

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

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 - Audio is *not* available via computer speakers for this training
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- 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
APRIL 2018

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

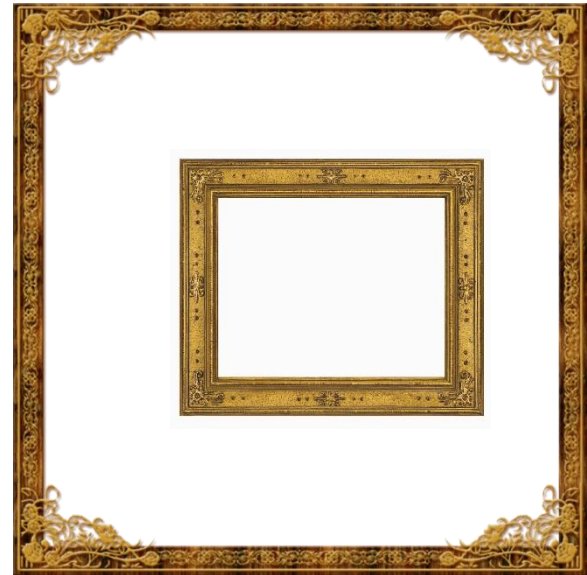
It's not just what you say, it's **HOW** you say it that really matters.

Today I will share some key **Tips and Tricks** for message development, and ultimately, feeling **confident** as you deliver your messages.

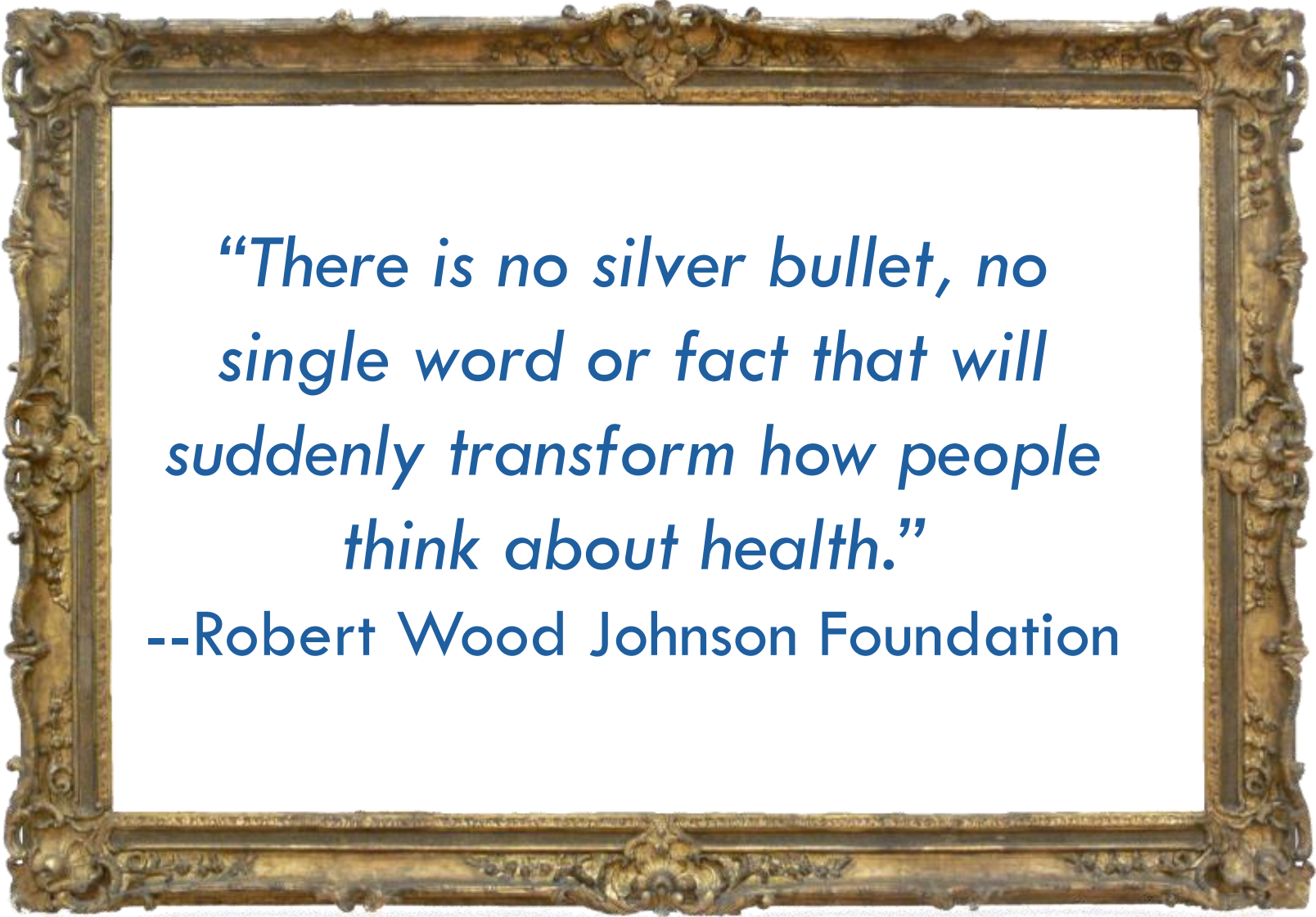


Frames, FRAMES, and more FrAmEs...

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**.





NEW SERIES OF 'UP CLOSE' REPORTS ON CNN MONDAY, 8P

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



Message Map

Concern

Message 1

Message 2

Message 3

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



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



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**

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

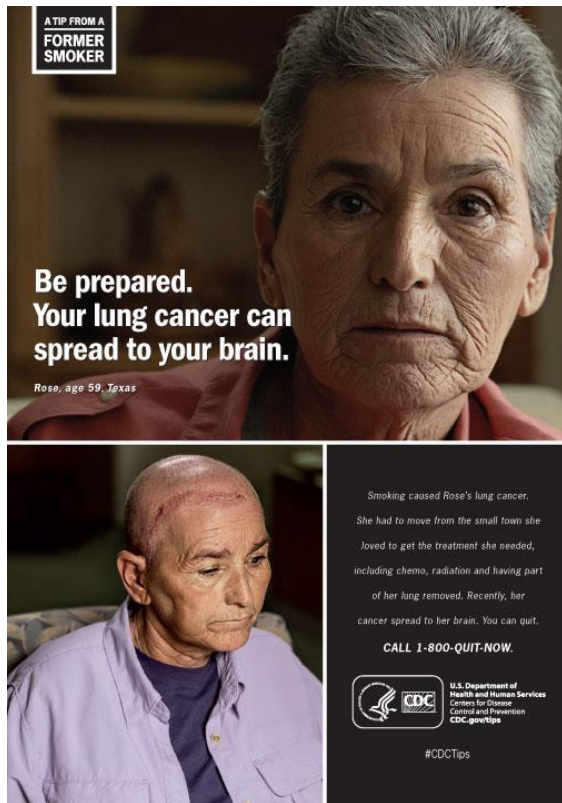
Case Study: *Tips From Former Smokers*® Campaign

**TIPS FROM
FORMER
SMOKERS**

TM



What Works: How We Frame Our Messages



Hard-hitting
health effects

Graphic
Portrayals

Real Stories



Sample Message Frame from the *Tips*® Campaign

“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



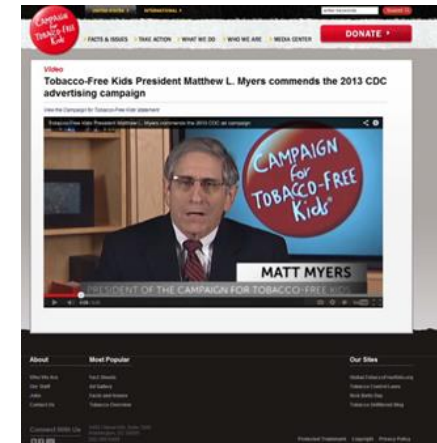
Provide Partners With Information They Can Use

- 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

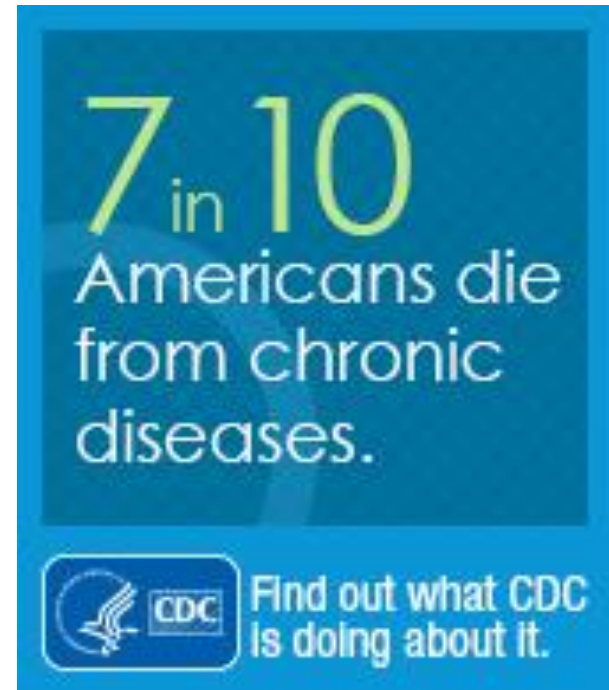
Review of Why We Frame...



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>
<http://www.epa.gov/NHSRC/news/news040207.html>
- 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:
http://www.cdc.gov/healthcommunication/ToolsTemplates/Simply_Put_082010.pdf
<http://www.cdc.gov/healthcommunication/ClearCommunicationIndex/ClearCommunicationUserGuideMay2013.pdf>

Questions?



Contact

Michelle Johns

Office on Smoking and Health
Health Communications Branch

MJohns@cdc.gov

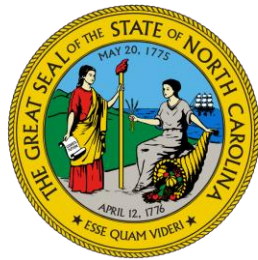
For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

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



NC DEPARTMENT OF
HEALTH AND HUMAN SERVICES



- News Interview Preparation
- Public Speaking Prompts
- Public Hearing Preparation
- Spokesperson Training

Uses for Message Maps



Carleen Crawford,
Regional Tobacco
Control Manager,
NC Region 4





Tobacco-Free Champion:
City Manager James Inman



Local Health Director
Stephen Eaton

- Concerned parent
- Physician
- High School Coach
- High School Student

**Health Department Recruited
Public Hearing Speakers**

Message Map Youth B.C.

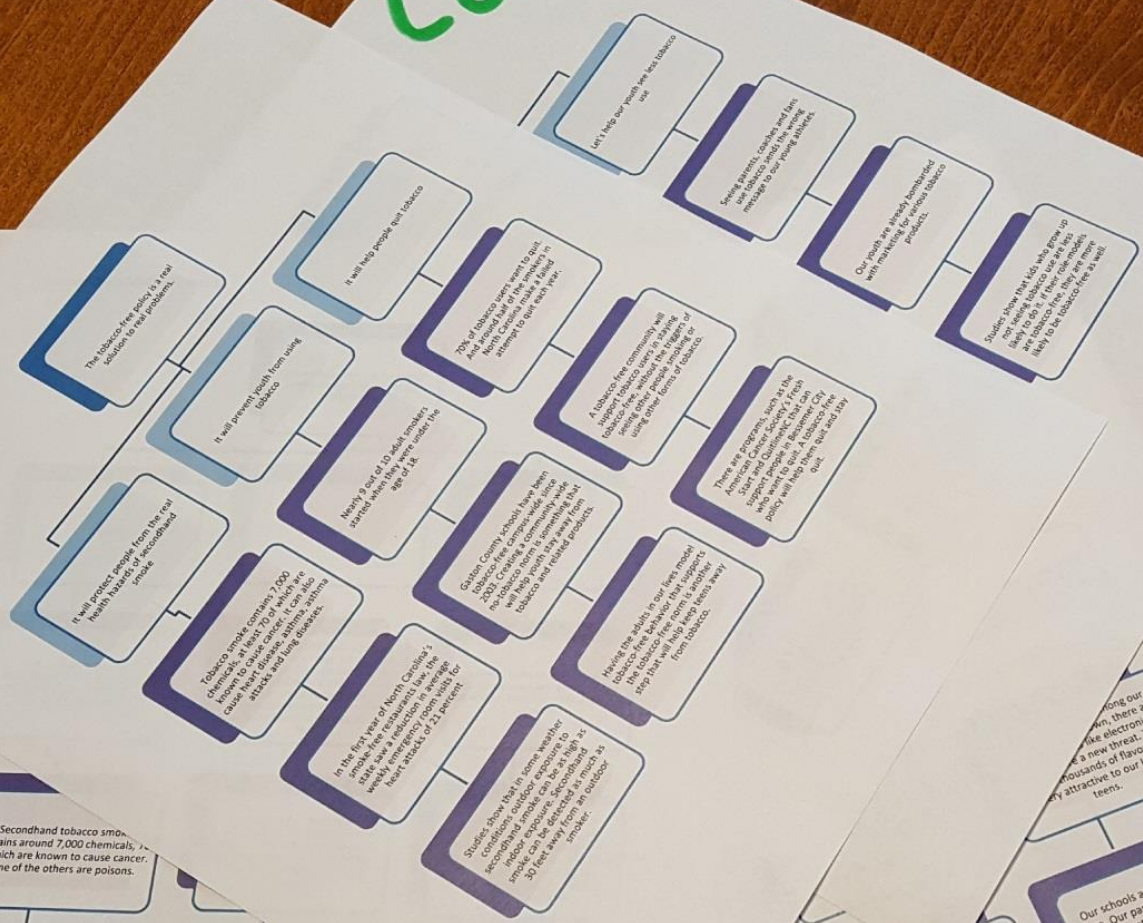
Youth

Secondhand tobacco smoke contains around 7,000 chemicals, many of which are known to cause cancer. Some of the others are poisons.

North Carolina's annual health care costs related to smoking total \$3.8 billion. In addition, North Carolina spends another nearly \$300 million on health care costs related to secondhand smoke. This totals \$888 in taxes per N.C. household.

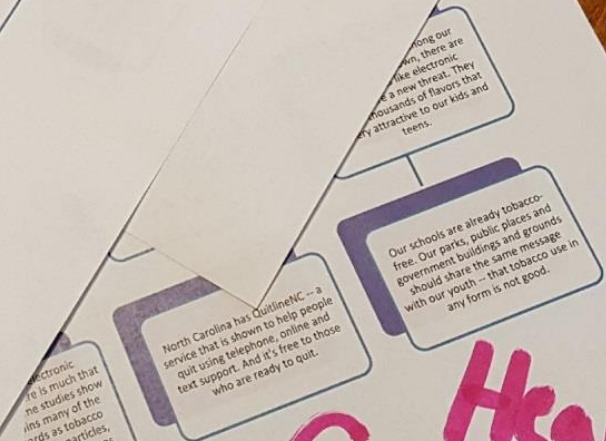
Although cigarette smoking rates are going down among North Carolina teens, e-cigarette use has increased 888% since 2011. And 27% of high school students said they were considering using e-cigarettes during the next year.

COACH



Concerned Adult

Pro Care Health



Smoking ban: Keep lighting up in Bessemer and it could cost you

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your sanctuary.

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By Diane Turbyfill dturbyfill@gastongazette.com

Posted Aug 10, 2016 at 7:24 AM

Breathe Easy

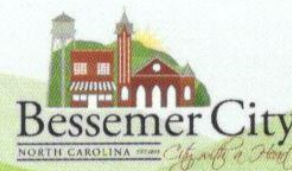
Welcome to our smoke free, tobacco free area!
We kindly ask that you refrain from smoking and/or
using tobacco products in this area to protect our
citizens' right to breathe healthy and easy.

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

CITY WITH A **HEALTHY HEART**

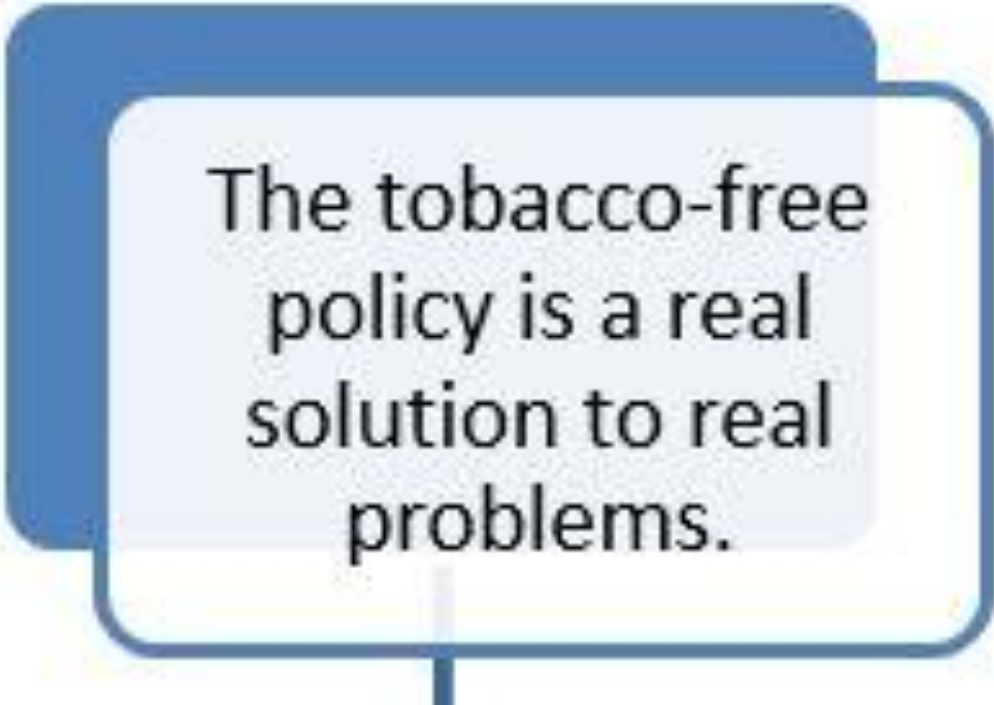
Bessemer City is committed to providing a safe and healthy environment for citizens, youth, and the visiting public. Bessemer City's Smoke Free, Tobacco Free Ordinance prohibits tobacco use in all municipal buildings, vehicles, grounds and parks. Designated public spaces are also smoke free (enclosed 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.

```
graph TD; A["The tobacco-free policy is a real solution to real problems."] --> B["It will protect people from the health hazards of secondhand smoke"]; A --> C["It will prevent youth from using tobacco"]; A --> D["It will help people quit tobacco"];
```

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.

```
graph TD; A[It will prevent youth from using tobacco] --- B[Nearly 9 of 10 adult smokers started when they were under the age of 18.]; B --- C[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]; C --- D[Having the adults in our lives model tobacco-free behavior supports a tobacco-free norm for all];
```

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

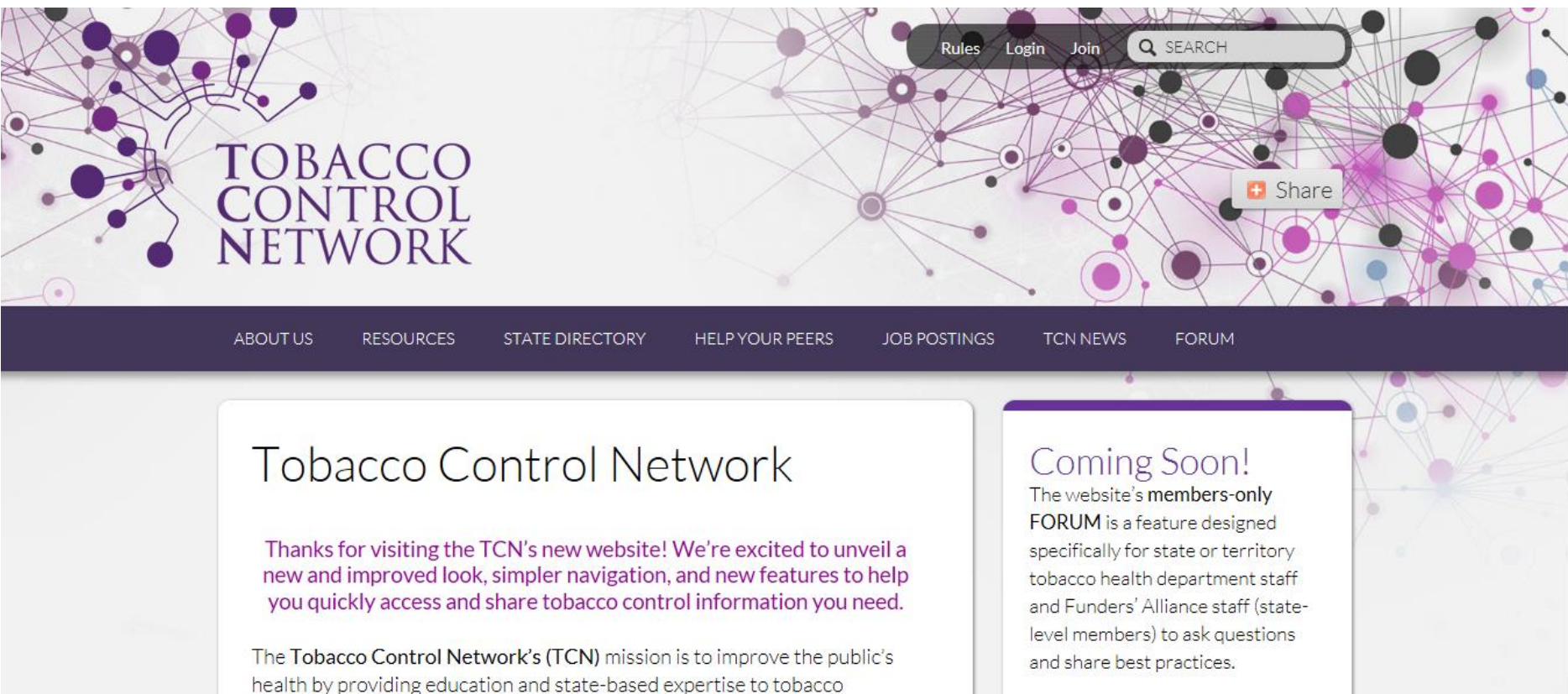
Questions and Answers

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

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THANK YOU!