



Health Policy Institute of Ohio

What's on the Horizon: Addressing Values and Beliefs to Advance the Health of all Ohioans

Appealing To Public Policymakers: The Importance of Message Segmentation

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Key Takeaways: What do we do with the research insights we have?

- When developing a communications strategy, messages must be tailored not only for **policymakers**, but also for **those who influence them**.
- Target segments will be influenced not only by **messages they receive**, but also by **the messengers** who deliver them.
- Message delivery must reach each out to segments **where they “live”** and **through the channels they use**.

“If you want what you’ve saying heard, then take your time and say it so that the listener will actually hear it.”
- Dr. Maya Angelou

A Framework for Influencing Policymakers



1

Identify Decision-Makers and Influencers



2

Create Unique Audience Profiles – What do we know and what do we need to know?



3

Design a Message Map

4

Engage Credible Messengers



5

Align communications channels with audience preferences



6

Assess, Refine, Redeploy

1. Segmenting the Segments - Who are the decision-makers and who influences them?

Policymaker deciders may include:

- House and Senate Leadership
- House and Senate Members in key legislative districts
- House and Senate Staff
- Committee Chairs – e.g., Health and Human Services, Joint Commission on Medicaid Oversight, Commission on Infant Mortality
- State Agency Leaders – e.g., Health, Medicaid, Addiction Services
- The Governor

And, Influencers:

- Editorial boards – in Columbus and in hometown media
- Campaign contributors
- Constituents – especially those who vote
- Advocacy groups who engage
- Regional and local business and civic leaders
- Regional and local business and civic groups

2. Understanding what will resonate with decision-makers and influencers

What do we know and what do we need to know?

- Are they health egalitarians? Equity advocates? Committed activists? Disinterested skeptics? Private-sector champions? Self-reliant individualists?
- What do their past behaviors tell us?
- What do their current affiliations tell us?
- Are there any clues in their personal stories; their influencers?
- What do we know about their predispositions to the position we have staked out?

And, how do we find out more about them?

- One-on-one conversations and interviews
- Focus groups
- Public opinion polling
- Public records/statements
- Presence on social media
- Voting records

3. Designing a Message Map

Target Messages for
Audience A

Target Messages for
Audience B

**Positioning
Messages**

Target Messages for
Audience C

Target Messages for
Audience D

Message Map

Example:

IIRC Messaging

Students

- The industry offers a wide range of interesting jobs you might not have imagined.
- The industry is changing, and you can play a role in that transformation.
- Insurance jobs are stable and well-paying.
- Insurance professionals help people in their most difficult times, and the industry is looking for professionals who want to make a difference.
- Ten Ohio colleges and universities offer programs to get you started in an insurance career, including those for business students.
- Ohio's insurance companies are looking for talented young professionals who want to make a difference in the world.

Career-changers and Displaced Workers

- Insurance offers a wide variety of stable, well-paying jobs.
- You may be able to couple your existing skills with new training to get started in the insurance industry.
- Ohio's insurance companies are looking for talented mid-career Ohioans who want to make a change and a difference.

Insurance Professionals

- Our industry will need to fill 29,000 insurance jobs by 2024.
- The IIRC continues to work on behalf of the industry to move talent into the pipeline.
- We need everybody's commitment, from the C-suite to employees who have family members or friends considering a career.
- The IIRC provides resources to help you tell our story and generate excitement about the great jobs within our industry.
- Connect with us to find out how you can help create the next generation of insurance talent.

Potential IIRC Members

- Over the past five years, the IIRC has made a significant difference in raising awareness of careers in insurance.
- The IIRC has been a catalyst, along with its partners, in the rise of 10 new college insurance and risk management programs where once there were none.
- Successes are the result of the leadership of IIRC members and a willingness to collaborate with competitors to solve a serious shortage of new talent.
- Despite our progress, we need all members of the industry working together to provide resources needed to fill the talent pipeline.

Educators

- The IIRC is committed to supporting the success of your programs.
- It's important to make students aware of career possibilities within the industry, and we can help.
- Insurance isn't just for insurance majors, but for students in business, health sciences and other programs providing skills our industry needs.
- Connect with us, learn more and stay engaged. Ohio's insurance companies are looking for talented young professionals who want to make a difference in the world.

Overarching Message

There are thousands of stable, well-paying jobs open in an industry that is on the cutting edge of innovation, and Ohio's companies are eager to hire great talent. Those who join us will have a direct impact on improving people's lives, using emerging technologies and innovations.

Education and Workforce Policymakers

- By working with higher education and workforce agencies, the IIRC is helping to create a talent pipeline for Ohio's seventh largest industry.
- Bringing new talent into the pipeline is crucial to filling 29,000 insurance openings projected by 2024.
- We are working with our partners to raise awareness of the good, stable jobs available to graduating students, mid-career changers and displaced workers.
- We are eager to work with policymakers to increase the number of Ohioans seeking insurance jobs.

4. Engaging Credible Messengers To Amplify the Message



- Third-party experts
- Editorial boards and local media
- Constituents
- Social media followers
- Peers
- Real people who are affected and their stories

5. Channels – Simple messages, often repeated, through multiple channels



Earned media

- Editorials
- Op-eds
- Articles
- Radio and TV
- Paid advertising

Social media

- Facebook, YouTube, Twitter, LinkedIn
- Blogging
- Online communities

Face-to-Face

- Testimony and hearings
- Meetings
- Door-to-door

Events

- Press briefings
- Presentations
- Forums
- Statehouse visits

Collateral Materials

- Websites
- Briefing books
- Infographics
- Snail mail

6. Taking Stock : Assess, Refine, Redeploy



Are we achieving our goals?

Is the message resonating?

What adjustments do we need to make?

Refinement is ongoing...

Celebrate One



Community event



Video

GREATER COLUMBUS INFANT MORTALITY TASK FORCE
FINAL REPORT AND IMPLEMENTATION PLAN

THE CITY OF COLUMBUS
CITY COUNCIL
JUNE 2014



Report and implementation plan

On average, a baby dies every other week in our community due to unsafe sleep practices.

ONE
CELEBRATEONE.INFO

Print brochure

"Protect your baby."

Blankets, toys and stuffed animals in the crib with a baby are dangerous.

- A** Alone
- B** Back
- C** Crib

Every nap, every night, every time.

Dr. Janice James, M.D.
Board Certified Pediatrician

ONE For a free a crib, call 311 or visit CelebrateOne.info.

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Billboard

In Summary



- Concise tailored messages must be considered **for both policymakers and influencers**.
- Audience segments will be influenced by **messages and by the messengers** who deliver them.
- Communicators must seek out audiences through the **online and offline channels** they frequent.

Questions?

