

Know Your Audience

STRATEGIES FOR OPENING CHANNELS OF COMMUNICATION

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Healthy Teen Network

Welcome!

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President & CEO
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We promote better outcomes for adolescents & young adults by advancing social change, cultivating innovation, & strengthening youth-supporting professionals & organizations.



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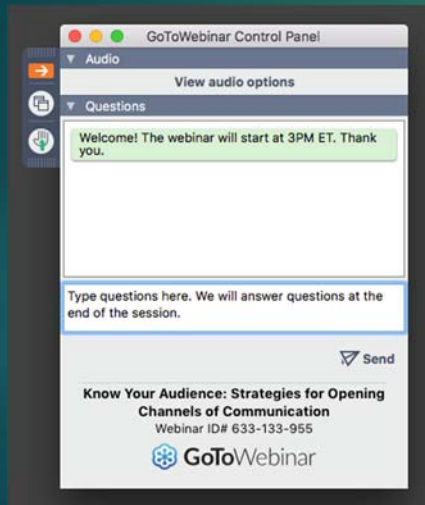
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Join Today!

About Today's Session

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- ▶ GoToWebinar Guide & FAQs: support.logmeininc.com/gotowebinar/join
- ▶ Questions may be submitted via the Questions panel, to be answered at the end of the webinar.
- ▶ If your audio isn't working well, you may have better luck calling in with a phone rather than using the VOIP option.

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Finding Common Ground: 2017 Advocacy Project

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Project Goal:

Increase capacity to educate public policymakers on the imperative of sustaining & increasing public investment in positive sexual health education & services for young people.

This project is made possible (in part) by an independent grant from Merck.

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Today's Presenters: Steinhauser Strategies

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▶ Randan Steinhauser



▶ Brendan Steinhauser

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GOALS FOR TODAY

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- ▶ Identify common ground with elected officials by understanding their background and record
- ▶ Identify ideas for utilizing effective storytelling and compelling narratives to drive home a message
- ▶ Feel prepared to partake in constructive conversations with policy leaders who may not agree with you but are willing to hear your message
- ▶ Identify ways to amplify your message after meetings

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Ways to Understand Your Elected Officials

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- ▶ Understand their personal background: personal story, academic background, marital status, and religious beliefs
- ▶ Understand their policy background: prior jobs to holding office, public statements on policy issues, record votes, sponsored bills
- ▶ Understand their district: who do they represent – demographically
 - ▶ Members always want to say, “I’m doing what my district wants” or “I’m voting with my district.” Is that always the case?
- ▶ Understand their donors: who provides campaign contributions and does that provide insight into their base/background?

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Identifying the Best Messenger

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- ▶ Once you have an understanding of *who* you’re talking to, figure out the best messenger to convey your narrative
 - ▶ Constituents – make sure you find folks who are represented by the member
 - ▶ Compelling narratives – family stories, hardships overcome, happy-ending stories
- ▶ Ensure your messenger knows the message!

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Choose your Narrative Wisely

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- ▶ Decide on your narrative ahead of time and base it on the background of your elected leader, the messenger, and what has worked in the past
- ▶ What are you asking for?
- ▶ Identify your best talking points and stick to them! Do not get trapped in a messaging battle with someone who is unlikely agree with you – keep it top-level, big-picture
- ▶ Provide anecdotes and examples

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Ideas for Communicating Effectively

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- ▶ Be prepared: understand who you're talking to and their background
- ▶ Choose your messenger wisely – what are you asking for?
- ▶ Stick to your talking points
- ▶ Stay respectful
- ▶ Ensure there is appropriate follow-up

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