

Spreading Your Message: Tool for Teams



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Part 1: Fill out the table on the next page

What are the best key messages for the audiences you need buy-in from for your health equity activities? Work with your team to fill out the messages in the table on the next page. Remember that a key message is a concise, persuasive statement (though it's good to have further information to anticipated questions prepared elsewhere).

You should consider multiple possible audiences, including audiences from each partner organization (healthcare organization, managed care organization, state Medicaid agency, community-based organization, and community members/patients). Audiences may include people with decision-making power to approve or deny your health equity activity, people whose work will be impacted by implementing your health equity activity, and people who may participate in your health equity activity.

When developing your message geared towards members/patients, consider ways to emphasize how their priorities and concerns have been and will continue to be incorporated into the design of your equity activity.

For a refresher on creating key messages, see the presentation on **Earning and Sustaining Buy-In**.

Note: When considering mode of delivery, keep in mind the audience's preferred communication style, as well as what mode is most appropriate for the content and context of a given key message.

Part 2: Consider how you will share your message

After completing Part 1, consider how to share your message. Think about real scenarios in which you need to get people invested in your AHE initiative. Create draft messages in some of the following modalities:

- Email
- Short slide presentation for a community member meeting
- Short slide presentation for a staff meeting (e.g., you have 5 minutes to introduce your idea – brevity and clarity are essential)
- A patient outreach letter (i.e., addressed to those impacted by the care delivery transformation)
- Talking points for a conversation
- Short video that could be shared broadly

Part 1 Activity: Creating Key Messages

| Audience | Likely Concern | Key Message(s) | Mode of Delivery |
|--|---|--|----------------------------------|
| <i>Example:</i> healthcare providers | With these longer appointments, I won't have time to see my regular patients | These visits will be infrequent and will replace "chart reviews" in administrative time | Staff meeting – discussion |
| <i>Example:</i> Medicaid managed care organization administrator | This activity seems valuable, but I worry about its impact on our bottom line | Health equity is increasingly required as part of quality improvement. Proactively addressing equity will benefit both our members and our company over the long term. | Pitching the idea – presentation |
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***Note, we strongly recommend you develop a key message addressed to community members/patients that will be served by your initiative.**

Advancing Health Equity: Leading Care, Payment, and Systems Transformation (AHE) is a national program supported by the Robert Wood Johnson Foundation and based at the University of Chicago. AHE's mission is to discover best practices for advancing health equity by fostering payment reform and sustainable care models to eliminate health and healthcare inequities.