

# Equity Technical Assistance Session #3: Internal and External Communication

**Blue Ridge Health District**  
**November 13, 2020**



# Agenda

- Review organizational goals for internal and external communications
- Review strategies, best practices, and tools
- Discuss organizational successes, challenges, and next steps



# What are Your Equity Goals re: Retention, Promotion, and Staff Support?



# Communication Audiences

## PRIMARY

### The Sparkplug

Sparkplugs are everywhere — but they don't always hold formal positions of power. They are early adopters and natural advocates, catalyzing racial equity work and sustaining it when it's challenged.

**Optimistic, visionary and tenacious,** they work at all levels of government, lead community groups and are outspoken advocates.

## SECONDARY

### The Decision-Maker

Decision-makers have the platforms, resources and influence to accelerate racial equity — their active leadership is critical. We aim to give decision-makers the tools they need to be effective advocates.

**Results-oriented, resourced, and under political pressure,** decision-makers hold authority, but have many competing pressures so may be more challenging to access, engage, and secure as champions.

### The Cautious Ally

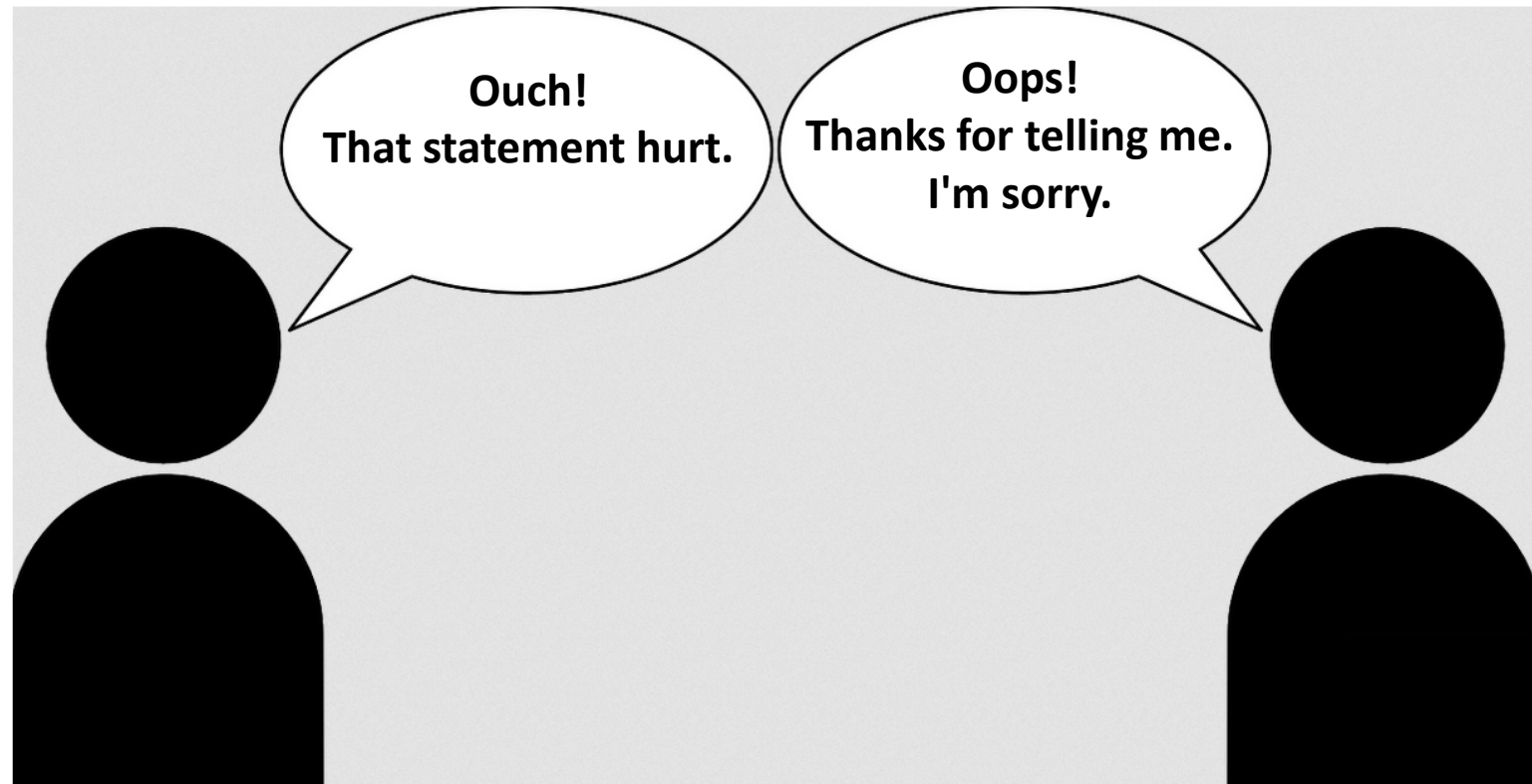
Hidden within the ranks, many allies-in-waiting exist.

**Hardworking, justice-oriented,** but perhaps **disillusioned,** they may be apathetic or skeptical because of the legacy of racial inequity, the immensity of the task ahead, or memories of prior failed attempts.

Sparkplugs or decision-makers are best suited to encourage and sustain this person. Once collectively engaged, this audience accelerates organizational change.

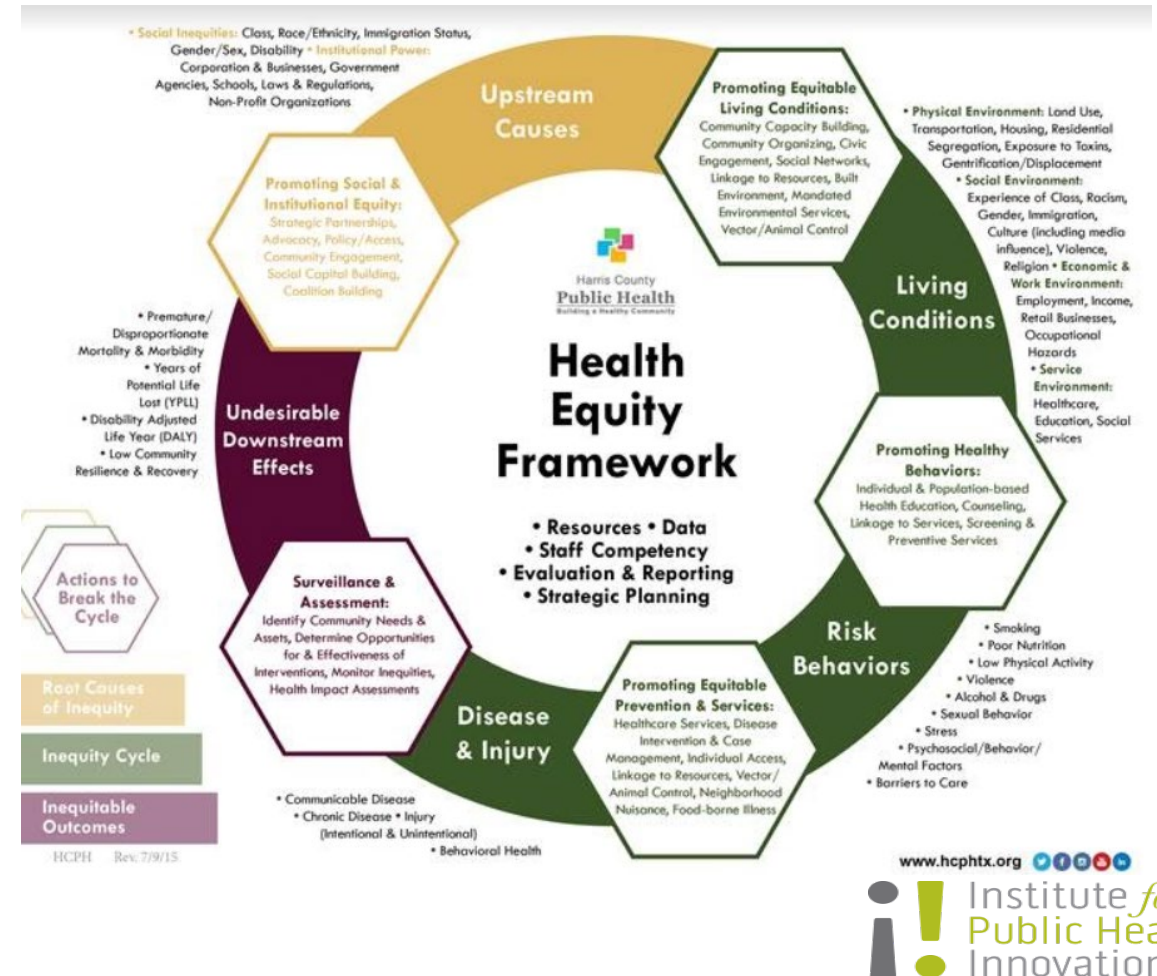
# Internal Communications-Audiences

- ✓ Leadership to staff
- ✓ Supervisors to staff
- ✓ Equity committee to all
- ✓ Staff to staff



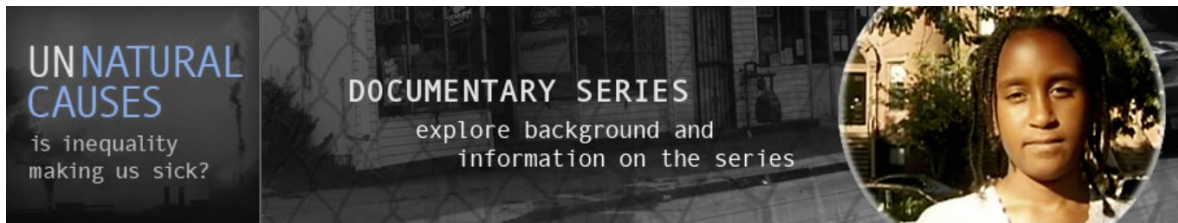
# Internal Communications-Modalities

- ✓ Email
- ✓ Newsletters\*
- ✓ Word of mouth
- ✓ Influencers
- ✓ Images, graphics, framework
- ✓ Strategic plan and workplans
- ✓ Progress reports





# Internal Communications-Modalities



- ✓ Program/team meetings
- ✓ All-staff events/in-services/retreats
- ✓ Training\*/brown bag sessions
- ✓ Equity memos
- ✓ IT Platforms (e.g. Teams, management and communication software)

# Internal Communications-Messages

- ✓ Equity statement--align equity with mission, vision and values
- ✓ Align equity messages with work priorities and organizational goals
- ✓ Testimonials
- ✓ Story-telling

## BOSTON PUBLIC HEALTH COMMISSION

- ✓ Vision Statement: The Boston Public Health Commission envisions a thriving Boston where all residents live healthy, fulfilling lives free of racism, poverty, violence, and other systems of oppression. All residents will have equitable opportunities and resources, leading to optimal health and well-being.





# External Communications

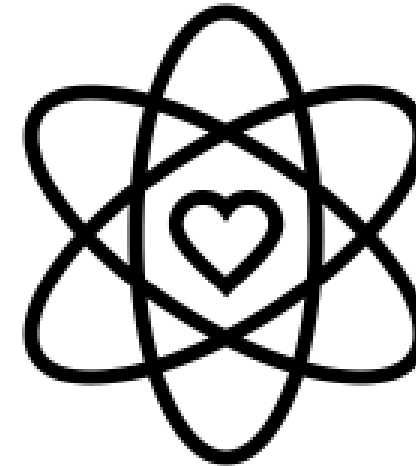
- ✓ Listening is critically important
- ✓ Use boilerplate language



*"The Colorado Department of Public Health and Environment acknowledges that long-standing systemic racism, including economic and environmental injustice, has created conditions that negatively affect marginalized communities, particularly people of color. These conditions, which limit opportunities for optimal health and influence individual behaviors, are critical predictors of health outcomes. To realize a future where all Coloradans can thrive, we must be leaders in undoing policies and practices that have contributed to these inequities."*

# Message Framing

- ✓ Tailor your message to your audience
  - Understand the values of your audience
  - Fairness
  - Equality/equal treatment
  - Opportunity
  - Ingenuity
  - The Common Good



# Sharing & Presenting Data

- ✓ Utilize data to tell a story
  - Move from blaming to framing
  - Focus on place
  - Zip codes & Life Expectancy Maps
  - Pair data with stories



# Discussion



# Next Steps

- ✓ Next TA Session
  - ✓ Community Engagement and Customer Service
  - ✓ December 4, 2020 1 pm to 2 pm

