A coordinated messaging initiative to build a movement across Oregon
Healthy Communities, Healthy People

Research-based communication initiative to:
• Describe the value of our work
• Connect behaviors that cause chronic diseases
• Engage and motivate policymakers and the public to change our communities
• Build a movement that shows the breadth of the work and ongoing need
Why now?

- HPCDP program integration and framework
- Robert Wood Johnson report
- State and national focus on prevention and major risk factors
Research evidence

Oregonians demonstrated:

• Values of self-determination, freedom and opportunity
• Recognition that access to healthy choices is limited
• Receptivity to policy change as a solution (especially local)
• Willingness to take action, but uncertainty about what to do
In response…

We built a set of tools that includes:

– Coordinated messages
– Logos for use by all programs working to increase access to healthy options
– Tools to help us tell the stories of the need and our work
The messages: the problem*

- Eating better, moving more and living tobacco free lets Oregonians live healthier lives and do the things they love.
- But nutritious food, places to play and exercise, and smokefree air are out of reach for too many people.
- As a result, chronic diseases are on the rise.

* All messages also available in Spanish
The messages: the solution

• All Oregonians deserve convenient access to smokefree places, and foods and activities that help them live better.
• They also need support to manage chronic disease.
• We have the power to change the places where we live, learn, work and play to make this happen.
The messages: the ask

Consumers:
• Ask for access to healthy options.
• Use them to show your support and benefit your health.

Policymakers:
• Use smart policy.
• Consider health implications of all policies.
• Ensure a strong public health system.
The logo

Healthy Communities
Healthy People

Comunidades Sanas
Gente Sana
Custom versions for each county, CCO and tribe

Josephine County

AllCare Health Plan

Burns Paiute Tribe

Condado Benton
Tools for grantees, partners

- Use guidelines
- Logo in many formats
- Messages and detailed talking points
- Op-ed and news release templates
- Customizable presentation slides
- Customizable fact sheet
- Postcard for stakeholders
- Letter inviting others to join the movement
Grantees, partners asked to:

• Use the messages consistently
  – Full message frame
  – Bridging message frame: Our tobacco-free policy is about putting healthy options in reach for all Oregonians…

• Remind stakeholders and other audiences of the need for healthy communities

• Demonstrate how their programs work together to improve health
Use of the logo

- In a boilerplate
- As a masthead
- With sponsor/partner logos
- On websites
- As a “bug”
- On signs
- On letterhead
Talking about the campaign

• “Healthy Communities, Healthy People celebrates ways we’re increasing access to healthy options.
• “Together we’re creating places where everyone can eat better, move more, live tobacco free and find help to manage chronic diseases.
• “This logo identifies our program/policy as a part of this movement.”
Putting it into action: Benton County

- Tobacco-free county policy
  - Logo on banner at fair and on temporary signs
  - Language in news release
- August in Motion
  - Logo on banner and newspaper insert
  - Blurb explaining why we’re using this logo
- Banners with logo in English and Spanish
  - Using Spanish language banner at soccer tournament
- Letter to deputy administrator introducing brand
What’s next?

• TA available to all HPCDP grantees
• Open to suggestions of other needs, opportunities
Questions?

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