

Public Health Messaging Campaign Draft Plan

Goals:

- 1) Improve understanding and reputation of Public Health among legislators and public
- 2) Increase trust of Public Health so that we are a trusted source of information for policy makers
- 3) Increase resources for Public Health
- 4) Decrease legislation and policies that would have a negative consequence on Public Health

Timeframe: Immediately and for next 12 months

Audience: state legislators and their staff, other policy makers and the general public

Themes:

***Public Health: Good Health. Good Life**

***Public Health: Better Health. Better Missouri.**

Talking Points and Public Health Success Stories Compiled

Strategies for usage:

- 1) In public meetings – If you say it all the time with a smile, you will be amazed how quickly it will catch on with others
- 2) Print media – Possible press releases and columns to local news
- 3) Create signage and use as a subtitle for every meeting and conference in MO in the next year

- 4) Identify and get partners on board
- 5) Include in newsletters and messages to legislators and the public
- 6) Use in our email signature

Potential next steps to strengthen this opportunity:

- 1) Finalize sample stories and use cases for LPHA's
- 2) Finalize main talking points
- 3) Help LPHA Administrators identify the "opportunities" for messaging with their local reps
- 4) Create a long term plan by identifying LPHA resources available as well as resources from potential partners
- 5) Create one (or more) visual images to deliver message
- 6) develop a social media strategy to give the message some legs; reach legislators from multiple angles