Talking About the Social Determinants of Health

May 15, 2018

Advancing Social Change Worldwide

burness
Our Time Together
Our Time Together

● Messaging Basics
● Social Determinants of Health: Messaging Best Practices
● Making the Case in Rural America
● Applying Lessons Learned
Messaging Basics
What is a Message?

A message is about the audience, provides the big picture and answers:

- Why should anyone care?
- Why is this urgent?
- What should I do?

It must be clear, compelling, accurate – and short!
Audience

- What does your audience need to hear?
- What’s in it for them?
- What is your common ground with your audience?
Elements of a Message

- Problem
- Solution
- Ask
Supporting Messages

- Urgency
- Hope
Tips for Creating Messages that Resonate

- Avoid Jargon
- Use data sparingly
- Make it about individual people
- Tell stories or give examples
Tips for Creating Messages that Resonate

Avoid Jargon

- Population health
- Disparities
- Equity
- Cost effectiveness
- Sectors
- Cross-jurisdictional
Social Determinants of Health

Messaging Best Practices
Underlying Premise

Health is HIGHLY Personal
Rule #1: Do NOT use SDOH

Do not use Social Determinants of Health or SDOH

People do not know what it means

People do not come to it naturally
When we talk about making things personal, we’re talking about citing things people naturally connect with.

Here are examples:

- Good schools/Kids’ education
- Safe neighborhoods
- Access to a doctor
- Affordable housing
- Access to broadband services
- Reliable jobs
Rule #3: Personal responsibility as a factor

Personal responsibility plays a key role in health, but the choices we make depend on the choices we have available to us. It’s hard to be healthy without access to good jobs, good homes, and good schools.
Rule #4: *Everyone* language is important

Use language like “everyone” and “people in our county” and “all Americans” when talking about the many factors that impact health.
Rule #5: Live, Learn, Work & Play Still Works but Context is Key...

Health is shaped by the places where we live, learn, work, and play.

This means every community has its own unique challenges and opportunities for health and well-being.

We need to look around our communities to see what’s shaping our health — like a good education, a good job, access to quality housing, and quality healthcare.
Health starts at the most local level - in families, neighborhoods, jobs, schools.

*All Americans should have the opportunity to make choices that allow them to live a long, healthy life, regardless of their income, education or ethnic background.*

That’s why we need to work together to find solutions that give everyone a fair shot.
Rural America

Making the Case
Making the Case in Rural America

KEY Themes:

● Solving Problems Together
● Being Resourceful
● People are the strongest asset
● Important to involve people in the community and give them a seat at the table
People are coming together—residents, employers, teachers, nurses—to harness their collective power and find solutions that will increase health and opportunity.
Neighbors help each other, teachers know their students and their families, and faith communities are strong and active. This pride and collaborative spirit are linked to better health.
Leaders from across sectors are working together, so that people can live the healthiest lives possible. That means making sure people are ready for the jobs that are available, improving broadband access, or increasing access to health care.
The 13,000 residents of Allen County in rural southeastern Kansas are experiencing a watershed moment. They are banding together to foster a sense of belonging and to create a shared vision—everything from improving the collective health of the community to enhancing the livelihoods and prospects of everyone.
Columbia Gorge
Building a Culture of health for all means asking what community members need, listening to what they say, and including their ideas in programs and services.
Applying Lessons Learned