**TIP 1: CONSIDER YOUR AUDIENCE BEFORE CRAFTING YOUR MESSAGE**

Before undertaking any chronic disease prevention messaging campaign, it is critical to identify the target audience, the spokespeople, and the communication channels that will reach the intended audience.

**TIP 2: MESSAGE MATTERS**

Engaging community-based organizations and community members is critical to ensure messages are relevant and address the community’s needs. Examples of research may include conducting focus groups, participating in small group discussions, and developing online surveys for the intended audience. Develop messages that are culturally relevant, easy to understand, and in the audience’s native language and with photos and images that reflect the communities you want to reach.

**TIP 3: FRAMEWORKS WELLNESS**

Building an effective chronic disease prevention messaging campaign, in a critical to understand the target audience, the spokespeople, and the communication channels that will reach the intended audience.

**TIP 4: COMPONENTS OF AN EFFECTIVE MESSAGE**

- A statement that describes a shared value.
- An attention-getting fact.
- A statement of the problem.
- A hopeful solution.

**TIP 5: USE KEY MESSAGES CONSISTENTLY**

For example, the message below can be used in media interviews, Facebook posts, fact sheets, success stories, and other forums:

People who work as educators or transportation engineers are just as important to improving the health of the public as doctors and nurses.

**TIP 6: MESSAGING DO’S AND DON’TS**

**Do’s**
- Do use values-driven, emotionally compelling language.
- Do use one strong and compelling fact to grab attention or illustrate what’s at stake.
- Do use effective and credible spokespeople for your campaign.
- Do talk about solutions.
- Do talk about the broad, positive impact a public health solution will have.

**Don’ts**
- Don’t use jargon, Garber, or complicated terminology.
- Don’t use so many facts that your message gets lost.
- Don’t forget to conduct research to identify the spokespersons most credible to your audience.
- Don’t focus entirely on problems.
- Don’t single out particular groups.

**TIP 7: DEMONSTRATE PUBLIC HEALTH COMMITMENT**

Creating a lifetime of Wellness for all of California’s communities is a partnership between public health and partners in other sectors. By serving as a resource for communities and partners, and helping them understand the co-benefits public health can bring to their primary goals, public health professionals can open the door to partnerships with other sectors that are “win-win.”

**PROJECT HIGHLIGHTS**

**GOAL:** Create a chronic disease prevention messaging campaign that local health departments and community-based organizations to utilize as part of their health promotion program or initiative.

**OVERARCHING CHRONIC DISEASE PREVENTION STRATEGY:** Chronic disease was defined broadly for the message development project, and includes chronic conditions, injuries, violence, and environmental, occupational, and infectious causes of chronic disease. Chronic disease prevention is inclusive of primary, secondary, and tertiary prevention, and involves addressing a broad array of risk factors with consideration of health disparities and social determinants of health.

**MARKETING RESEARCH:** California Department of Public Health chronic disease prevention and health promotion staff and partners provided input through a series of qualitative marketing research activities including: online surveys, focus groups, online discussion boards, and phone interviews.

**TOOLKIT:** The Chronic Disease Prevention Messaging Toolkit (Toolkit) is a communications resource to assist local health departments and community-based organizations with chronic diseases prevention and control topics for various audiences.

**COMMUNICATIONS WORKGROUP: Share Your Story**

California Department of Public Health

CHRONIC DISEASE PREVENTION MESSAGING TOOLKIT: Share Your Story

**MOST POPULAR SOCIAL MEDIA PLATFORMS**

Social Networks are Used by Three In Four Adults who are Online

- Facebook: 73%
- LinkedIn: 22%
- Twitter: 21%
- Pinterest: 17%
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