

MESSAGE DEVELOPMENT AND LEVERAGING
INTERNAL AND COMMUNITY RESOURCES FOR
PRICING STRATEGY POLICY CHANGE

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Presentation Focus

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- TTAC Pricing Strategies Toolkit
- Model Communication Plan
 - ▣ Objective 1 (message development)
 - ▣ Objective 2 (internal decision makers)
 - ▣ Objective 4 (external decision makers/audiences)
 - ▣ Objective 5 (Build/maintain communications with state and local coalition partners)

Why Are Policies Are Enacted

- People demand them
- Advocates demand them
 - ▣ Special interests demand them
- They are in the best interest of politicians
 - ▣ Politicians can be convinced to support policies
 - ▣ Politicians can be coerced into supporting policies
- It's the right thing to do

Messaging

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- Develop your plan
 - ▣ Spend a day with key stakeholders – advocates, staff, partners, advisory board members, etc.
- Develop 2-4 key messages
 - ▣ Short, simple, memorable
- Who are your targets?
 - ▣ Governor, Health Department, Legislators, Community Members/General public

Messaging: Cigarette Tax Increase

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Increasing cigarette taxes is a WIN, WIN, WIN solution for states:

1. a health win that reduces smoking and saves lives;
2. a fiscal win that raises revenue and reduces health care costs;
3. a political win that is popular with the public.

(From CFTFK)

Tax Increase Examples

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EXTERNAL EFFORTS

(Chronic Disease Contractors)

- LTE
- Legislative office visits
- Local media
- Media advocacy and outreach
- Press releases
- Public relations

EXTERNAL EFFORTS

(Advocacy Partners)

- All of the above ... plus “the ask”

INTERNAL EFFORTS

(DOH Staff)

- Item in monthly report
- Estimated and communicated public health impact
- Wrote proposal
- Presented evidence, key messages internally
- Shared external reports that supported policy objective

Three Sides of Influence



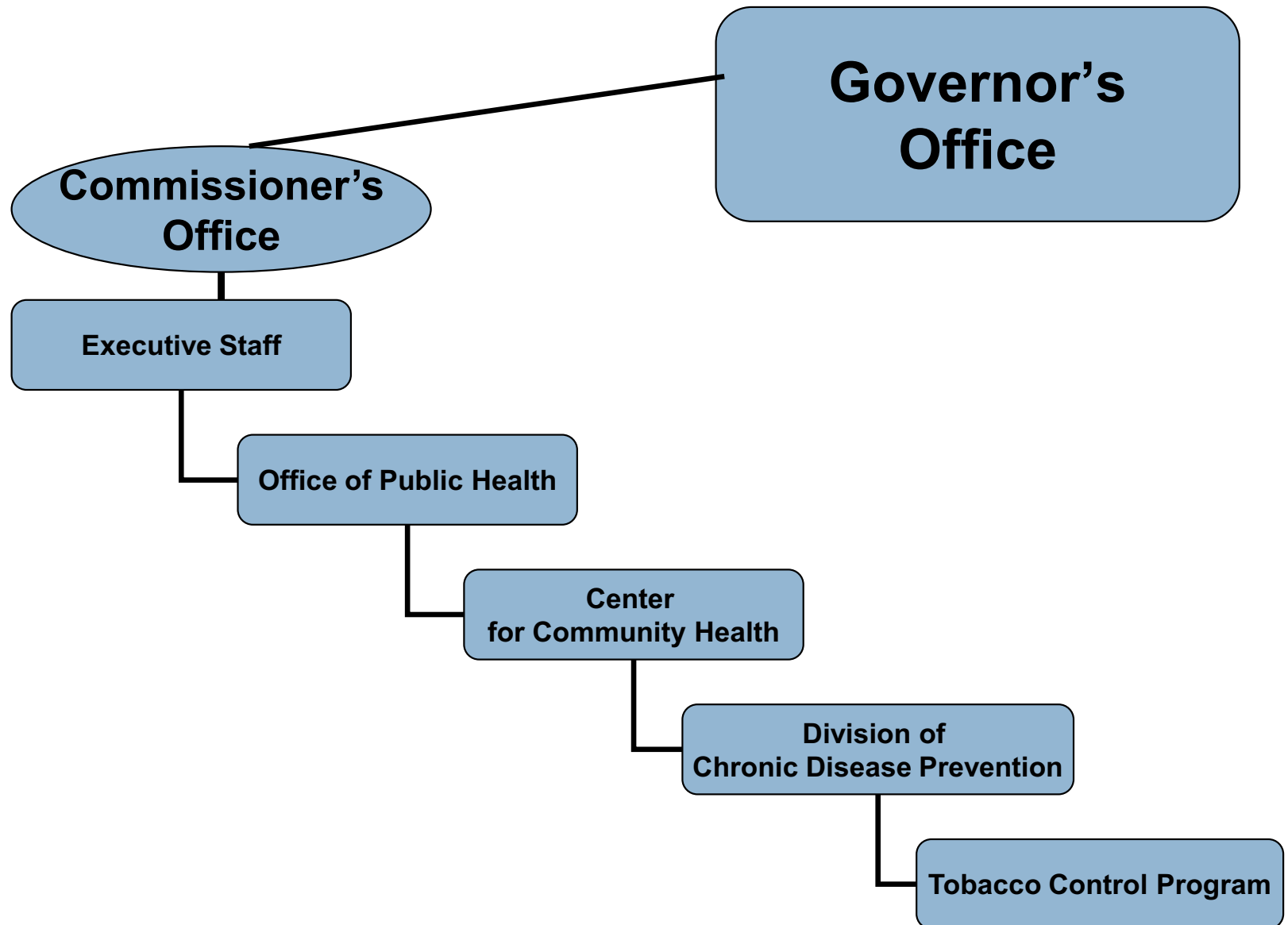
Advocacy

Government

Community

Making the Case Within

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Internally: Opportunities to Make the Case

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- Bill Analyses
- Legislative Proposals
- Funding announcements
- Program and Board Meetings
- News Reports
- Press releases
- Reports from other organizations
- Draft correspondence for Commissioner

Essential Elements of Policy Advocacy

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- Media advocacy
- Community education
- Community mobilization
- Partner training and coordination
- Political education
 - ▣ state and local legislators
 - ▣ governor and candidates
 - ▣ internally within the health department

Making the Case in the Community

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Grassroots advocacy and education to advance policy

- ▣ Voice for public health
- ▣ Not lobbying
- ▣ “Bread and butter” action for survival
- ▣ Necessary to advance policy initiatives



Required Strategies

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- Part of funding announcements
- Part of every contract/workplan
- Specific activities with monthly reporting requirements
 - ▣ Community education
 - ▣ Advocating with organizational decision-makers
 - ▣ Paid and earned media
 - ▣ Government policy-maker education
 - ▣ Community mobilization

Training for Community Partners

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- How to work with the media (interview skills, etc.)
- Media advocacy
- How to write letters to the editor, press releases, etc.
- How to engage decision makers
- Public relations
- Written communication tools
- Bringing partners to the table
- Lobbying vs. Education
- Training on key messages
- How to conduct a legislative office visit

Examples of Community Partner Activities

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Letters to the editor

- ▣ Submit 1 or more each month

Communication with Legislators

- ▣ Ongoing, regular written and other communication with legislators

Meet with Legislators

- ▣ Throughout the year
- ▣ Increased emphasis leading up to and during budget cycle

Community Partner Activities

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- Build and maintain relationships with the media
 - ▣ Must establish themselves as local expert
 - ▣ “Go to” agency/person for tobacco questions/stories
- Maintain updated inventory of influential community members willing to educate leaders and decision makers on behalf of tobacco control

Sample Materials: NYS Cigarette Tax Increase Tool Kit

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Table of Contents

- Key Messages
- Fact Sheets
 - Health and economic impact of tobacco use in NY
 - New revenues, public health benefits, and cost savings from a \$1.00 cigarette tax increase
 - A Healthier New York from 2010-2011 Executive Budget Briefing
 - Q's and A's: Questions About Policy
 - Raising state cigarette taxes always increases state revenues
 - Voters in all states support significant increases in state cigarette
 - Raising state cigarettes taxes reduces smoking, especially among kids (and the cigarette companies know it)
 - Tobacco tax increases are a reliable source of substantial new state revenue
- Bibliography

Take Home Messages...

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- Develop key messages with input from stakeholders
- Key messages = short, simple, memorable
- Never miss an opportunity to push the issue through routine communities in your DOH
- Implement full range of policy advocacy activities
 - ▣ Clear requirements for contractors
 - ▣ Track progress
- Mobilize stakeholders
- **PATIENCE!**

Thank you.

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