

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

March 14, 2017



HOW TO CRAFT A QUICK AND PERSUASIVE MESSAGE: THE 27-9-3 RULE



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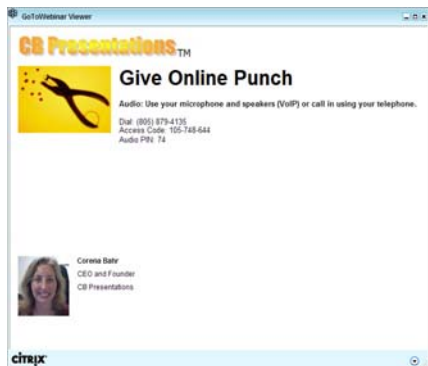


County Health Rankings & Roadmaps is a partnership of the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute.

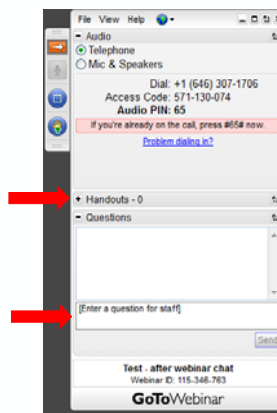
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GO TO WEBINAR ATTENDEE INTERFACE

1. Viewer Window



2. Control Panel



TOOL OVERVIEW: 27-9-3

Developing Your Persuasive Message

WHY FOCUS ON MESSAGING?

- ▶ Think about a time when you listened to someone trying to persuade you of something...and you tuned out.
 - Why did you tune out?
 - When did you tune out?
- ▶ Persuasive messaging is important now.



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TYPES OF MESSAGES

- **Problem message:** What is the problem that needs to be addressed?
- **Solution message:** What could be done, needs to be done, is being done?
- **Ask message:** Next steps? And, call to action!
- **Urgency message:** Why action is needed now?

(Burness Communications, 2017)

Now is a time of significant policy change at national and local levels. It is a crucial time to know how to effectively connect, engage to find common ground, and work together on issues that affect us all.

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Adolescence is hard, but can be twice as challenging for teens with special needs. Targeted funding helps our state's 39,000 special education students meet their full potential.

MESSAGE

POLICY ASK



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Senator we have more than 20,000 inmates, costing over \$1.3 billion, for mostly non-violence offenses. 11x15 could cut those numbers in half. It needs to be done.

Message

Policy Ask



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Almost everyone in our jails and prisons will return to our community. Do you want them prepared to be a better neighbor or a bigger problem?

Message

community engagement

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MEDIA ADVOCACY

POWERPRISM

A TOOL FOR ADVOCACY PLANNING, EXECUTION & EVALUATION

Developing Your Persuasive Message – the 27-9-3 Rule

Created by some Vermont lawmakers years ago, the 27-9-3 rule requires you to make your persuasive point in no more than 27 words within a time frame no longer than nine seconds with no more than three points discussed. These limitations help us focus on understanding how to connect to our listener. This message is not the place to present your entire appeal – just enough to hook the listener in wanting to hear more. Try it!

Your name: _____

Before crafting your message, consider and answer the 5 questions below.

1. Who is the audience for this particular message? (i.e. a lawmaker, volunteer, prospective advocate, donor, colleague from a different department, reporter, etc.)
2. What might appeal to their direct self-interest? (What's in it for them? Why should they care?)
3. What do you want your audience to think or understand about your issue?
4. How do you want them to feel about what you have said?
5. What do you want your listener to do after they hear your message?

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EXAMPLE ACTIVITY: 27-9-3 PRACTICE

You have one elevator ride to share your persuasive message:

- ▶ Choose your audience (decision makers, broad community, specific partner group)
- ▶ Choose a focus area
- ▶ Use worksheet to develop your message.
- ▶ Write it out



Time: 15 min.

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OUR EXAMPLE MESSAGE

We used the 27-9-3 Rule at our Action Center team gathering in New Orleans in June 2016:

The Action Center includes people, tools and practical resources to guide communities as they build healthy places for all to live, learn, work and play.

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COMMUNITY COACHES

Ready to take action, but not sure what to do next?
GET HELP

Back: Mary Bennett, Attica Scott, Karen Odegaard, Justin Rivas, Antonia Lewis, Raquel Bournhonesque.
Seated: Janna West Kowalski, Jerry Spegman, Ericka Burroughs-Girardi, Jan O'Neill, Aliana Havrilla.

SUPPORTING YOUR COMMUNITY'S JOURNEY TOWARD HEALTH

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REFLECTION QUESTIONS

- Who else do you need to share this information with?
- What is one idea for action that you're taking from this webinar?



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QUESTIONS

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UPCOMING WEBINARS

April 11, 3pm EST
County Health Rankings and Roadmaps 101

April 18, 3pm EST
Advancing Health Equity Through Strategic Partnerships

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THANK YOU!

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