



DEVELOPING AN EFFECTIVE MESSAGING STRATEGY

School Nurses Media Training Workshop

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Planner, Presenter, Author Disclosures

**Barbara Glickstein and Robin Cogan
disclose the absence of personal financial
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the past 12 months.**

Say it so we all can understand.

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Framing and Messaging:
the heart of effective
communications work

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**What are you trying to accomplish
and who are you trying to reach?**

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Framing



- **Shaping the message for different audiences**
- **Values, beliefs and priorities of target audience**
- **Narratives or stories that support the frame**
- **Key statistic(s) that support the frame**

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Framing Example

Issue: REOPENING SCHOOLS SAFELY

Audience 1: Teachers & School Staff

Audience 2: Parents/Guardians/Community Members

Audience 3: Department of Education (Policymakers)

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**Make the story about the
*health of the children,
teachers and school
community or the interests
of the target audience.***

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Messaging

- **Clear, concise** messages
- No **jargon** (e.g. **Spec Ed**).
- Powerful but easily understood **statistic(s)**.
- **Stories** that support the frame and message.

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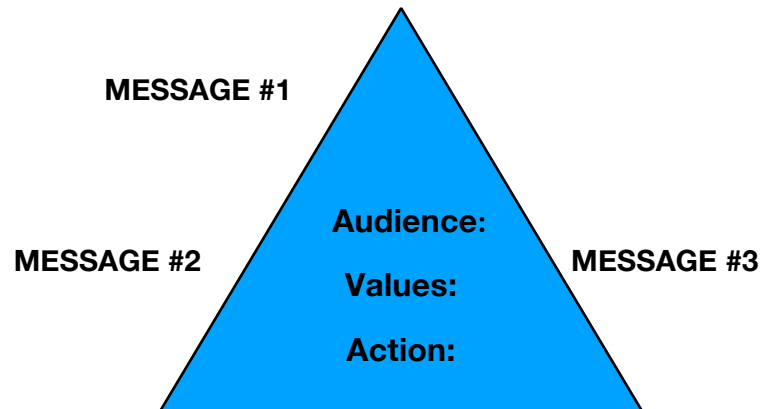
Message Plan

- **TWO key questions:**
Who am I trying to reach and what are their values, beliefs and priorities?
What am I trying to get them to do?
- **TWO considerations:**
Are you trying to raise awareness of an issue?
Are you advocating for legislation or a change in a regulation?

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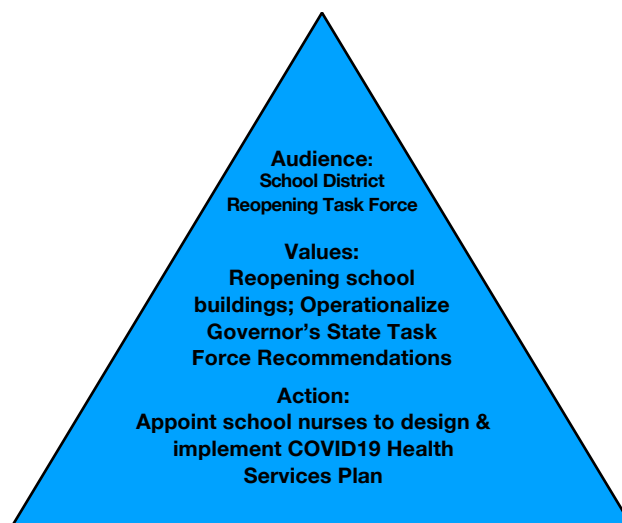
MESSAGE TRIANGLE EXERCISE

Statement of the Problem or Issue:



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Statement of the Problem or Issue:
Reopening School Buildings Safely



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**Statement of the Problem or Issue:
Reopening School Buildings Safely**

MESSAGE #1

School nurses support the reopening of school buildings. We must be members of the District Task Force on Reopening. In our district, there are 23 schools, 6 FT and two PT float school nurses.

Audience:
School District
Task Force

Values:
Reduce government
spending on health care; get
re-elected or reappointed.

Action:
Appoint school nurses to
design & implement COVID19 Health Services Plan

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**Statement of the Problem or Issue:
Reopening School Buildings Safely**

MESSAGE #2

The Task Force must commit to build social solidarity* so everyone feels safe & part of the solution to return to school. Include: parents/guardians, students, teachers, staff & the community.

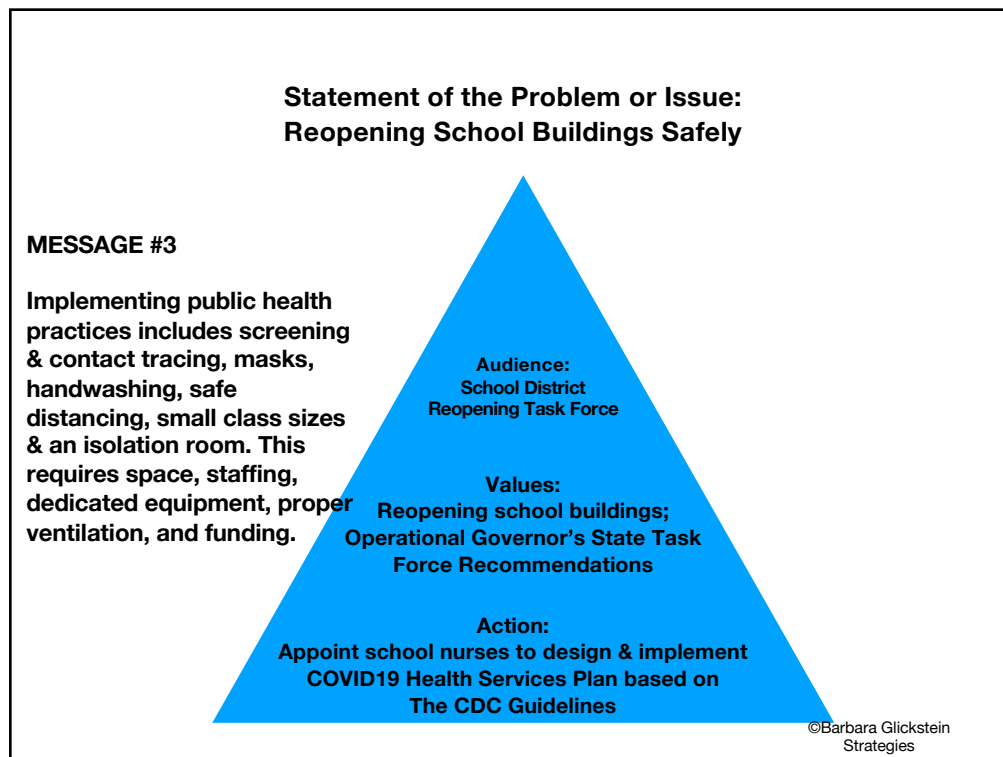
*Centering the community in the reopening school buildings; decision making.

Audience:
School District
Task Force

Values:
Reopening school buildings;
Operational Governor's State Task
Force Recommendations

Action:
Appoint school nurses to design & implement
COVID19 Health Services Plan

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Message Triangle Exercise

- Complete message triangle
- Be concise!



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Let's connect!



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