



How can we talk about public health and system transformation?

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Welcome

- **Today's goal: One-minute message**
 - Talk with your colleagues about public health
 - Invite them to work with you
- **Why?**
 - Meet listeners where they're at:
Use everyday words
 - Humans seek meaning first, then fill in details



Today's agenda

- **Examples:** Your colleagues share their one-minute messages
- **Frames:** Tried-and-true ways to talk about public health
- **Activity:** Draft your own, share with a buddy





Let's hear some examples



Kate Dean
Commissioner
Jefferson County, WA



Jim McDonough
Commissioner
Ramsey County



Nick Kelley
Public Health Director
City of Bloomington



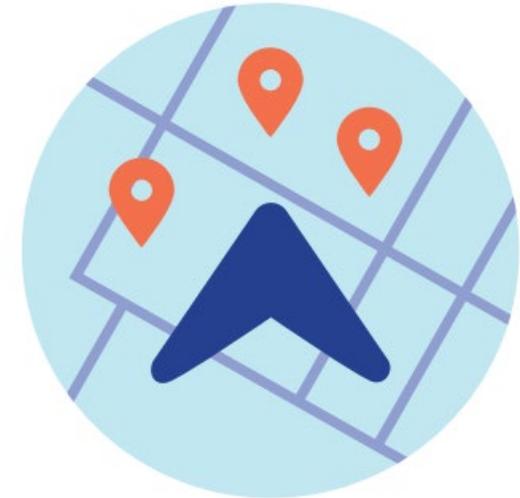
How can we talk about public health?



Public health shows the
**value of
investment**



Public health is the
**foundation of
community health**



Public health is like
GPS navigation

Public health shows the **value of investment**

- Communities prosper when they're healthy
- Make sure businesses, schools, hospitals are set up for success
- A smart investment
- Digging ourselves out of a hole is a risky gamble
- Protecting the investments we've made in each other

Value of investment: When to use it

- Show partners how collaborations are strategically/financially mutually beneficial
- Grow partner confidence that public health has achievable, measurable success
- Consider multi-year projects in a time frame or cost-benefit analysis

Public health is the **foundation of community health**

- Pillars of communities that support our way of life
- For a solid foundation, pillars need to reinforce each other
- We can't ignore structural flaws
- We all have the tools we need to build healthy communities

Foundation of community health: When to use it

- Grow other sectors' understanding of social determinants of health (without saying “social determinants of health”)
- Help others understand public health supports positive outcomes, not just avoids negative ones
- Encourage other sectors to look beyond individual decisions shaping health, into social systems and structures

Public health is like **GPS navigation**

- Public health experts are trained to spot patterns in data
- Our community leaders can take action to protect health
- Innovative solutions reach goals more quickly
- Won't leave you lost in mountains of data—
provides communities with different paths to safely navigate



GPS navigation: When to use it

- Help partners understand problem-solving power of data (beyond just tracking)
- Grow awareness among other professions about public health's data expertise
- Show how public health data could enhance partners' work

Your frame depends on your audience

- Use words and metaphors your listener understands
- Use a story
- Practice
- What does it take for you to be **clear** and **understood**?
After that, what will make your listener **care**?



Your turn: Writing your one-minute message

- **Choose a person** in your county, town, community
- **Choose a frame** you think resonates with that person
- **Write, draw, list, sketch out a one-minute message**
 - Meet your person where they're at
 - Describe why public health is vital
 - Invite them to partner with you to build up public health
- **7-8 minutes to write, 7-8 minutes to practice with a buddy**

Reflection: Our one-minute messages

- How did this feel?
- What did you like?
- What was challenging?
- What can you take with you, moving forward?





Thank you!