

Continuing Education Day

Strategic Communications To Improve Maternal & Child Health

with **Berkeley Media Studies Group**

Wednesday, October 25, 2017

8:30am - 3pm

Doubletree Hotel, Sacramento

Objectives

- Understand the challenges & strategies of communicating key maternal-child health issues
- Learn framing & media strategies to promote maternal-child health
- Develop communication skills for leaders advocating to improve maternal-child health

7:30 **Breakfast** with Networking & Small Group Meetings

8:30 **Welcome & Relevance** to Statewide Public Health Efforts – Kiko Malin

8:40 **Overview & Objectives**

Alignment with MCAH strategies; Introduction of Trainers & Facilitators; Learning Objectives

9:00 **Challenges in Communicating MCAH**

Discussion to surface challenges of communicating about maternal and child health.

9:30 **Framing Fundamentals & Media Advocacy 101**

Strategies and skills in communicating maternal and child health issues

10:30 **Maternal-Child Health Issues with Complex Communications**

Health Outcomes: Healthy births, Maternal mental health, Breastfeeding

Social Determinants: Housing, Work Conditions

Programs that address MCAH issues and Life Course Approach, Home Visiting

11:10 **Small Group Exercise focused on Policy Areas**

Apply Media Advocacy 101 to MCH policy goals

Identify key challenges, opportunities & strategies

12:15 **Lunch**

1:00 **Message Development**

Tips & Tools to help you develop a message that communicates a clear problem, solution, and values

1:30 **Message Delivery & Improvement**

Practice delivering a message to make your case in a clear & compelling way

Learn from other MCAH leaders in California

2:30 **Lessons Learned & Integration**

2:55 **Summary, Next Steps, & Evaluation**

Registration: \$120. Includes breakfast & lunch

RSVP to Lena Workman at California WIC Association lworkman@calwic.org, then pay onsite.

MCAH Action: California Maternal, Child & Adolescent Health Directors

Semi-Annual Conference: October 23-25, 2017, Doubletree Hotel, Sacramento

Communications Training on Addressing the Determinants of Maternal & Child Health

MCAH Action. Planning Document. v3_2017_10_17

Wednesday, October 25, 2017, Sacramento

Learning Objectives for Participants (MCAH Leaders throughout California):

- Understand the challenges & strategies of communicating key maternal-child health issues
- Learn framing & media strategies to promote maternal-child health
- Develop communication skills for leaders advocating to improve maternal-child health

Strategic Objectives for MCAH Action:

1. Advance communication strategies in areas/programs that improve maternal and child health
2. Provide useful training in strategic communications for members and partners of MCAH Action
3. Develop common understanding, language, and tools statewide for strategic communications

Objectives for MCAH Topic/Small Group Leaders:

1. Learn the communications framework and strategies that is utilized by local health departments
2. Gain perspective and input from local health department leaders on key health issues
3. Apply knowledge and training to develop key communication strategies and messages

Background: BMSG focus on Children's Health

<http://www.bmsg.org/our-commitment-to-public-health/childrens-and-family-health>

the problem

When children are healthy, everyone benefits. Families are happier; businesses are more productive; society runs smoother. While parents are ultimately responsible for keeping their children healthy, sometimes parents need help. Our society can do that by enacting policies to ensure affordable health insurance, access to healthy food, protection from violence, and paid sick leave, among other supports. Yet, in many ways, our current social safety net doesn't support those policies and news on children's health too often doesn't reflect their importance. Legislation that does support children's health is frequently bogged down with dense, wonky language that obscures the policy's underlying values such as compassion and fairness. This decreases the chances that reporters will pick up the story, and, ultimately, that the public will embrace it.

the path to success

Ensuring children's and family health starts with healthy public policy. That includes policies in areas like education, which have strong connections to health even though they may not be immediately obvious. To be healthy, children and families need a range of resources such as safe parks nearby, affordable fresh produce, schools with high-quality curricula, affordable medical care, and the ability to take time off work when a child or other family member gets sick.

BMSG's connection

We help advocates articulate the values behind the legislation, giving it the visibility it needs to be both understood by and persuasive to the public and to policymakers. At BMSG, we help advocates talk and write about the structural policy changes needed to support children's and family health without drowning in a mire of technical detail. Once advocates have communicated the values guiding their efforts, they are in a better position to explain why the policy matters and what its implications are for real people.