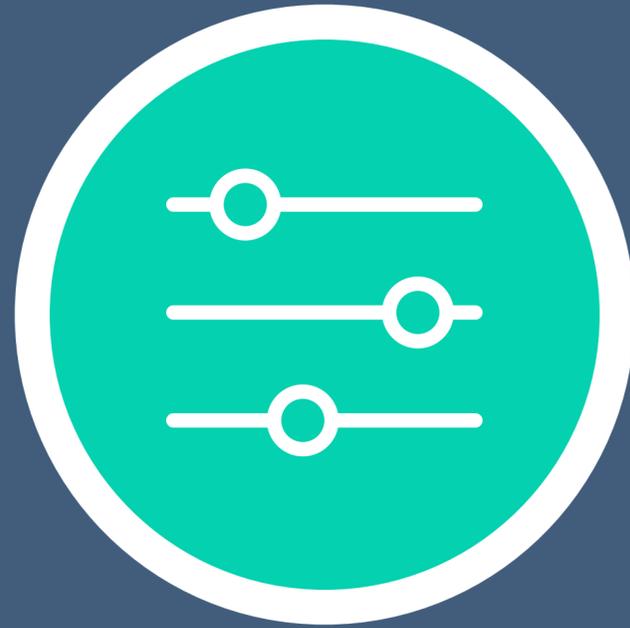
**Kick It Up A Notch**

# What to Remember...

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**Simplicity**



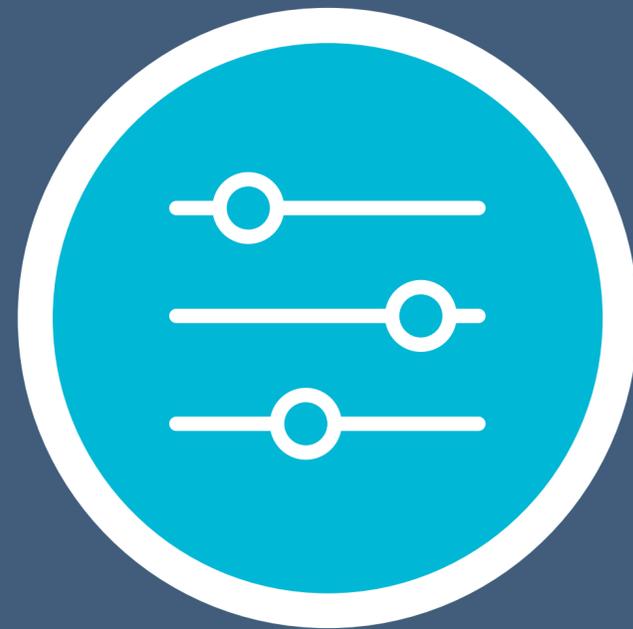
**Ideas, Not Data**



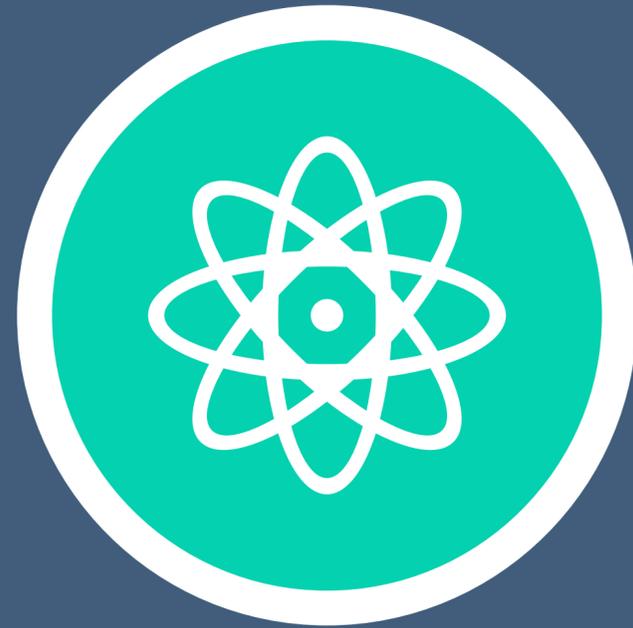
**Power of 3**

# Let's Practice!

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## Message Development Workshop



# Putting Your Messages to **Work**



# Goal of This Module

Communicate key messages with different audiences and tools consistently.

# Commonly Used Tools

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**Press Releases**



**Letters to the Editor**



**Events/Media  
Alerts**



**PSAs**



**Group  
Meetings**

**Contact :**

Office of Communications

CDPHpress@cdph.ca.gov

## Joint Statement on Western States Recommendation of Expanded Pfizer – BioNTech Booster Eligibility for 12- to 15- Year Olds

Date: January 6, 2022

Number: NR22-005

Contact: [CDPHpress@cdph.ca.gov](mailto: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](http://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

# DAILY BREEZE

## **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.

# Commonly Used Tools

## Letter to the Editor

- Adds depth to current topic
- Adds new information
- Offers compelling point-of-view
- Doesn't have to come from you!
- Should be submitted within 24 hours



**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/XhDe5t3QAz5WgZvSA>  
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](mailto:kimberlybelcher@lagrant.com)

Register today  
at [inglewoodfamilyreunion.eventbrite.com](http://inglewoodfamilyreunion.eventbrite.com) < <http://inglewoodfamilyreunion.eventbrite.com/>>

# Commonly Used Tools

## Media Alert

- Invites media to event that shares news
- Not for publication itself
- Teases the news, not give it away
- Gives the Ws of the news
- Share available visuals
- Keep to one page

# 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!



This isn't about gimmicks, or sentiment, or what commercial I like. This is about facts.

“What makes you a man isn't the ability to conceive a child. It's having the courage to raise one.”  
— President Barack Obama

Raising a child means raising your game and developing your skills. The L.A. Fathers Program is a free resource to help 15- to 25-year-old dads find work and learn the parenting skills necessary to succeed. For more information, call 323-361-5108.

**L.A. FATHERS PROGRAM**  
CHLA.org/LAFATHERS

Sponsored by  
**Children's Hospital LOS ANGELES**  
DIVISION OF ADOLESCENT MEDICINE

# 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

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Understanding how to select the right person to communicate your key messages.

# Why do you Need a Spokesperson

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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

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**1**

**Who is the right person?**

**2**

**Does he/she have right expertise?**

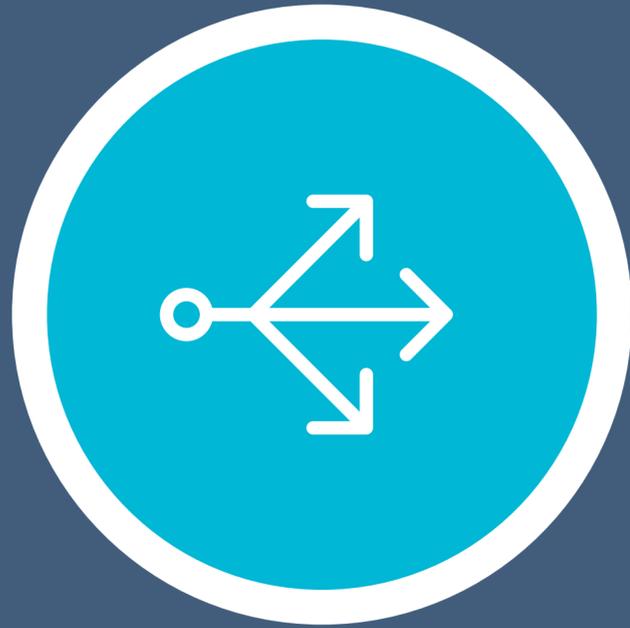
**3**

**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...

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**Clarify the parameters** of the interview

Know your **audience**

**Research** the reporter

**Confirm** your messages

**Gather** supporting materials

**Prepare** for tough questions

**THANK YOU!**

