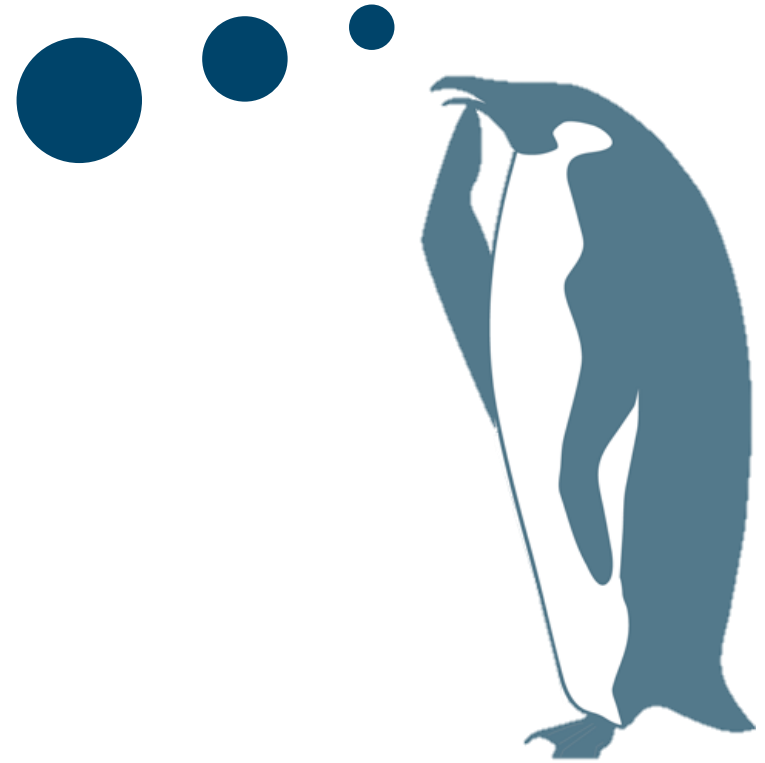


# Smart Chart: Think Inside the Box





NG  
RD  
SS  
a Time

Creating

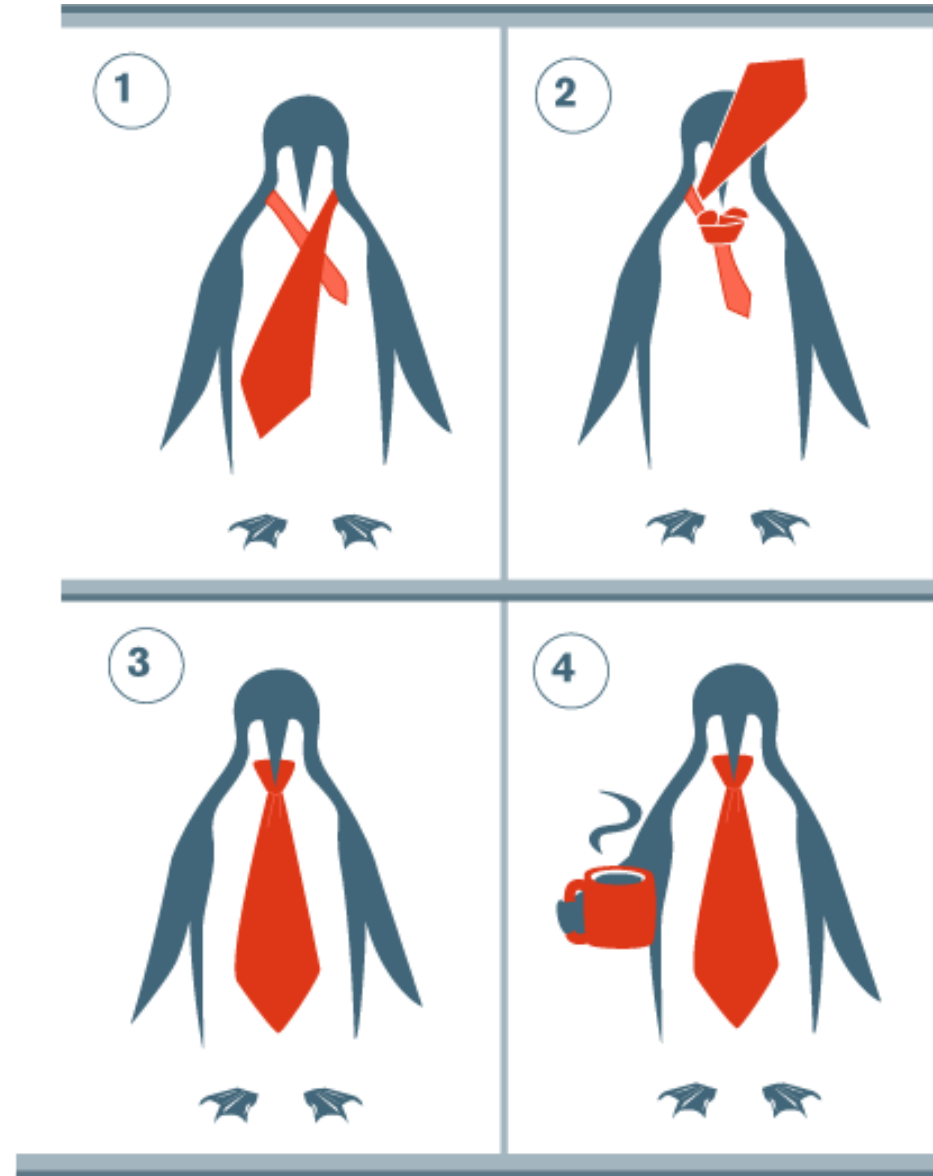
# Rules for Communication Planning

- **Start with strategy**



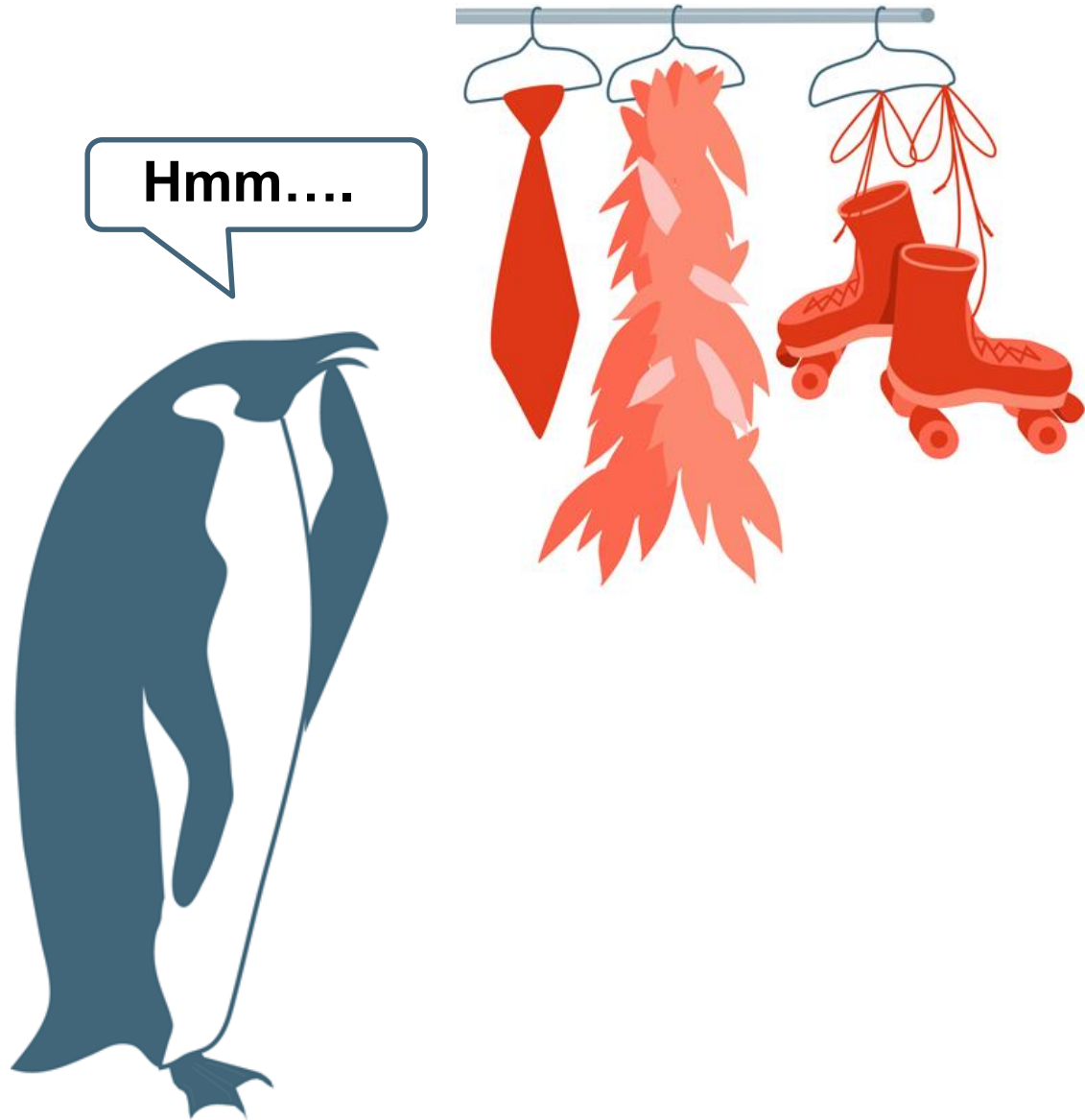
# Rules for Communication Planning

- Start with strategy
- Go in order



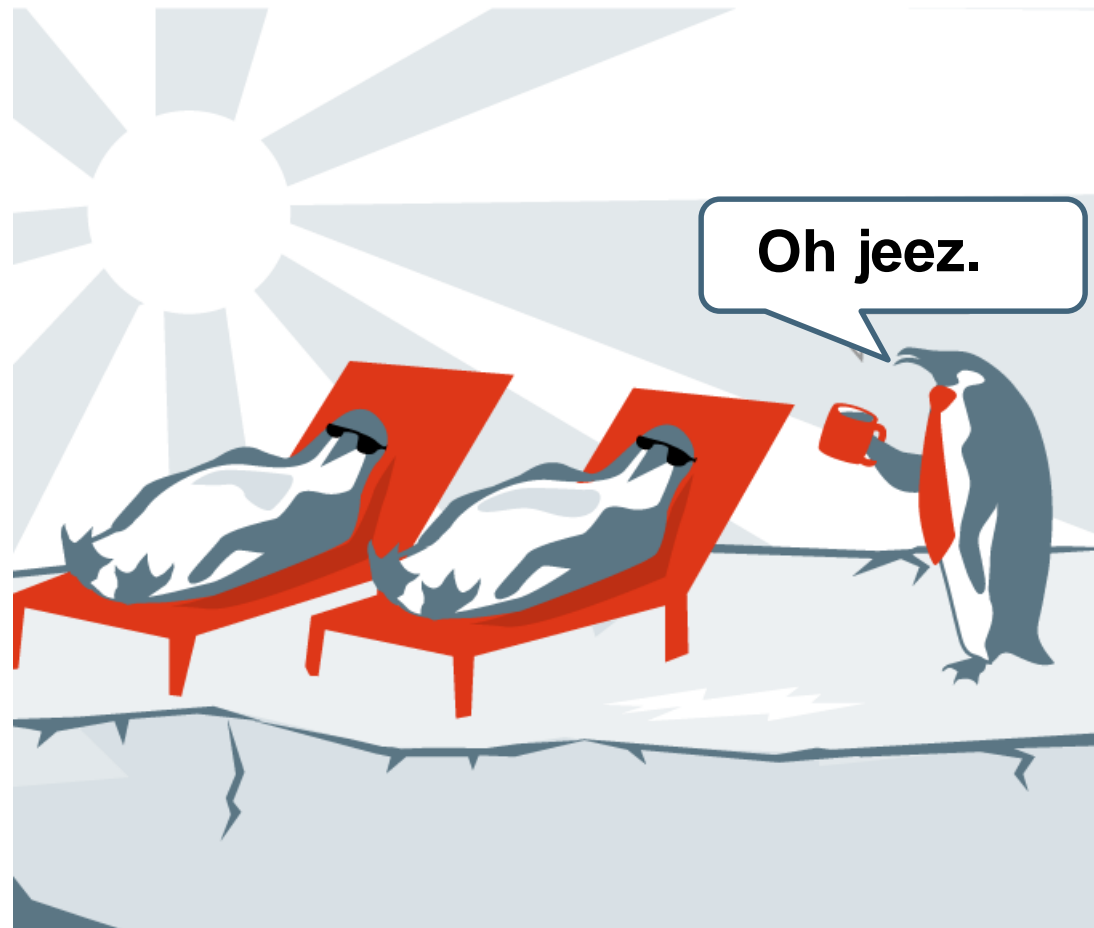
# Rules for Communication Planning

- Start with strategy
- Go in order
- **Make choices**



# Rules for Communication Planning

- Perception vs. fact





# Rules for Communication Planning

- Perception vs. fact
- Repetition and consistency

The ice is melting.  
Be afraid.

The ice is melting.  
Be afraid.

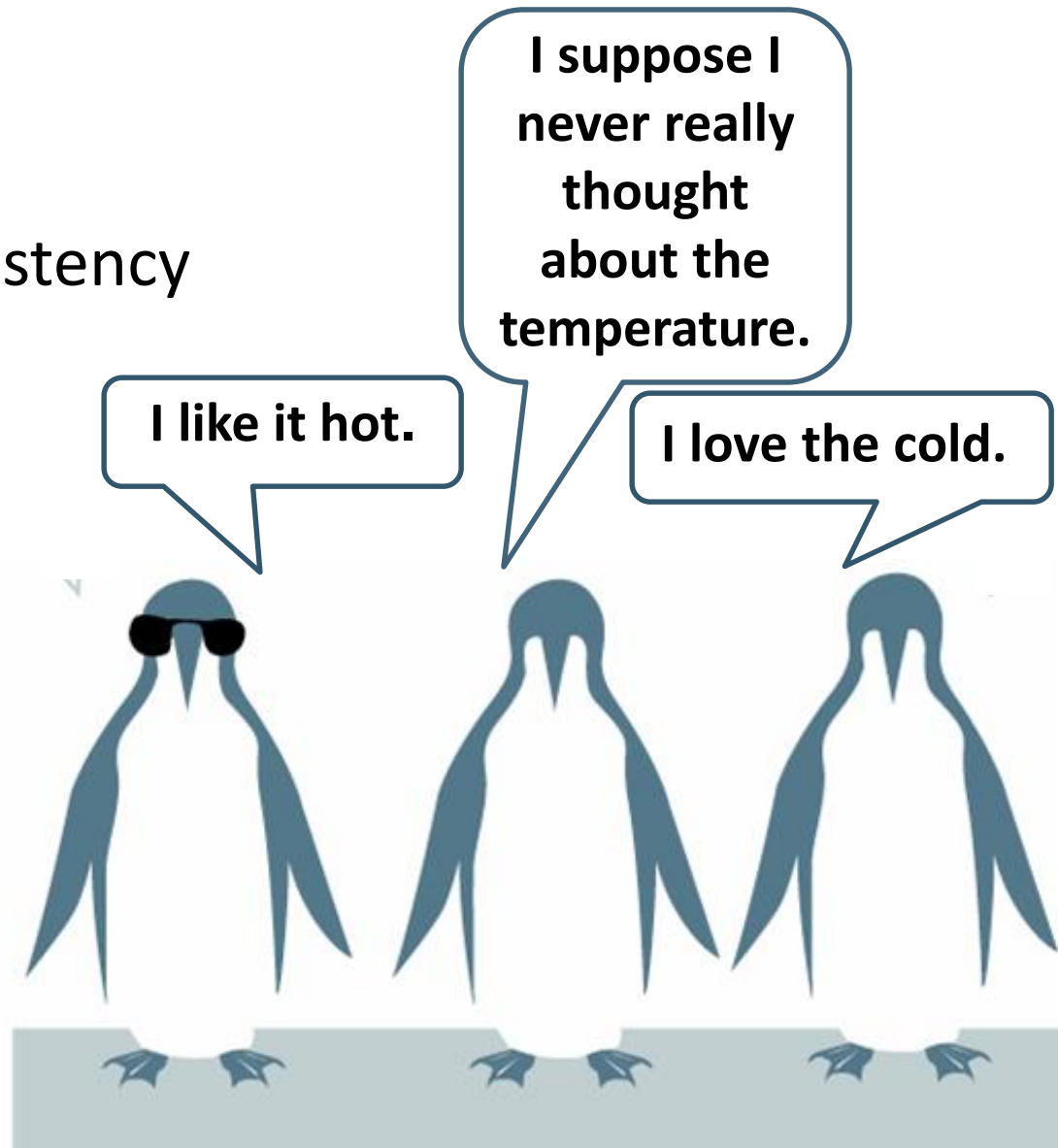


The ice is a complicated and nuanced issue... it seems to be melting, and I believe it is melting, but let me tell you what I have said in the past about melting and its effects...



# Rules for Communications Planning

- Perception vs. fact
- Repetition and consistency
- **Targeted**






Program Decisions



Context



Strategic Choices



Communications Activities



Measurement of Success



Final Reality Check

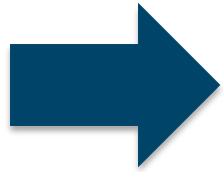


We have this great idea for an ad campaign featuring washed up celebrity penguins.



Hold up peeps, we gotta go in order.



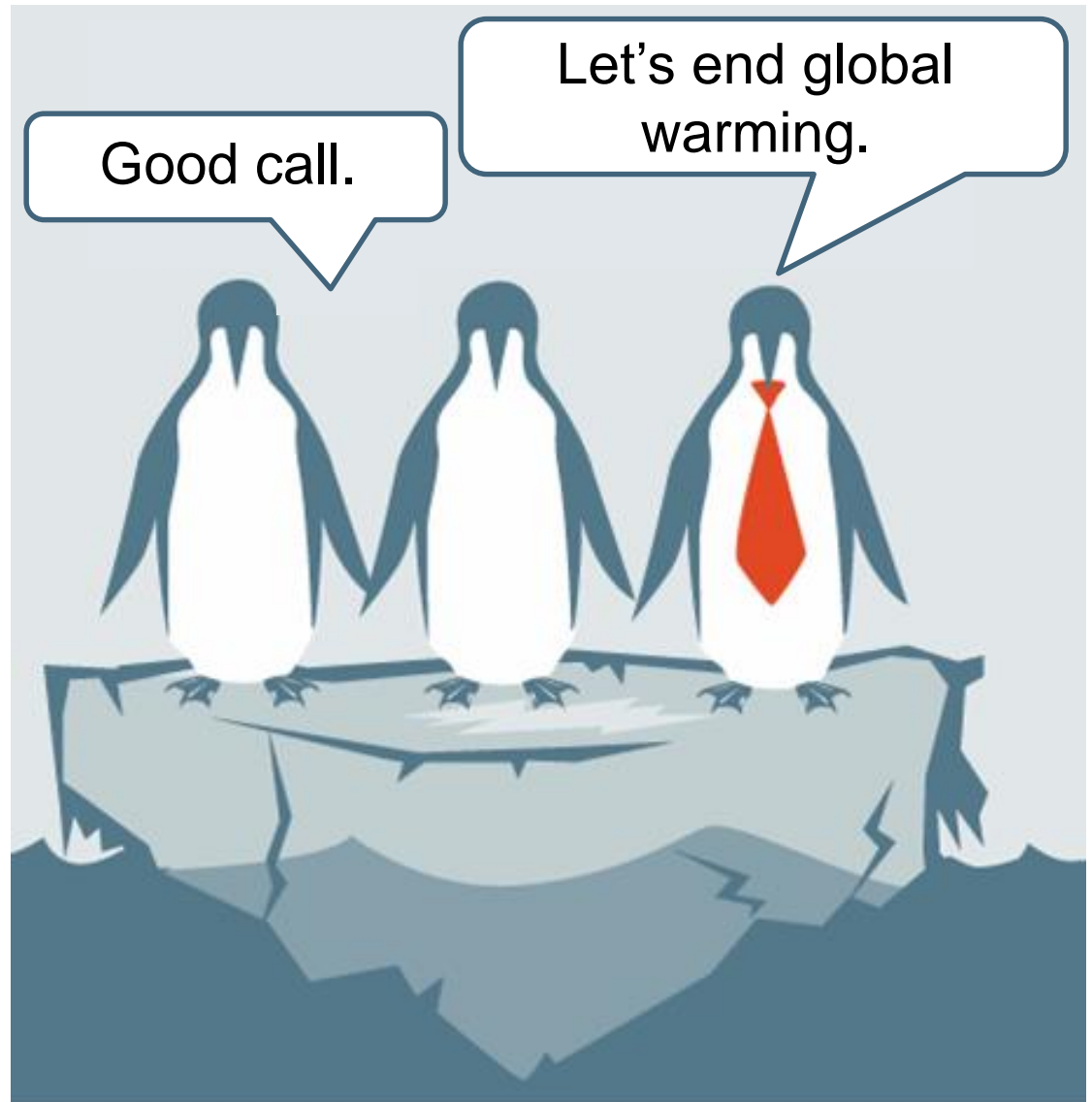


# Smart Chart

## BOX ONE



# Program Decisions





# Goal, Mission & Objectives

## GOAL

Big, audacious statement about the world you are trying to create.

---

## MISSION

Statement of why (and sometimes how) your organization does its work in pursuit of your vision.

---

## OBJECTIVE

Element of incremental progress you will use to advance your mission.

# Setting Objectives

- **S** pecific
- **M** easurable
- **A** ttainable
- **R** ealistic
- **T** ime-bound



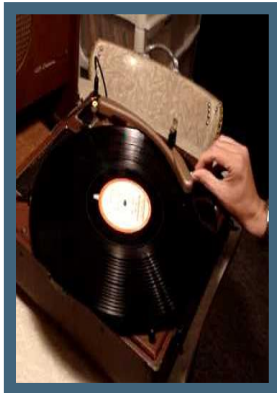


# HUB FARM

DURHAM PUBLIC SCHOOLS

# Setting Goals – Rock Star

Today



12 to 18  
Months



How to Get to  
Carnegie Hall



By Mark

3 to 5 Years



Doable and  
Measurable  
Objective

Big, Broad Goal  
You Ultimately  
Want to Achieve

# Setting Objectives

- **S**pecific
- **M**easurable
- **A**ttainable
- **R**ealistic
- **T**ime-bound



**Behavior Change**

**Policy Change**

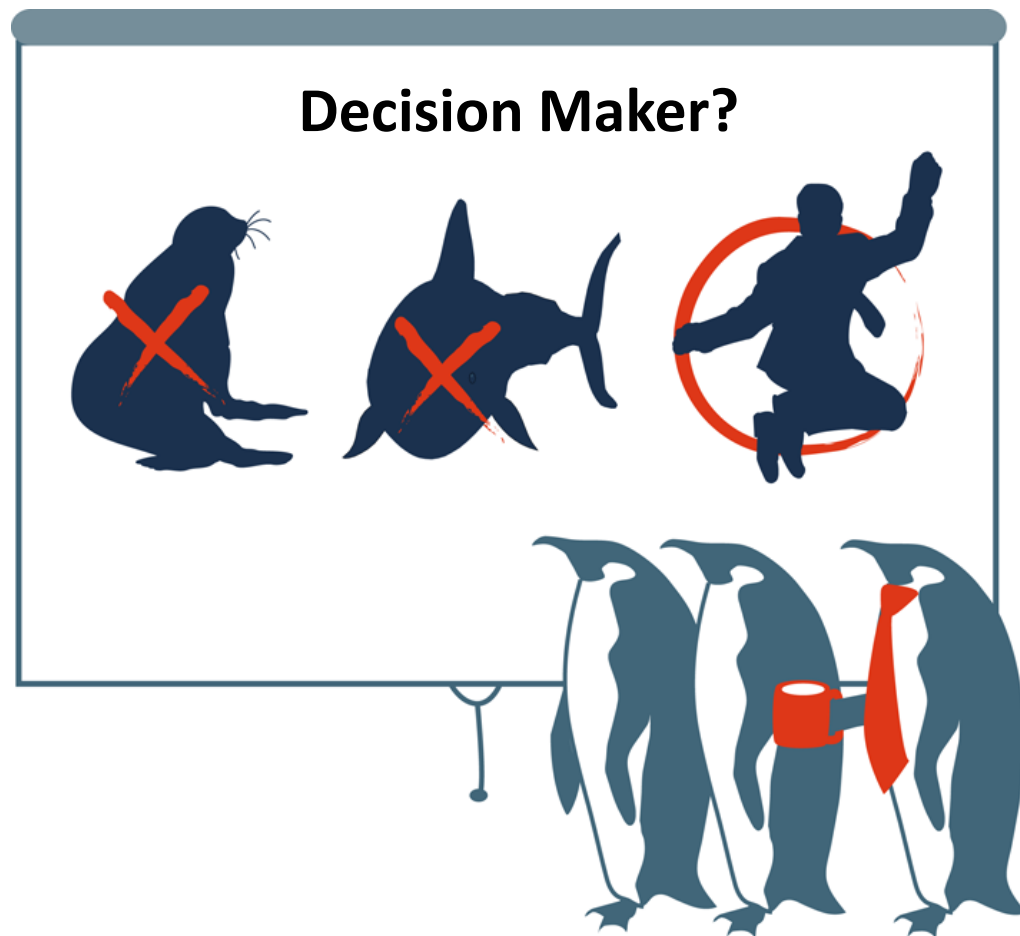
**Fundraising**

# Setting Objectives – SMART or Not?

- **Policy change:** Pass bill to increase access to women's health programs
- **Behavior change:** Increase by 20 percent the number of speakers at town hall meetings in 2015
- **Corporate change:** Get 6 companies to increase support for housing programs
- **Fundraising:** Raise \$1 million dollars

# Decision Maker

Who really has the power to help reach your goals?





# Lone grocery store in east Durham neighborhood to close

Posted April 13, 2012

Updated April 16, 2012



[Reactions](#)



**DURHAM, N.C.** — A nonprofit group plans to close a grocery store it operates in east Durham because of mounting losses and few customers, officials said Wednesday.

TROSA, which helps people with substance abuse problems, opened the store on Angier Avenue two years ago to give its clients a place to work and provide fresh produce and other healthy foods to residents in surrounding neighborhoods.

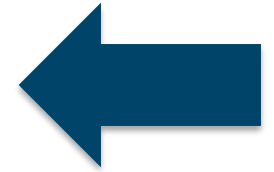
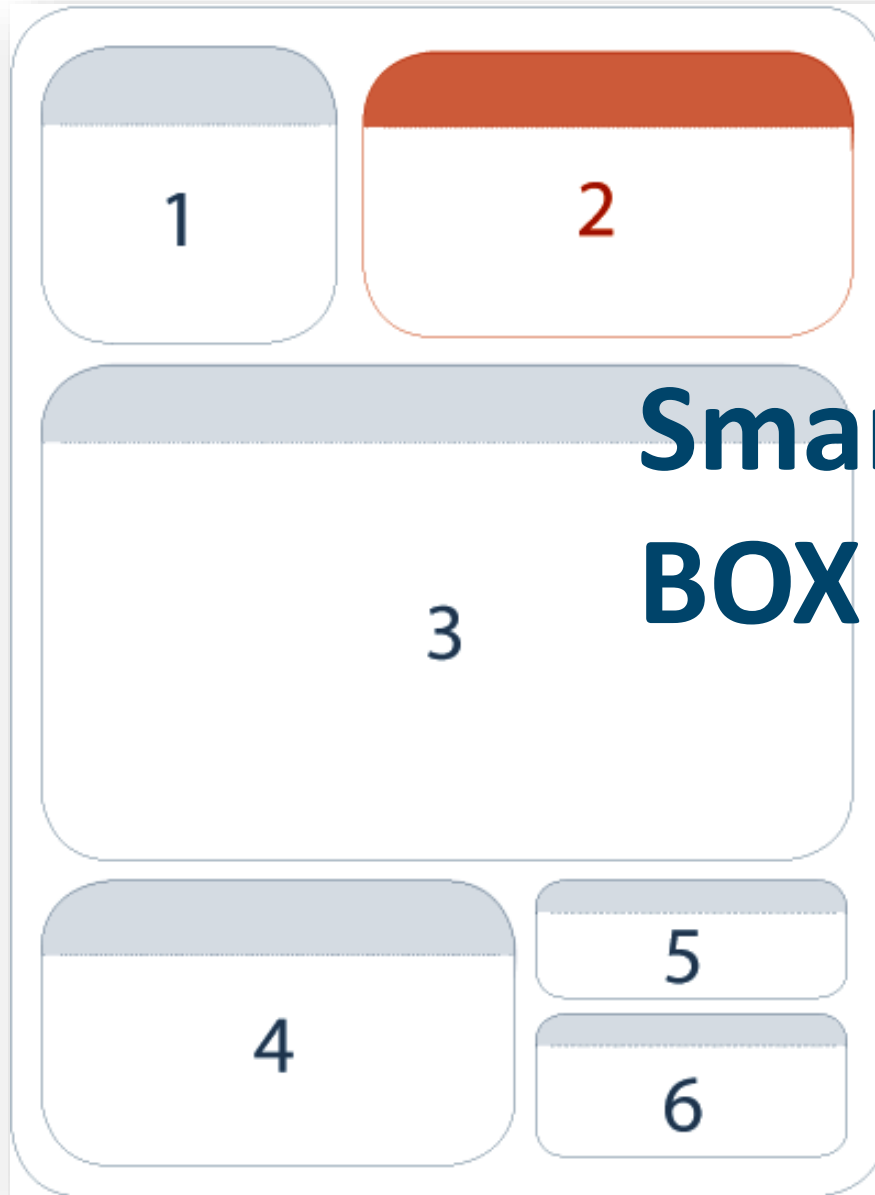


"They kept fruit, which is a rare thing in east Durham, and they had the greens," said Samuel Jenkins, who has a barber shop nearby. "I've had people to come up to ask me, 'Sam, you've got to do something. TROSA is leaving.' I can't do anything."

**Your Turn**

**Complete BOX  
ONE of your  
Smart Chart.**



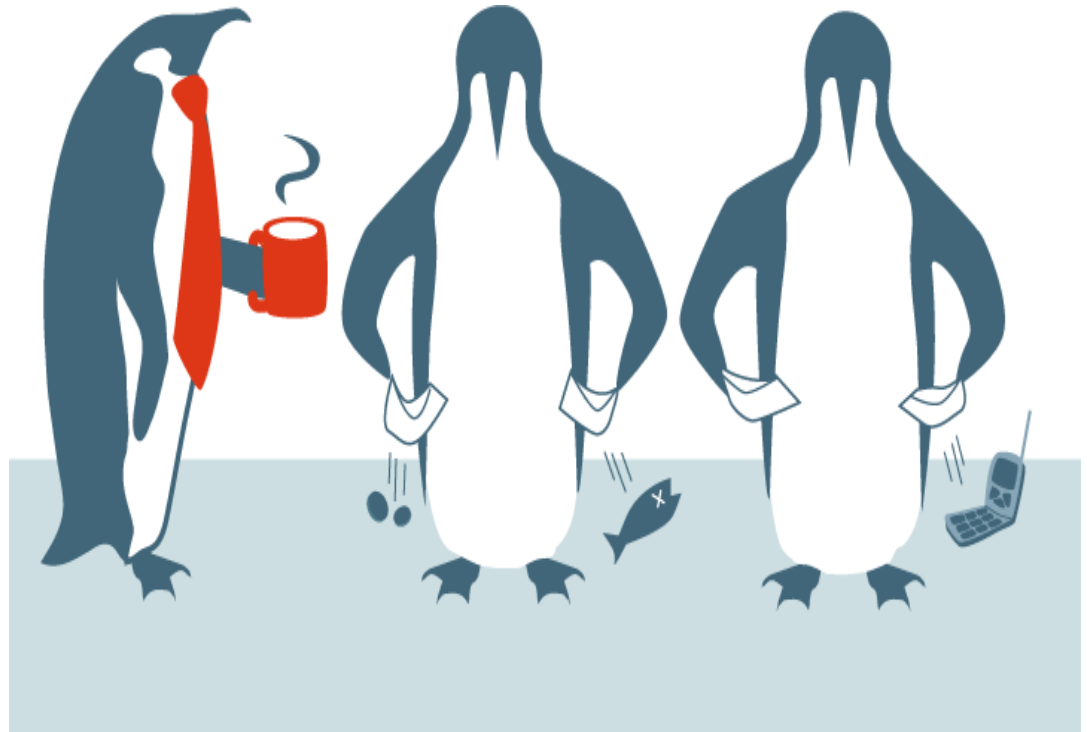


**Smart Chart  
BOX TWO**

# Internal Scan

## What do you control?

- Money
- Staff time
- Expertise
- Spokespeople
- Relationships
- Allies & coalitions
- Communications channels



# External Scan

**What outside influences must you consider?**

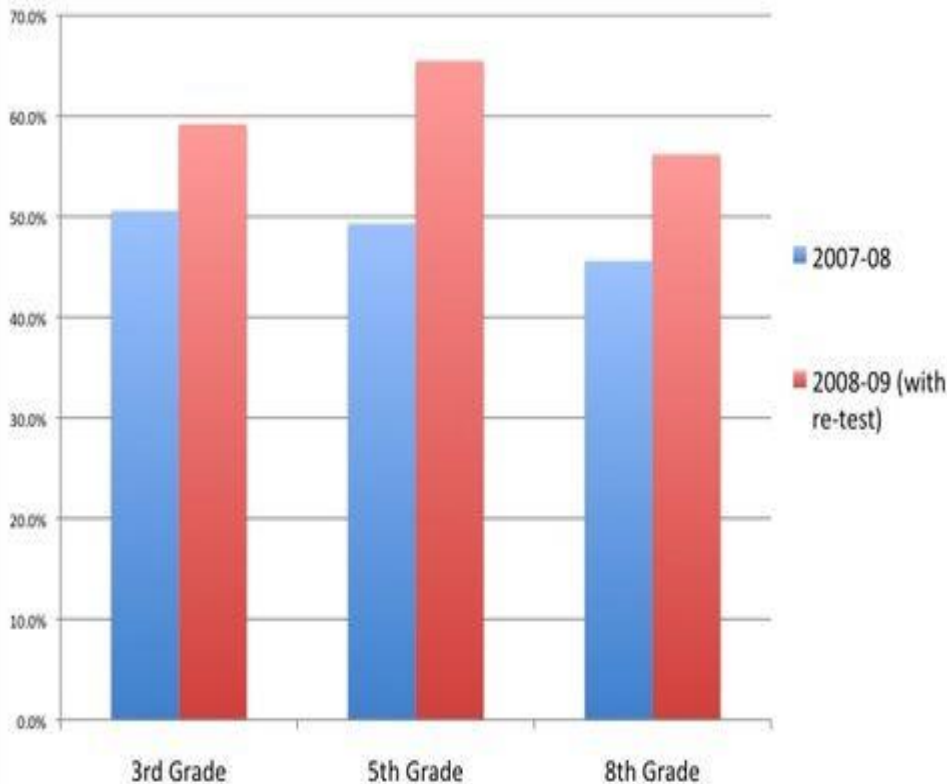
- Planned events
- Opposition
- Competition
- Audience perceptions
- Media coverage
- External forces



## The Innovation of Many

A single instrument cannot perform a symphony, and a comprehensive Culture of Health cannot be built by the health care system alone.

DPS End-of-Grade Scores - Including First Re-Test Scores

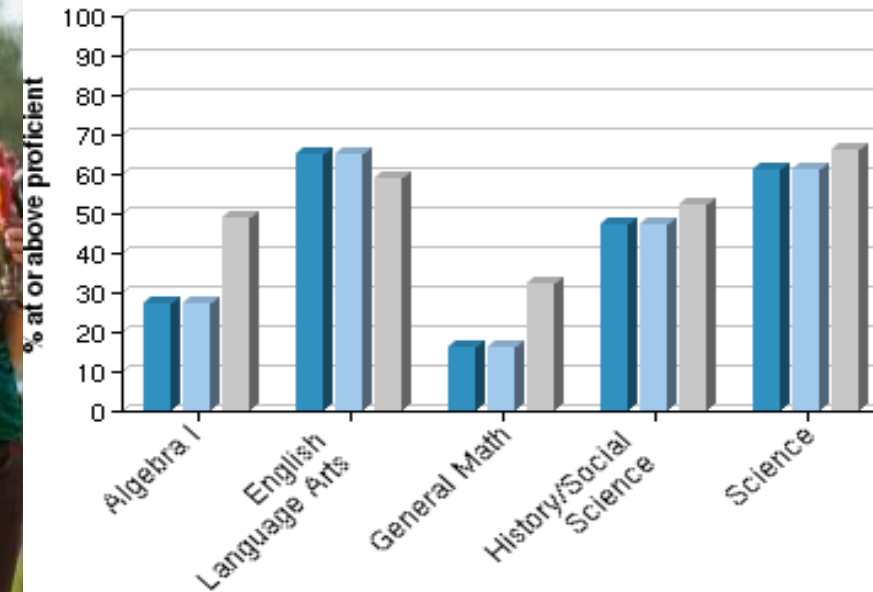


them, it has to be about the greater good.

can share successes, challenges, tools, and resources.

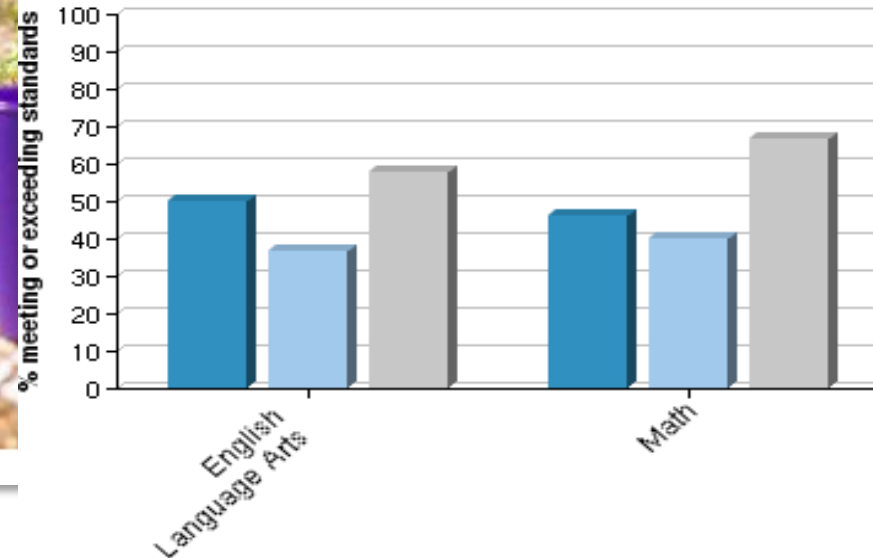
## Durham Intermediate School Scores

(2012 - Grade 8)



## Durham Elementary School Scores

(2012 - Grade 5)



# YOUR LIFE IN MINUTES

Daily Activities that Add or Subtract Years from Your Life



**+30**  
MINUTES Drinking one  
alcoholic beverage

**+30**  
MINUTES Drinking 2-3 cups  
of coffee

**+1**  
HOUR The first twenty  
minutes of cardio

**+30**  
MINUTES The next forty  
minutes of cardio

**+2**  
HOURS Eat 5 or more servings  
of fruits & vegetables



**-15**  
MINUTES For every alcoholic  
drink after your first

**-30**  
MINUTES Watching two  
hours of T.V.

**-30**  
MINUTES Eating one portion  
of red meat

**-2**  
HOURS Just for  
being male

**-5**  
HOURS Smoking one pack  
of cigarettes

**Men'sHealth**

Source: BMJ





#HUMANITYISTHENEWBLACK



# Internal or External?

## **Example A:**

Your organization has strong relationships with the city council, local school board, and mayor's office.

## **Example B:**

The NYC Health Department has a \$618 million budget deficit and multiple programs are on the chopping block.

## **Example C:**

Your organization has 10 years experience working with the community on summer programs but now you are launching a new program that few know about focused on bringing middle-school tutors into the neighborhood.

# Define Your Position

- Frame
- Fortify and amplify
- Reframe



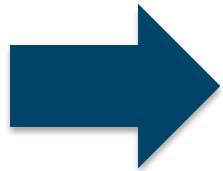
**Your Turn**

**Complete BOX  
TWO of your  
Smart Chart.**



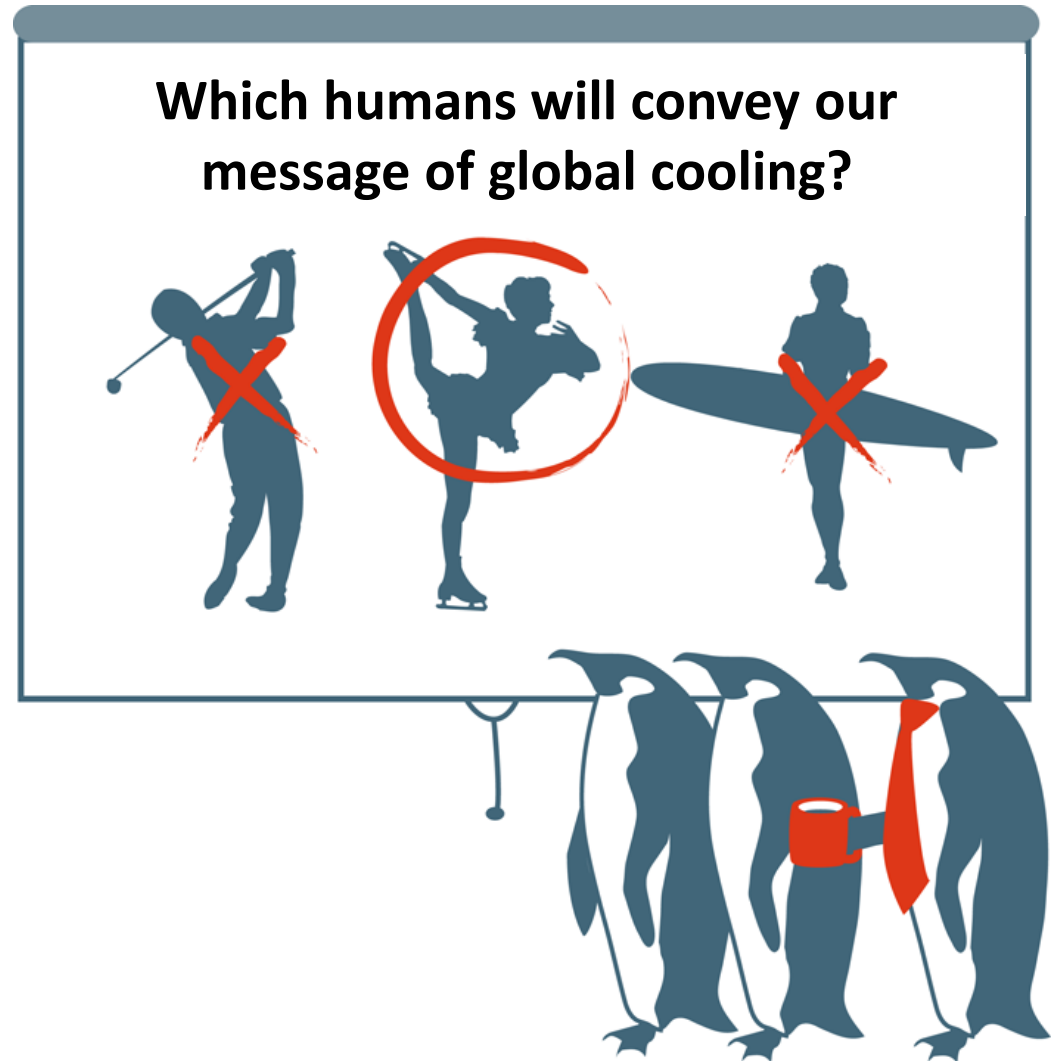
# Smart Chart

## BOX THREE



# Target Your Audience

Who must you reach to achieve your objective?



# Only Time There is One Audience



# Audience Targeting



vs.



**Think Small!**

The Millennial

The Catholic

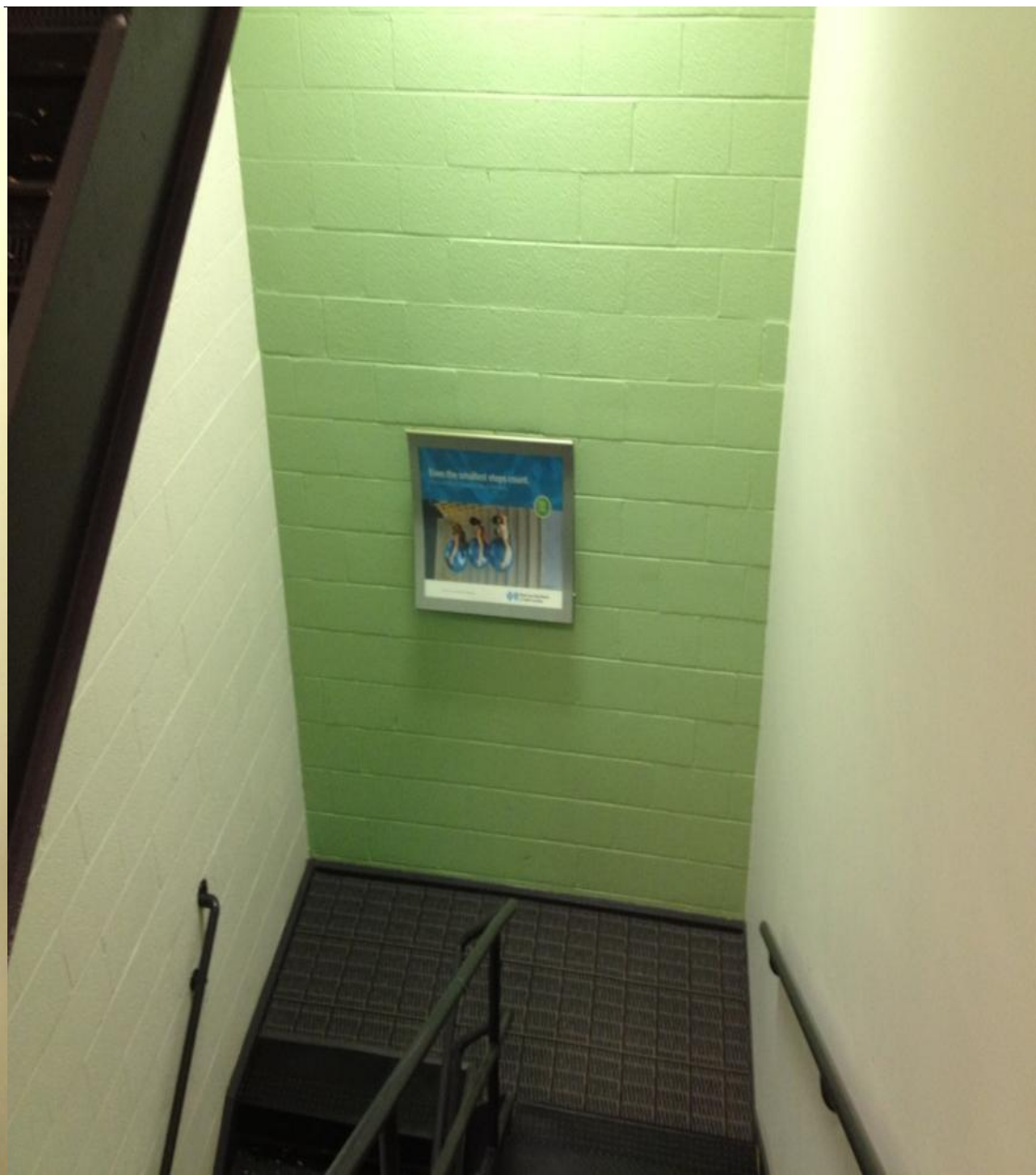
The Long-Term  
Unemployed

The Latino

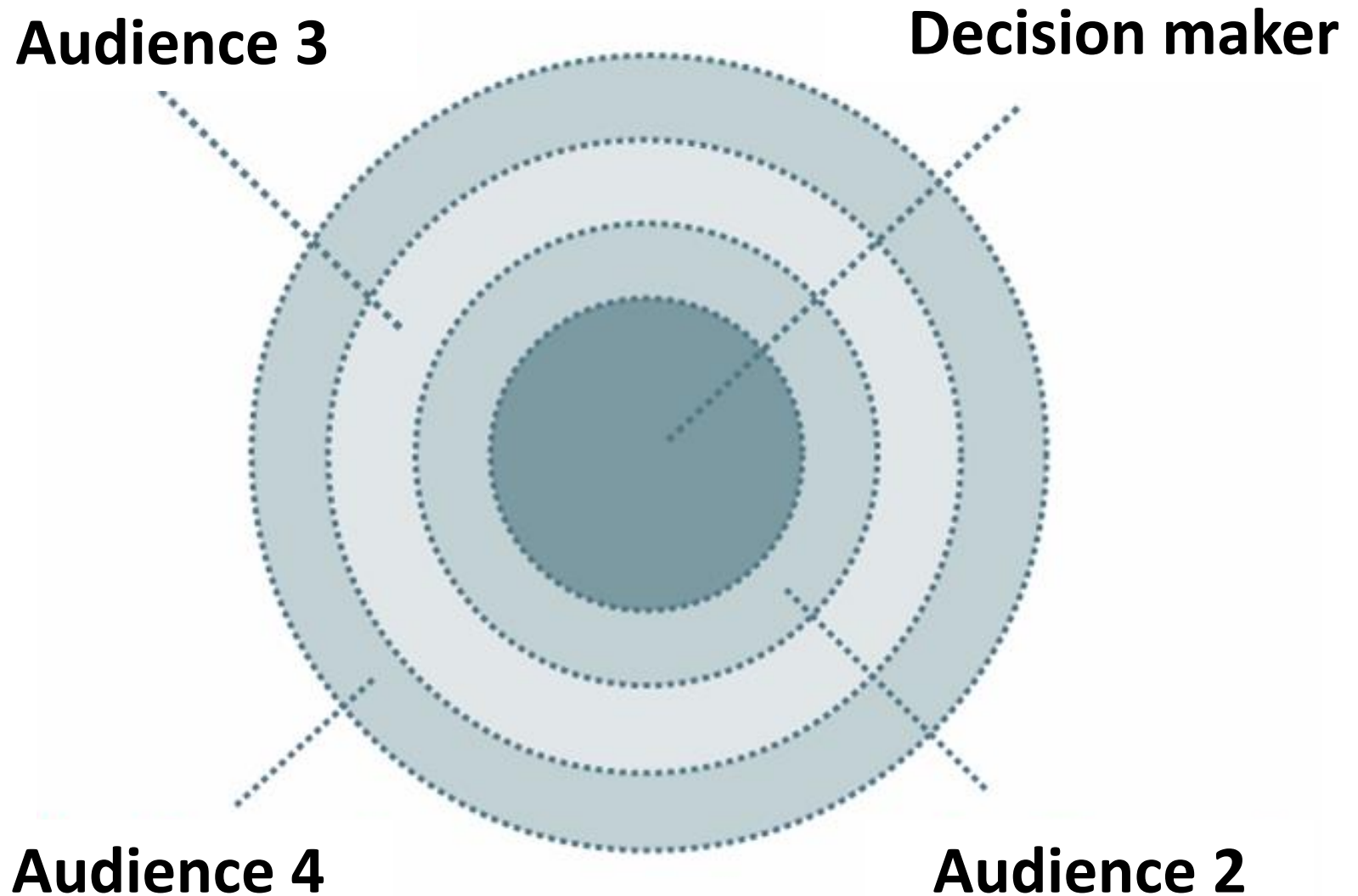
The Single Woman

The Evangelical

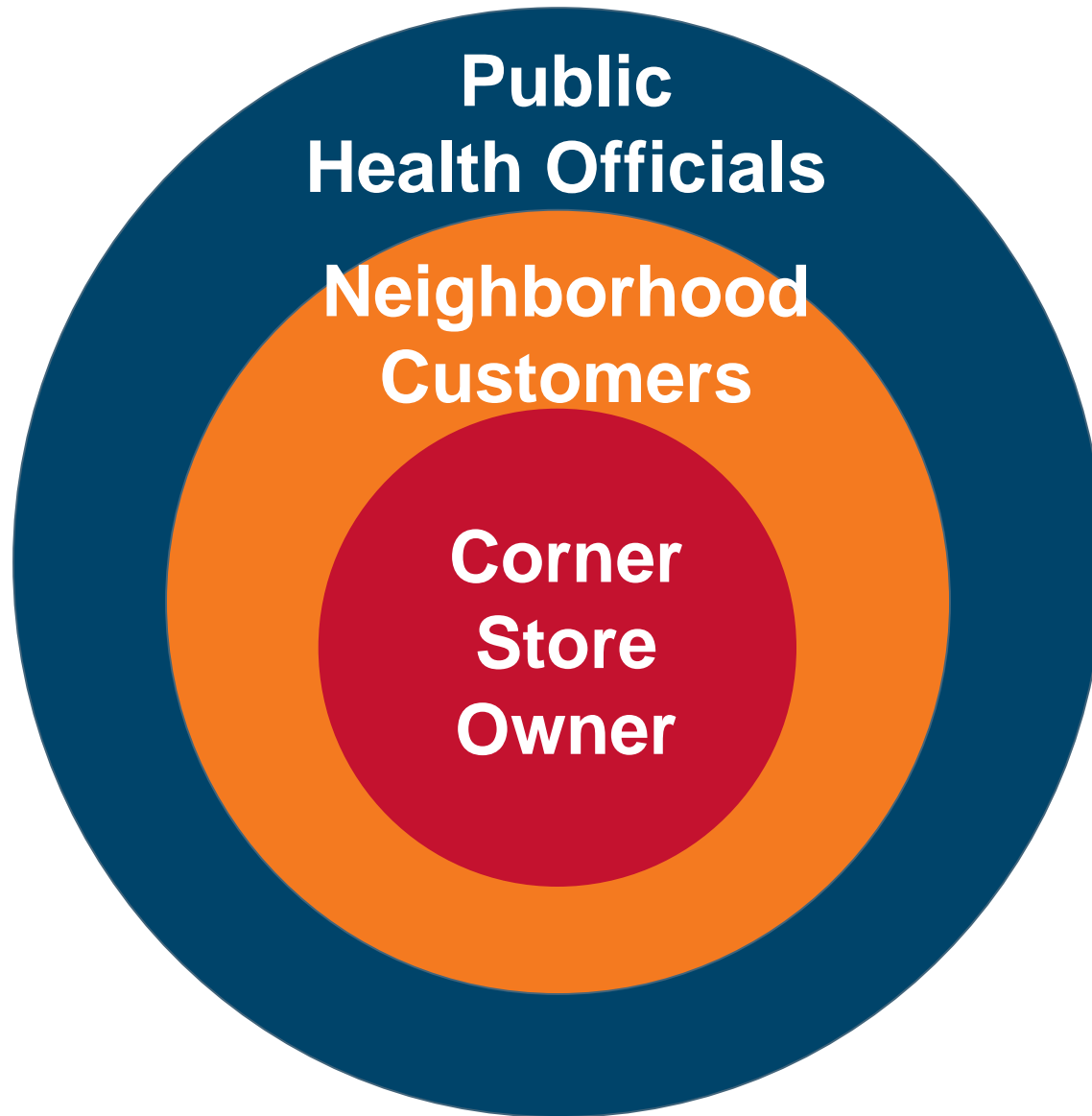




# Target Your Audience



# Target Your Audience



# Target Your Audience - Questions

1. How close are they to the decision-maker? ✓
2. How easily can we reach them? ✗
3. How ready are they to activate? ✗



Audience 2



**Ladies and Gentleman,  
are you ready to stop  
global warming?**

An illustration of three penguins standing on a light blue stage with white lines. The background is a solid orange color. Each penguin has a large, white, feathery crest on its head. The penguin on the left is labeled 'Share knowledge', the middle one 'Build will', and the right one 'Reinforce action'. The penguin on the right is also wearing a red tie.

Share  
knowledge

Build  
will

Reinforce  
action



Share  
knowledge

## SHARE KNOWLEDGE

- Doesn't know information
- Knows but doesn't care
- Knows but doesn't believe

## Share Knowledge

Wait! What? Soda is not just a pause that refreshes?

Sugary drinks can lead to visceral fat, a fat that builds up in and around organs. Visceral fat can lead to a child developing diabetes, heart disease or a fatty liver.



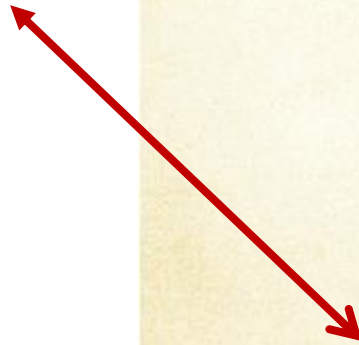
**ARE YOU POURING ON THE POUNDS?**

**DON'T DRINK YOURSELF FAT.**

Cut back on soda and other sugary beverages.  
Go with water, seltzer or low-fat milk instead.

# Share Knowledge

Diseases from  
unsanitary drinking  
water kill more people  
than war and violence  
each year



*fig. A.) THINGS THAT KILL.*

Diseases from unsanitary drinking water kills more people than war and violence each year. People in developing nations like Rwanda, Bangladesh, and Ethiopia do not have access to clean drinking water resources. **Charity: Water** is a non-profit organization dedicated to helping these people by building wells to access clean water near their homes. Visit [www.charitywater.org](http://www.charitywater.org) to learn how you can help out.

**charity: water**  
GET INVOLVED.

An illustration of three penguins standing side-by-side against a background of vertical red stripes. Each penguin has a large, fan-like white feather on its head. The penguin in the center has the text 'Build will' written above its head. A dark blue rectangular box is positioned in the foreground, partially obscuring the penguins' bodies.

Build  
will

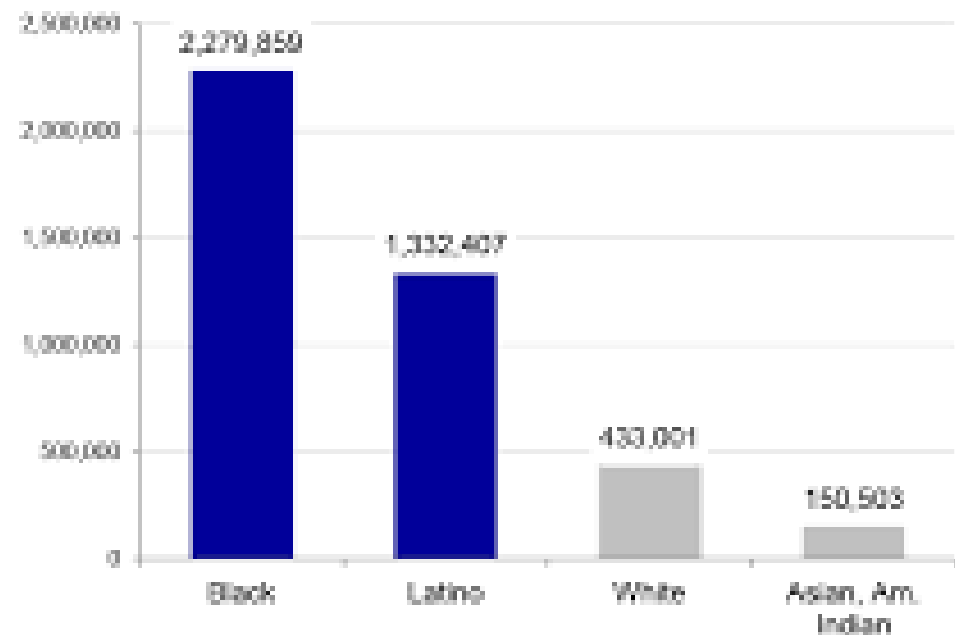
## **BUILD WILL**

- Know what their barriers are
- Stay in the comfort zone
- Make the reward bigger than the risk

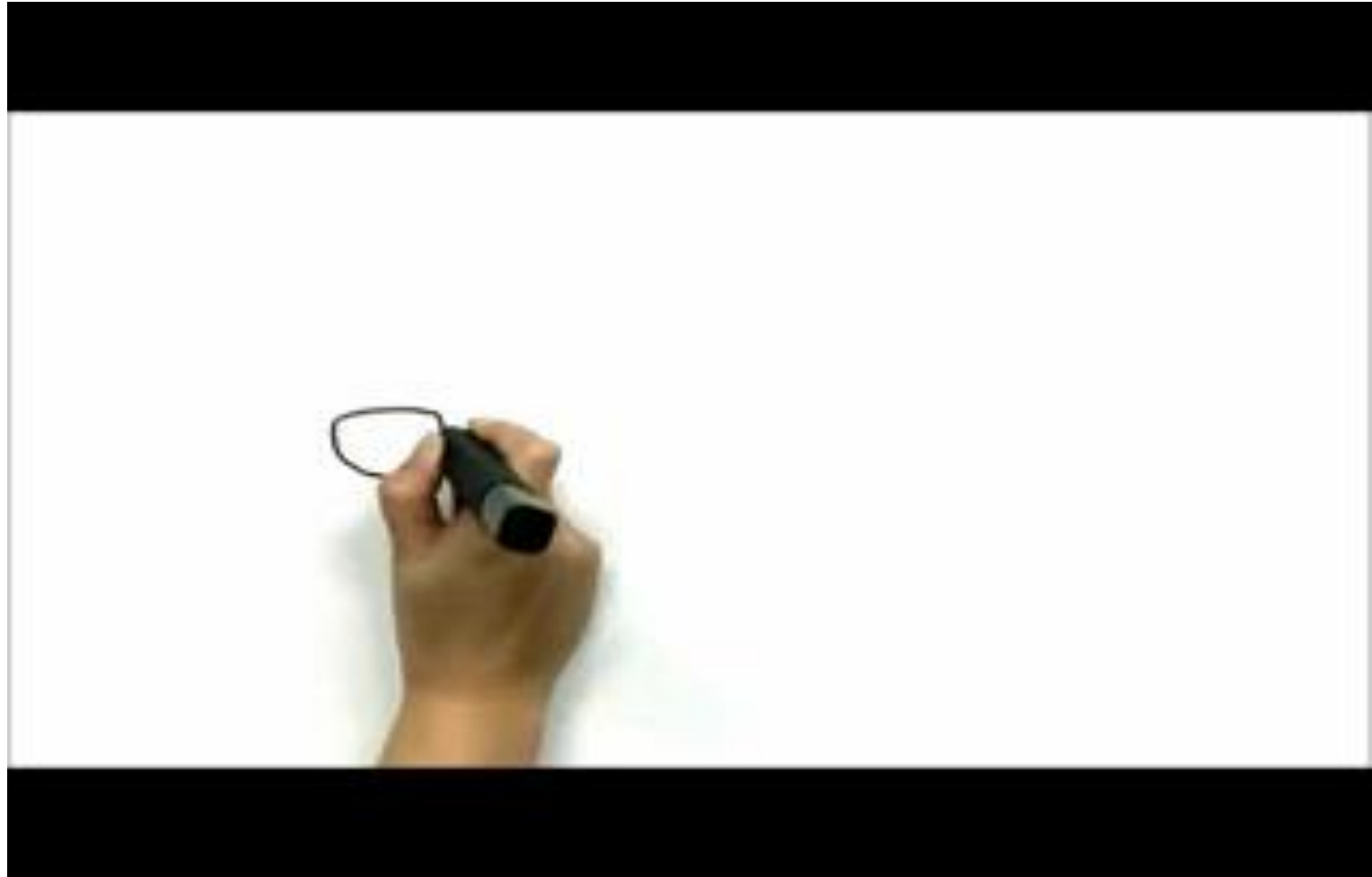
# Build Will



Innocent Stops by Race, 2003-2013



# 23.5 Hours a Day Video



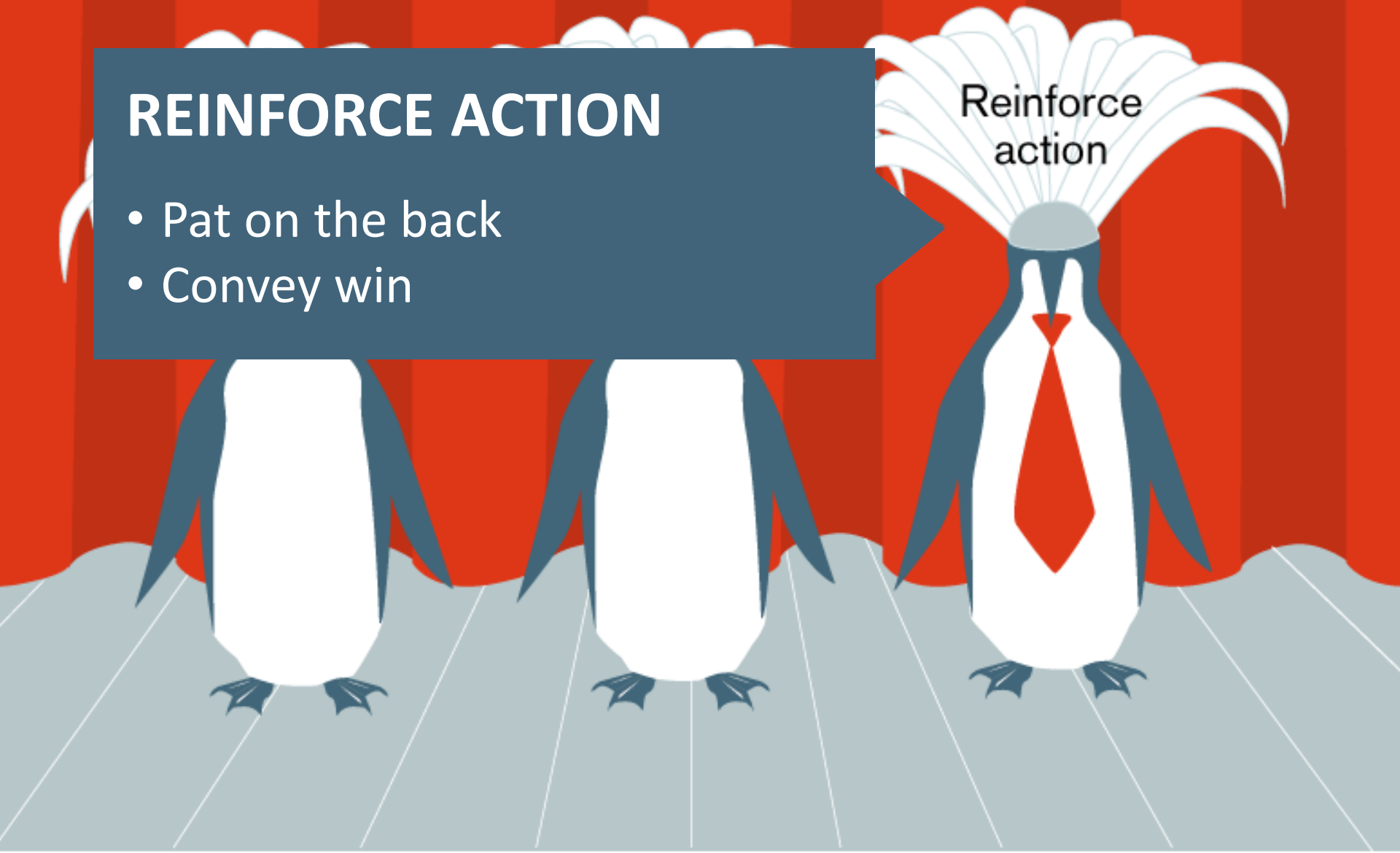
# Like A Girl



# REINFORCE ACTION


- Pat on the back
- Convey win

Reinforce  
action



# Reinforce Action

Bright spots are important. Show support for the right decisions to encourage the same behavior from others.




**WAASWAAGANING ANISHINAABEG** WI  
(LAC DU FLAMBEAU TRIBE)

**Winning the RWJF Culture of Health Prize:  
What it Takes**

Friday, August 7  
12:15 – 1 p.m. ET

WATCH LIVE AT:  
[www.rwjf.org/googleplus](http://www.rwjf.org/googleplus)  
FOLLOW THE CONVERSATION ON TWITTER AT:  
[#RWJF1stFri](https://twitter.com/RWJF1stFri)

Robert Wood Johnson  
Foundation



➔ **SVGives** @SVGives · May 11  
RT @CAIRSFBA: Thank You for Making #SVGives2015 a Success!  
#CAIR #Youth @Razoo @SVGives [conta.cc/1KRSXQa](https://conta.cc/1KRSXQa)

↩️ ↻ 1 ★ ⋮

➔ **SVGives** @SVGives · May 7  
RT @InnVisShelter: A BIG shout of thx 2 @siliconvalleycf 4 an incredible day of giving & fabulous support to local nonprofits - you rock! #

↩️ ↻ ★ 2 ⋮

➔ **SVGives** @SVGives · May 7  
RT @TheatreWorksSV: We asked and you responded. Thank you for making #SVGives2015 a tremendous success! @SVGives



↩️ ↻ ★ ⋮

➔ **SVGives** @SVGives · May 7  
RT @bizworldorg: Thank you @SVGives for this exhilarating opportunity. What an eventful and giving 24 hours! We can't wait until next year!

# #ELEVEN11

NOVEMBER 8-11, 2015

203

MEMBERS JOINED THE  
SUPPORT SQUAD  
PROVIDING AN ADDITIONAL

\$3,500  
EACH MONTH

SUPPORT SQUAD NOW INCLUDES

1,089

MEMBERS  
WHO PROVIDE  
\$24,000  
EACH MONTH

MATCHING DONATIONS



\$25K

RILEY FAMILY  
FOUNDATION

\$10K

\$11,660

ONE-TIME DONATIONS

GRAND TOTAL\*

\$88,500

\*ASSUMES MONTHLY RECURRING DONORS STAY ON FOR 12 MONTHS



Team Rubicon USA @TeamRubicon · Nov 13

Check this out. Pretty floored over how many people are willing to support our mission. Thank you. [#eleven11](#)



6



12





Share  
knowledge

Build  
will

Reinforce  
action

**NOW, FOR YOUR AUDIENCE**

# Core Concerns

What do **THEY** care about?



# Core Concerns

- Tap into existing values.
- Recognize “big” values vs. “small” values
- Remember: it’s not about you. It’s about your audience.





# **FOREIGN** OWNED HOGS ARE POLLUTING YOUR RIVERS

*Stop industrial hog pollution*



*Did you know?*



**Most North  
Carolina hog  
farms are family  
owned and  
operated.**



[Home](#) [About Us](#) [The Attack](#)

## **WHO ARE NORTH CAROLINA'S FAMILY FARMERS?**

Recently, these family farmers have been under attack by anti-agriculture activist groups. These attacks have the potential to badly damage the state economy, cost thousands of jobs and put many family farmers out of business. NC Family Farmers was created to stand up and speak out in their defense against these attacks.

# Theme

- How do you connect?
- How should you grab their attention?

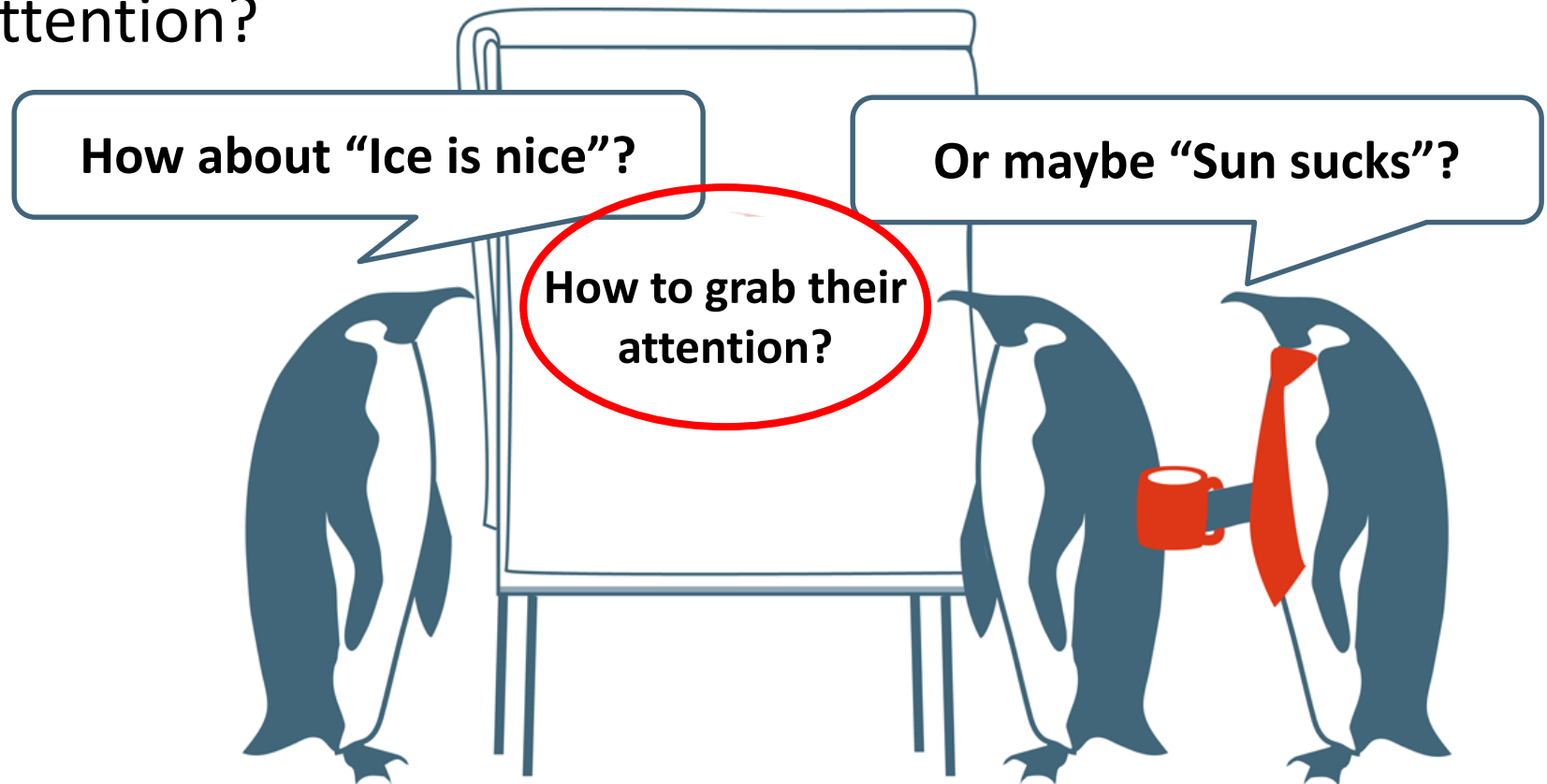


Table 1. (Continued)

	Message	Campaign	Location	Intent to comply (%) <sup>a</sup>	Previously seen/heard (%)
<i>Personal empowerment</i>					
12.	'No one chooses to be obese. But you have the CHOICE to make a difference.'	Choice	National, USA	64.96	20.6
13.	'You have the strength to take control of your health.'	empowerME/Alliance for a healthier generation	National, USA	77.97	26.9
14.	'The more you gain, the more you have to lose.'	Measure up	Australia	60.07	30.3
<i>Parent targeted</i>					
15.	'Keep your kids naturally sweet and healthy.'	Kaiser permanente	Regional, USA	58.41	9.2
16.	'What will you do with your kids today? Raise an active kid. Make healthier food choices. Assess your child's weight. Be a healthy role model.'	5-2-1-0 Campaign	New York, USA	72.84	19.6
17.	'You wouldn't inject your children with junk. So why are you feeding it to them?'	Break the habit	Australia	54.04	15.4
<i>Multiple topics</i>					
18.	'Eat well. Move more. Live longer.'	Change4Life	United Kingdom	85.30	25.9
19.	'Learn the facts, eat healthy, get active, take action.'	Let's move	National, USA	77.63	24.1
20.	'Unhealthy eating and drinking and not enough physical activity can seriously affect your health.'	Measure up	Australia	78.29	34.8
<i>Stigmatizing</i>					
21.	'Childhood obesity is child abuse.'	Obesity prevention Australia	Australia	44.28	28.3
22.	'Too much screen time, too much kid.'	Small steps	National, USA	38.24	16.5
23.	'Keep obesity away from your child.'	Active life movement	Texas, USA	60.10	17.1
24.	'Being fat takes the fun out of being a kid.'	Children's Health care of Atlanta (CHOA)	Georgia, USA	36.74	13.7
25.	'Fat kids become fat adults.'	(CHOA)	Georgia, USA	40.09	36.3
26.	'Chubby kids may not outlive their parents.'	(CHOA)	Georgia, USA	49.53	18.4
<i>Other</i>					
27.	'It's not a diet, it's a lifestyle.'	CDC	National, USA	63.60	37.4
28.	'Take a small step to get healthy.'	Small steps	National, USA	75.79	24.8
29.	'The temptation to eat unhealthy food is hard to fight, but it's a fight that you and your community can win.'	YFood Fight (YMCA)	Kentucky, USA	69.47	16.2

# Laugh, Hug or Shake?

Abbreviations: CDC, Centers for Disease Control and Prevention; YMCA, Young Men's Christian Association. Note: For more details regarding the visual presentation of specific campaign messages that were tested (for example, visual images accompanying written campaign messages or slogans), please





A man with short, light-colored hair and a beard, wearing a light blue button-down shirt, is looking down. The background is blurred, showing what appears to be an indoor setting with windows. Overlaid on the image is the text "TODAY IS THE DAY WE SET A BETTER EXAMPLE FOR OUR KIDS." in a bold, white, sans-serif font.

**TODAY IS THE DAY  
WE SET A  
BETTER EXAMPLE  
FOR OUR KIDS.**

Any questions?

