



**County Health  
Rankings & Roadmaps**  
A Healthier Nation, County by County

# THE MESSAGE BOX



*Developed by Spitfire Strategies*  
[www.spitfirestrategies.com](http://www.spitfirestrategies.com)



UNIVERSITY OF WISCONSIN  
**Population Health Institute**  
*Translating Research into Policy and Practice*

## County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program



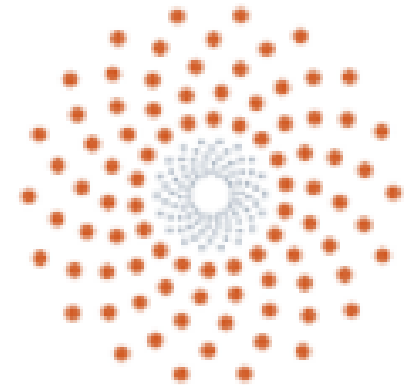
*“If you would persuade, you must appeal to interest rather than intellect.”*

—Benjamin Franklin

## MESSAGE BOX: AGENDA

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- ▶ Intro/overview
- ▶ SMART Chart context
- ▶ Message Box: demo/walk through
- ▶ Message Box: small group work
- ▶ Large group report outs
- ▶ Reflections & Takeaways



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# SMART CHART 3.0



An Interactive Tool to Help Nonprofits Make Smart Communications Choices

Returning Users  
Log In

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Log In

[Forgot password?](#)

**REGISTER  
& START!**

The interactive Smart Chart 3.0 is an online tool that can help you make and assess strategic decisions if you are:

- Just starting the communications planning process
- Evaluating a communications effort already in progress
- Reviewing a communications effort you've already completed

**Free for all nonprofit organizations!**

**It's Easy.**

This online version of the Smart Chart 3.0 communications planning tool makes it even easier to craft winning communications plans.

**Start Now!**

Make smarter communications plans for your organization.

**Effective Tool**

The Smart Chart has already helped hundreds of nonprofit organizations around the world hone their communications goals and craft a strategic plan for achieving them.

[Learn more about the Smart Chart >>](#)

## SMART CHART 6 STEPS

1. Program decisions
2. Context
3. Strategic choices
4. Communications activities
5. Measurements of success
6. Final reality check

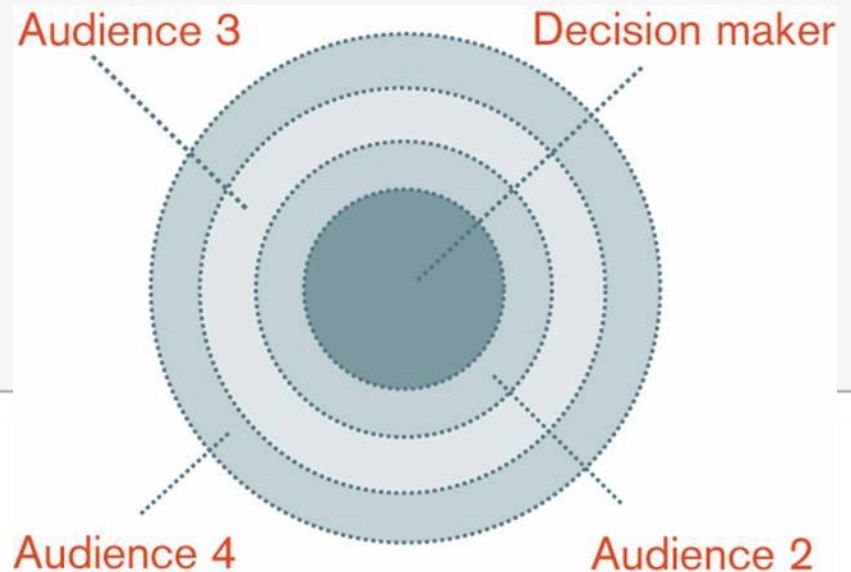




# TARGET YOUR AUDIENCE

**Audience Target:** Who must you reach to achieve your objective?

Parents  
School Administrators  
Food Service staff



## READINESS: WHERE IS YOUR AUDIENCE ON YOUR ISSUE?

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- ▶ Stage 1: sharing knowledge
- ▶ Stage 2: building will
- ▶ Stage 3: reinforcing action



## CORE CONCERNS

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- ▶ What existing value can you tap into to engage and resonate with your target audience(s)? What existing belief might be a barrier you have to overcome?

**Core Concerns:** What existing **value** can you tap into to engage and resonate with your target audience(s)?  
What existing belief might be a **barrier** you have to overcome?

budget concerns (administrators/board)  
kids to be healthy & taken care of (parent)  
time (food service staff)





## THEME

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- ▶ the BIG PICTURE you want to convey to your audience – it defines how you'll approach them
- ▶ 3 examples from Tobacco Control:
  - make the tobacco industry the BAD GUY
  - vilify secondhand smoke – YOU SMOKE / I CHOKE
  - appeal to vanity – SMOKING IS UGLY

## ASK

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*What one, specific thing do you want them to do?*



## **VISION: WHAT THE WORLD WILL LOOK LIKE IF YOUR AUDIENCE DOES WHAT YOU ASK**

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Audience 1:

Value:

Barrier:

Value Message

**VALUE:**

Make your audience nod back at you in agreement

**VISION:**

“So, what?” This is what the world will look like if your audience does what you want them to do.

**BARRIER:**

Your response when your audience says, “Yeah, but...”

**ASK:**

What one, specific thing do you want them to do?

Ask

## SMALL GROUP WORK

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- ▶ Pick a scenario or work on one relevant to your community
- ▶ Join a table with that scenario (up to 6 per table)
- ▶ As a table team identify a specific target audience
- ▶ Work through a message for that target audience using the Message Box
- ▶ Read the completed message aloud using the “Message Check” list and revise as needed



## MESSAGE CHECK

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- ▶ Based on value or concern of your audience
- ▶ Clear language
- ▶ Overcome barrier
- ▶ Comfort zone “ask”
- ▶ Emphasize reward, be hopeful





*Photo credit: Mykl Roventine, Flickr Creative Commons*

## TAKEAWAYS

What are you taking away from this workshop?

<http://www.countyhealthrankings.org/resources/smart-chart-30>

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[www.smartchart.org/](http://www.smartchart.org/)

