

Inclusive Healthy Communities: Creating and Delivering Compelling Messages

John Gattuso
Gattuso Media Design
gattusomediadesign.com

- Why
- How
- What

A Definition

- Not day-to-day messaging.
- Core messages: Three or four key points you want your audience to remember.

THE WHY

Why is messaging important?

Why messaging? Why communications?

- Your work is valuable. Don't hide your light under a bushel. Quality work deserves quality communications.
- Communications establish and maintain relationships, build support.
- Communications can elevate your clients' voices.

Do the work, tell the story, change the culture

- “We are changing the culture”
- Ripple effect, spread the word
- Culture is the stories we tell ourselves about ourselves

THE HOW

10 Tips for Effective Messaging

1

Allocate adequate resources.

- When everyone is responsible, no one is responsible.
- Commit resources (time *and* money)
- Put communications in your work plans and agendas and make it reportable.

2

Be strategic.

- Set goals
- Create an editorial schedule.
- Develop themes, storylines. Remember core messages. Stay on message.

3

Keep it simple

- Speak plainly.
- Avoid jargon.

4

Be brief.

- Brevity is a virtue.
- Keep it short and sweet and to the point
- “If I had more time, I would have written a shorter letter.”

5

Make it easy for your audience.

- Attention economy.
- Remove speed bumps.
- Design is about communication not decoration.

6

Repeat.

- Repetition is the mother of learning.
- Emphasize important themes.
- Steady drumbeat, seven touches.
- Not “one and done.” Communications is a practice.

7

First, listen.

- Build partnerships.
- Reach new audiences by enlisting the help of known and trusted messengers.
- Humility is a virtue.

8

Know your audience.

- Who are they? What's important to them? What are their needs, concerns, values?
- Speak to issues that are important to your audience in a way they can relate to.
- Meet your audience where they are. Don't expect them to find you. Go to them.

Simple clear messages, repeated often, by a variety of trusted sources.
– *Edward Maibach*

9

Include a call to action

- How do you want your audience to respond?
- Be clear about your needs.
- Make responding easy.

10

Make it personal.

- Have a conversation.
- Be responsive.
- Follow your followers.
- Appeal to the heart.
- Tell a story.

THE WHAT

Telling Your IHC Story

What kind of story
should we tell?

- You don't have to start from scratch. Stories tend to follow a structure, a narrative arc.
- The journey

Where do we start?

- Never mind. You already started.
- Problem → Solution

Whose point of view?

- Yours?
- Your clients?
- Both?

Break it Down

12 chapters in 12 months

Chapter 1

The Problem

Chapter 2

The Vision

Chapter 3

The Approach

Chapters 4-9

The Journey

- What problems did you encounter, and how did you solve them?
- What did you learn that you hadn't thought of before?
- How and with whom did you form alliances?
- What did you get wrong? What did you get right?
- What is an inclusive healthy community?

Chapters 10-12

The Solution

- What was the experience like? How did you change or grow?
- What did you learn about yourselves?
- How has the completed project affected your life?
- What have you learned that you can share with others who may want to do a similar project?

Which platform? Which
medium?

- Website?
- Social media?
- E-mail?
- Text?
- Video?
- All of the above

Thank you

John Gattuso
Gattuso Media Design
gattusomediadesign.com
john@gattusomediadesign.com