An Overview of Message Mapping: Framing and Coordinating Messaging Efforts

866-519-2796, passcode 154986
April 27, 2018
2 – 2:45 PM ET
Virtual Training Logistics

• Join by both Adobe Connect and phone line:
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• This virtual training is being recorded

• Submit discussion questions in the chat box for the Q&A session
Today’s Agenda

• Welcome
• A Brief Introduction to Message Mapping
• Message Mapping State Case Study
• Q&A
• Adjourn
TCN Mission

To improve the public’s health by providing education and state-based expertise for tobacco prevention and control at the state/territory and national levels.
Polling Questions

Indicate your answers on the screen!
A Brief Introduction to Message Mapping

PRESENTED BY:
MICHELLE JOHNS,
OFFICE ON SMOKING AND HEALTH
HEALTH COMMUNICATIONS BRANCH
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Learning Objectives

- Discuss the importance of developing and framing key messages.
- Learn basics of the message mapping technique for delivering messages.
- Frame messages for partners and the media.
The Frame-Up

It’s not just what you say, it’s *HOW* you say it that really matters.

Today I will share some key **Tips and Tricks** for message development, and ultimately, feeling **confident** as you deliver your messages.
Throughout the presentation, I will provide many examples. Whenever you see a frame, there’s usually a key message on the slide.
Developing Key Messages
“There is no silver bullet, no single word or fact that will suddenly transform how people think about health.”

--Robert Wood Johnson Foundation
What Are Key Messages?

- **Key messages are** a limited set of standard talking points used in all campaign activities
  - Stay on message: news coverage helps only if coverage promotes your message
  - Plan responses/messaging to possible negative stories
Why Do You Need to Develop Key Messages?

- **Purposes:**
  - Everyone is speaking from the same “page,” including partners
  - Anticipating in advance any controversy, negative opinions, adversity, questions, etc.
  - You become an effective voice for your campaign and a credible source for media relationships
Your Message

Messages should...

- Emerge from your audience research
- Be concise, memorable
- Connect to the goal of behavior change
- Be framed to resonate in various settings
Anticipating Opposing View Points

- You want to constantly bring attention to your main goals and objectives, and emphasize your point of view!
- Know the other side’s arguments well!
- Caution: Don’t use them in your actual messages. That’s called an oppositional argument.

Never state their view in your key messages—even to refute (echo beliefs--ex: trials)

It’s like giving free advertising to the other side
Oppositional Arguments

Example

- Alfa Insurance
  - “No Silly Lizards. Just Great Insurance.”
  - But what are you thinking about now? GEICO anyone?
Message Mapping
Where to Start

- **Message Mapping As a Technique**
  - Communicators use a variety of methods for developing messages
  - **Message mapping** is one technique for identifying them
What are Message Maps?

A strategic tool for communicators

- Provides a **unifying framework** for information
- Core content developed in message maps provides **consistency across channels**
- Provides practitioners with a process for the development of **audience-centered** materials
History of Message Maps

Developed by Dr. Vincent Covello of the Center for Risk Communication in the early 1990s

- Message mapping is a science-based discipline consistent with the way high concern information is processed.
- There have been over 8,000 peer reviewed articles and 2,000 books that discuss message mapping.
Message Mapping: Core Concepts

When people are stressed or concerned, they:

- Want to know that you care before they care what you know.
- Have difficulty hearing, understanding, and remembering information.
- Focus most on what they hear first and last.

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Mayor Giuliani, 9/11

“The number of casualties is more than any of us can ultimately bear.”
The Rule of 3

- Everything in Threes (Keeping It Simple)
  - Three Key Messages
  - Repeat Messages Three Times
  - Three Supporting Facts or Three Credible Sources for Each Key Message

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Before You Begin Mapping

- Identify information needs or gaps
- Create a mapping team
  - Subject matter experts
  - Communicators, marketers
  - Policy makers
  - Epidemiologists
- Once an information need or gap has been identified, you can begin the 7-step process

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Developing Messages For a Map

Message Mapping Basics:

- 27 words, 9 seconds, 3 messages (27/9/3)
- Order of importance: 1/3/2
- 4 grades below audience average—plain language
- Avoid unnecessary absolutes (no, not, never, none)
- Each message can stand alone

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Sample 1-3-2 Messages

Messaging we’ve used from Surgeon General’s Report:

▪ Set One:
  ◦ Damage from tobacco smoke is immediate
  ◦ The chemicals in tobacco smoke pose a danger right away
  ◦ There is no safe level of exposure to tobacco smoke

▪ Set Two:
  ◦ Smoking longer means more damage
  ◦ Tobacco smoke poses a threat to families
  ◦ The sooner you quit smoking, the more damage your body can start to heal

## Sample Message Map

**Question/Concern:** Is secondhand smoke as dangerous as anti-tobacco advocates claim?

**Stakeholders:** Legislator/Media

<table>
<thead>
<tr>
<th>Key Message #1</th>
<th>Key Message #2</th>
<th>Key Message #3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Secondhand smoke is a serious preventable health threat.</strong></td>
<td><strong>Secondhand smoke has immediate harmful effects on the cardiovascular system.</strong></td>
<td><strong>Secondhand smoke causes immediate effects on the respiratory system.</strong></td>
</tr>
<tr>
<td><strong>Support Info 1.1</strong> Secondhand smoke contains about 70 cancer causing chemicals.</td>
<td><strong>Support Info 2.1</strong> Chemical changes caused by tobacco smoke make blood too sticky.</td>
<td><strong>Support Info 3.1</strong> Can trigger respiratory symptoms.</td>
</tr>
<tr>
<td><strong>Support Info 1.2</strong> Secondhand smoke causes premature death among children and non-smoking adults.</td>
<td><strong>Support Info 2.2</strong> Deadly clots form that can block blood flow.</td>
<td><strong>Support Info 3.2</strong> Airways become inflamed and tight.</td>
</tr>
<tr>
<td><strong>Support Info 1.3</strong> People with known CHD and respiratory disease are at special risk.</td>
<td><strong>Support Info 2.3</strong> Completely blocked arteries can cause sudden death.</td>
<td><strong>Support Info 3.3</strong> Can trigger asthma attack in children.</td>
</tr>
</tbody>
</table>

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Case Study: Tips From Former Smokers® Campaign
What Works: How We Frame Our Messages

- Hard-hitting health effects
- Graphic Portrayals
- Real Stories
“Hard-hitting campaigns like ‘Tips From Former Smokers’ are great investments in public health. This study shows that we save a year of life for less than $200. That makes it one of the most cost-effective prevention efforts.”

Tim McAfee, MD, MPH - In Response to the Lancet Report
Tips® Campaign Motivates Smokers to Make a Quit Attempt by....

Focusing on living with the health consequences of smoking, rather than dying.

Disrupting their belief that: “I will quit later.” “I’m going to die anyway.”

Offering new information linking smoking to health conditions that they may not be aware of.

Providing free resources to encourage them to stop smoking. 1-800-QUIT-NOW CDC.gov/tips
Our Message Map

Smoking causes immediate and long term damage to your body

For every person who dies from smoking, 30 more live with an illness caused by smoking

Now is the time to quit smoking; free assistance available
Framing the Message for Partners
Maximize Effectiveness, Time and Money

Grantees and partners have limited resources for media and communications
Provide Partners With Information They Can Use

- Approved campaign materials, including:
  - Key messages
  - Talking points for internal and external audiences
- Sample Opinion Editorials
- “Plug and Play” Ads (Print/Video)
- Health Effects Data
- Customizable PPTs
- Template news materials
- Central website (or web pages) where partners can access materials
How Can Partner Organizations Help Extend the Reach of Your Campaign Messages?

- Engage in earned media efforts
- Host an event – live or via social media
- Share ads, campaign information in partners’ publications or in presentations
- Recruit opinion leaders to be spokespersons/champions
- Share campaign messages via social media and on partners’ web sites
Help the Media Get It Right

- Provide concise messages and press materials
- If the reporter makes a mistake, politely set the record straight
Other Tips

Communicate regularly, not just when you have news to pitch

Target your story to specific media audiences

- Make it relevant to individual communities
- Provide translations whenever possible, applicable
Putting it All Together
Review of Why We Frame...
Why Does It Matter?

Chronic diseases and conditions account for, by far:

• Most deaths
• Most disability
• Most health care costs in the United States

Remember the 3s…

What’s an easy way to remember key points of your messaging?
Have:

▪ Three key messages
▪ Repeat the messages three times
▪ Have three supporting facts or three credible sources for each key message

Remember: It’s HOW you say it that really matters!
Resources

▪ For more information on message mapping:
  http://www.centerforriskcommunication.com/staff.htm

▪ For information about framing and social determinants:
  http://www.rwjf.org/content/dam/farm/reports/reports/2010/rwjf63023

▪ For information about plain language and clear communication:
Contact

Michelle Johns
Office on Smoking and Health
Health Communications Branch

MJohns@cdc.gov

For more information, contact CDC
1-800-CDC-INFO (232-4636)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.
Message Maps to Assist Policy Development: Bessemer City, NC

Ann Houston Staples, M.A., M.C.H.E.S.
Director of Public Education & Communication
NC Tobacco Prevention & Control Branch
Uses for Message Maps

- News Interview Preparation
- Public Speaking Prompts
- Public Hearing Preparation
- Spokesperson Training
Bessemer City
North Carolina
City with a Heart
Carleen Crawford, Regional Tobacco Control Manager, NC Region 4
Tobacco-Free Champion: City Manager James Inman
Local Health Director
Stephen Eaton
Health Department Recruited Public Hearing Speakers

- Concerned parent
- Physician
- High School Coach
- High School Student
Smoking ban: Keep lighting up in Bessemer and it could cost you

**MOST POPULAR**

1. Tragic end to father and son motorcycle ride  
   Apr 22 at 5:04 PM

2. Police: Woman embezzled over $100K from employer  
   Apr 21 at 6:07 PM

3. Dr. Fisher to retire after 45 years of service  
   Apr 21 at 9:52 AM

4. Barbara Bush was “first lady of the greatest generation”  
   Apr 21 at 5:19 PM

By Diane Turbyfill dturbyfill@gastongazette.com  
Posted Aug 10, 2016 at 7:24 AM
Welcome to our smoke free, tobacco free area! We kindly ask that you refrain from smoking and/or using tobacco products in this area to protect our citizens' right to breathe healthy and easy.

For more information, visit: www.bessemercity.com/tobaccoquilline

Bessemer City is committed to providing a safe and healthy environment for citizens, youth, and the visiting public. Bessemer City’s Smoke Free, Tobacco Free Ordinance prohibits tobacco use in all municipal buildings, vehicles, grounds and parks. Designated public spaces are also smoke free (enclosed areas where the public is invited). The use of e-cigarettes are also prohibited.

#TOBACCOFREEBC
Message Map Youth B.C.
THIS INTERNAL DOCUMENT SHOULD NOT BE SHARED WITH THE NEWS MEDIA
The tobacco-free policy is a real solution to real problems.
The tobacco-free policy is a real solution to real problems.

- It will protect people from the health hazards of secondhand smoke
- It will prevent youth from using tobacco
- It will help people quit tobacco
It will protect people from the health hazards of secondhand smoke

Tobacco smoke contains 7,000 chemicals, at least 70 known to cause cancer. It can also cause heart disease, asthma, asthma attacks and lung diseases.

In the first year of N.C.’s smoke-free restaurants law, the state saw a 21% reduction in average weekly emergency room visits for heart attacks.

Studies show that in some weather conditions outdoor exposure to secondhand smoke can be as high as indoor. Secondhand smoke can be detected as far 30 feet from an outdoor smoker.
It will prevent youth from using tobacco

Nearly 9 of 10 adult smokers started when they were under the age of 18.

Gaston County schools have been tobacco-free campus-wide since 2003. Creating a community-wide no-tobacco norm is will help youth stay away from tobacco.

Having the adults in our lives model tobacco-free behavior supports a tobacco-free norm for all.
It will help people quit tobacco

70% of tobacco users want to quit. And around half of the smokers in N.C. make a failed quit attempt each year.

A tobacco-free community will support former tobacco users in staying tobacco-free, without the trigger of seeing other people using tobacco.

There are free programs, such as QuitlineNC, that can support people in Bessemer City who want to quit.
Questions and Answers

Submit your questions through the chat box on your screen
Visit the TCN Website!

www.tobaccocontrolnetwork.org/
Please complete your evaluations following the webinar – we value your feedback!

WHAT DO YOU THINK?
tcn@astho.org
www.tobaccocontrolnetwork.org/

THANK YOU!