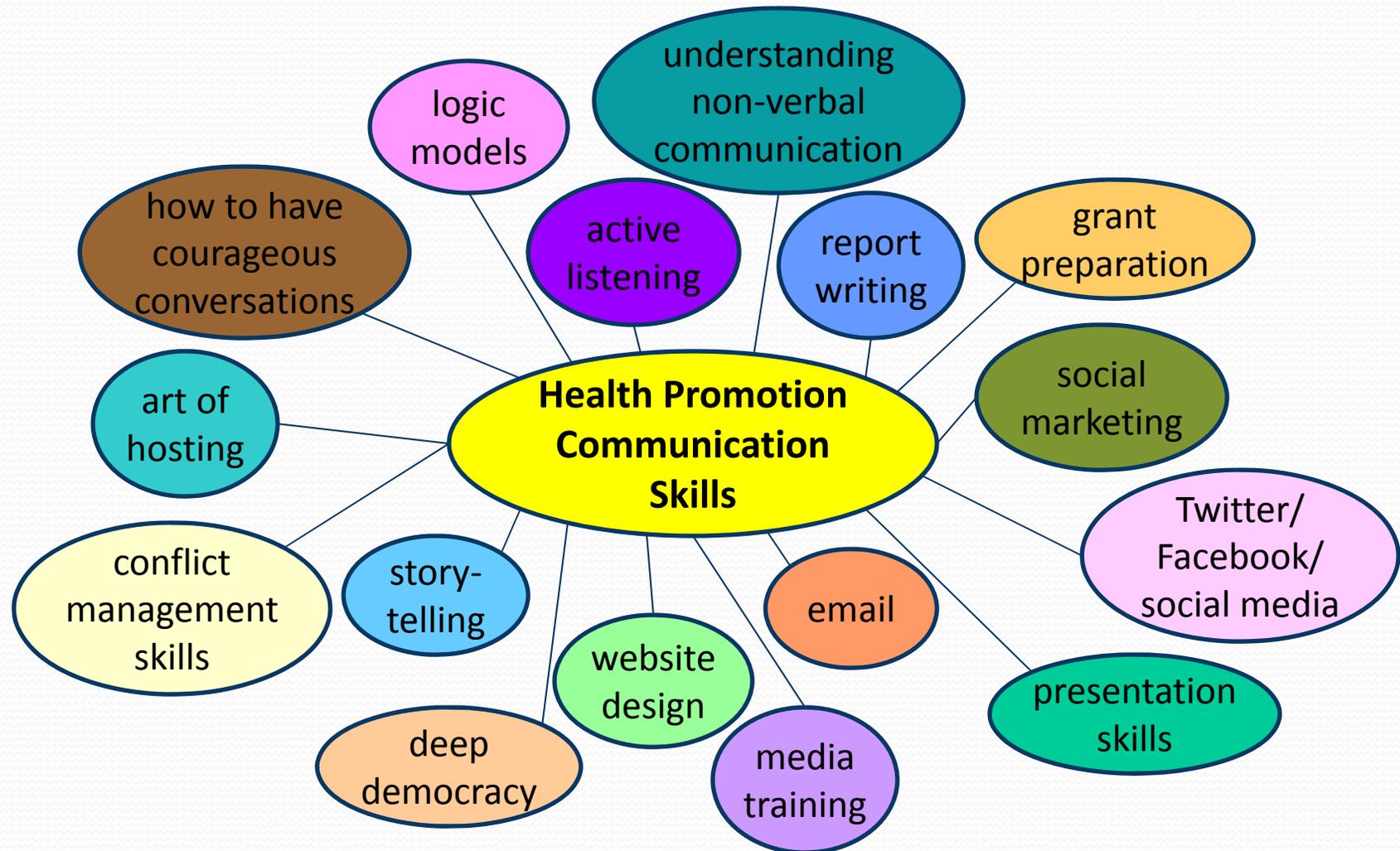


**What does the notion of *distillation* mean to health promotion practice?**

# What is missing?



# Distillation

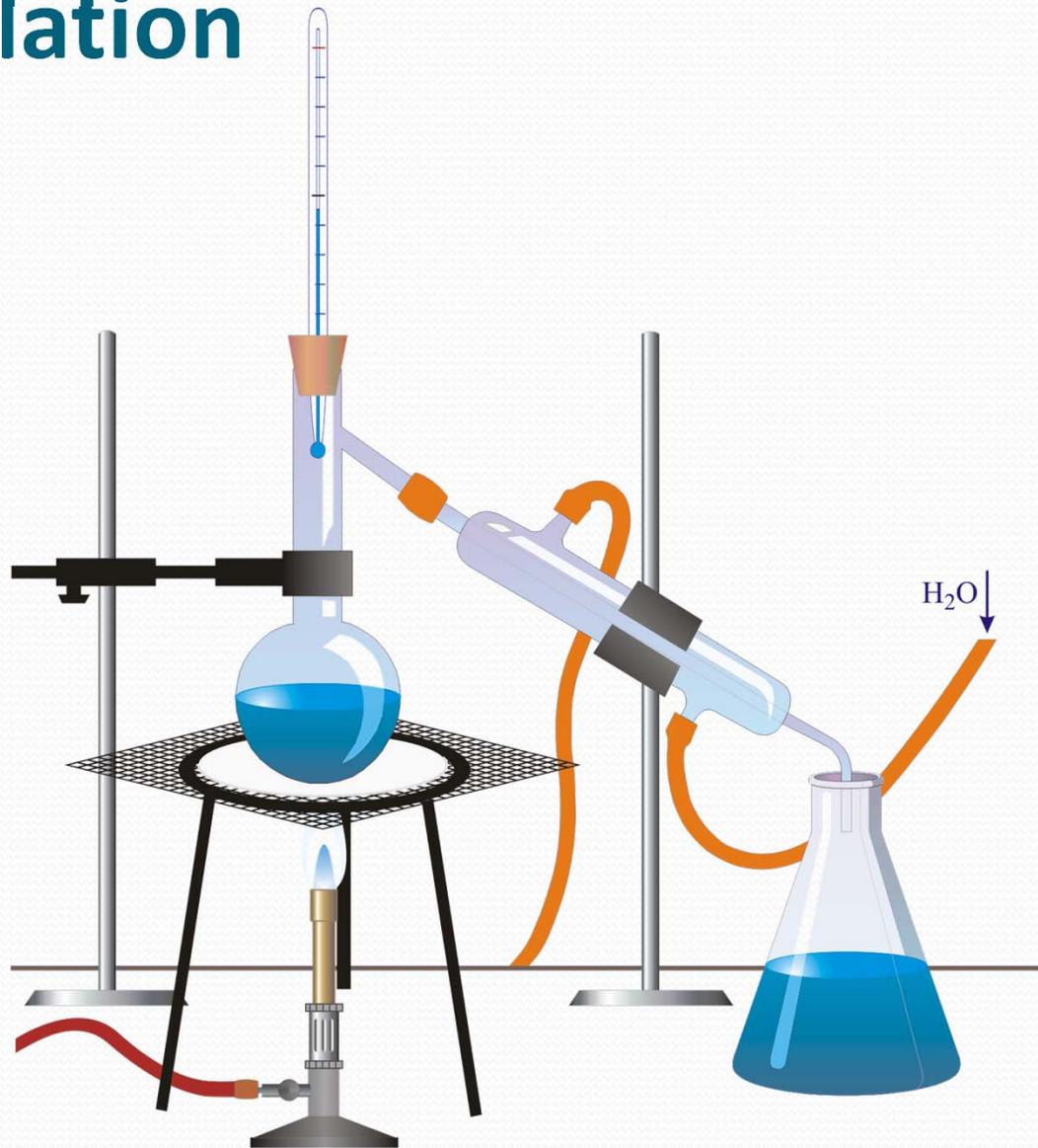


Image: E. Generalic, <http://glossary.periodni.com/glossary.php?en=distillation>

# Objectives for the workshop

- To share a perspective that distilling information is an essential communication skill to HP practice.
- To explore a few useful concepts and ideas for building the skill of distilling.
- To practice some of the techniques in small groups drawing on the experience, knowledge and skill in the room.

# Workshop Assumptions

- FUN
- The room is full of experience and wisdom.
- I am not an expert in distilling.
- We are very skilled communicators.
- We need to strengthen our message preparation and be strategic-with whom, when.
- In order for others to act they need to hear what we are saying *fully* and understand their role in taking action.
- Need to draw on many other fields in this skill-building: psychology, business etc.
- There is a sales component to HP work.
- Provocation is sometimes useful.



# How to get heard: the basics

1. Clarify your objective
2. Find the right approach
3. Know your listener

# The right approach

The right approach often calls for distilled messages.

But how?

- There are a variety of different tools: schemas, metaphors, message maps, and elevations pitches, to name a few.
- Today we will explore schemas briefly and learn about and practice message maps and elevation pitches.



# Know your listener

- What are their values, attitudes, beliefs, traditions, hopes, fears, expectations and schemas? We all think in **SCHEMAS...**

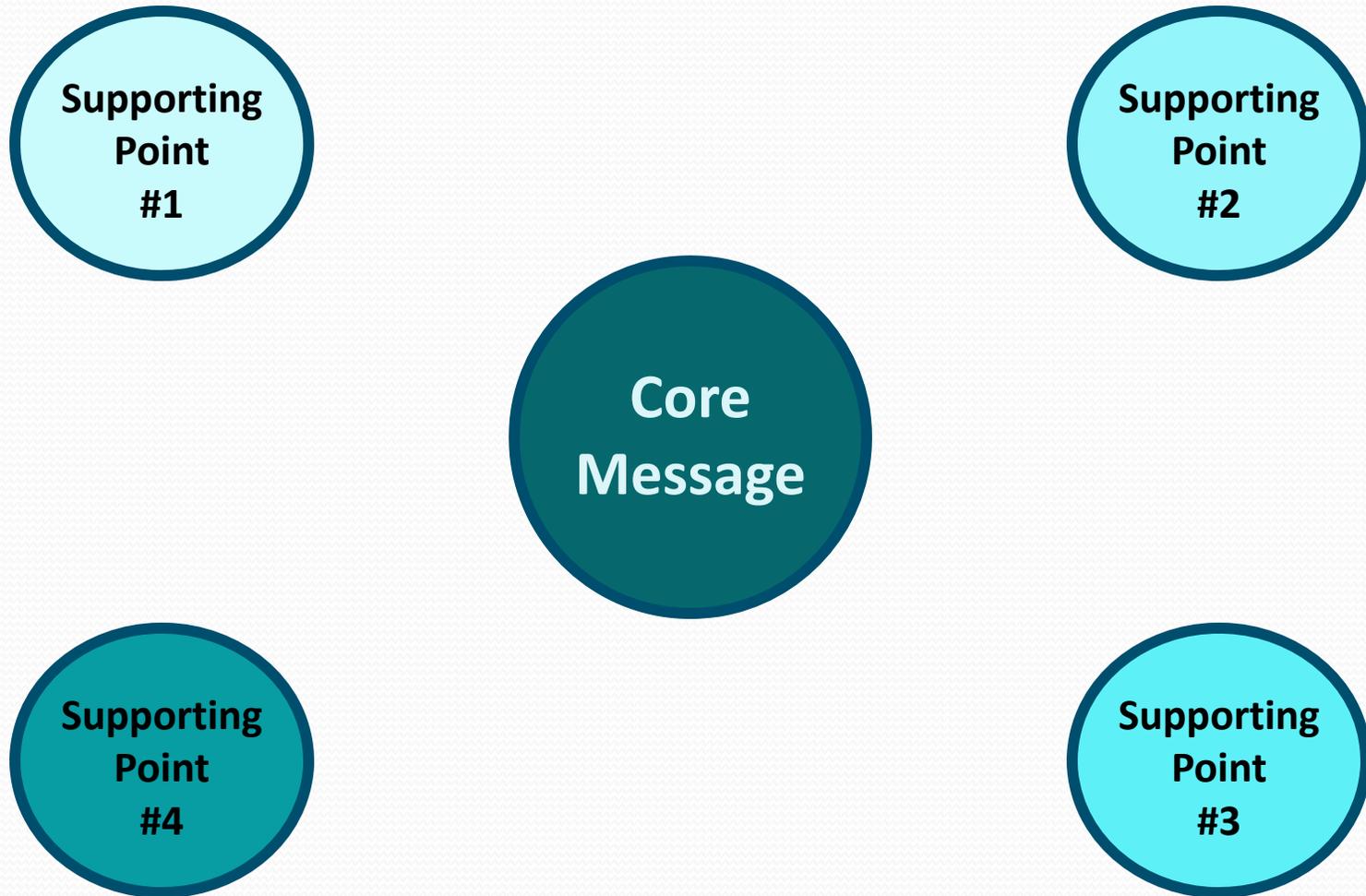
# What is a Schema?

- A **schema** is a mental structure we use to organize and simplify our knowledge of the world around us. We have schemas about ourselves, other people, mechanical devices, food, and in fact almost everything. Schemas can be useful because they allow us to take shortcuts in interpreting the vast amount of information that is available in our environments.
- Example: what is Webkinz? Facebook for kids.

# What is Message Mapping?

- A **message map** is a visual display of your idea in one page. It can help you share, pitch and communicate anything. It can be a useful tool for critical communication situations- a road map.
- Break messages down to the **bare naked essence**. First, you need a twitter-friendly headline (what is the single most important thing you want others to know?). Then you need to highlight 3 key elements of the headline- 3 key benefits which reinforce the theme). Then the 3 benefits can be reinforced with statistics, stories or examples.

# Message Map - Example



# Message Map

## Supporting Point #1

Spend a lot of  
time talking –  
who is listening?

*“Public Health-speak”*

## Supporting Point #2

Emotional side  
to being heard –  
understand your  
receiver

*What are their values?  
How do they understand  
where health comes from?*

Distillation is  
a core skill  
for HP  
Practitioners

*“Bare-naked essence”*

## Supporting Point #4

Need ground-  
swell of public  
support

*Need politicians to take action*

## Supporting Point #3

Need  
political  
will

*Politicians only take action if  
they are supported by public.*

# What is an Elevator Pitch?

- It is the **strong sales message**. Do not be fooled into thinking selling is not part of your job. It is. You are selling ideas. Loaded with values, judgements and all evidence informed. And often you have less than a minute to sell an idea to a local politician or community influencer. How can you get heard in the short time?
- **PLAN AHEAD**. Be ready for the opportunities. Have key messages and tailor them.



America leads the world in medical research and medical care, and for all we spend on health care, we should be the healthiest people on Earth. Yet on some of the most important indicators, like how long we live, we're not even in the top 25, behind countries like Bosnia and Jordan. It's time for America to lead again on health, and that means taking three steps. The first is to ensure that everyone can afford to see a doctor when they're sick. The second is to build preventive care like screening for cancer and heart disease into every health care plan and make it available to people who otherwise won't or can't go in for it, in malls and other public places, where it's easy to stop for a test. The third is to stop thinking of health as something we get at the doctor's office but instead as something that starts in our families, in our schools and workplaces, in our playgrounds and parks, and in the air we breathe and the water we drink. The more you see the problem of health this way, the more opportunities you have to improve it. Scientists have found that the conditions in which we live and work have an enormous impact on our health, long before we ever see a doctor. It's time we expand the way we think about health to include how to keep it, not just how to get it back.

## 1. LEADS THE WORLD

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## 2. START WHERE HEALTH STARTS

It's time we made it possible for all Americans to afford to see a doctor, but it's also time we made it less likely that they need to. Where people live, learn, work and play has an enormous impact whether they stay well in the first place. Health starts in strong, loving families and in neighborhoods with sidewalks safe for walking and grocery stores with fresh vegetables. Health starts in jobs we can get to without hours of commuting and in work places free of unnecessary hazards. Health starts in schools that educate our children for the jobs of the 21st century so they can compete in the world economy, that feed them healthy meals rather than junk foods, and that send them home safe at the end of the day. And health starts in having the time and financial resources to play at the end of a hard day's work, because unrelieved stress takes its toll on our hearts and immune systems. As we work on fixing health care in America, we need to start where health starts, not just where it ends.

### 3. SOCIAL BY NATURE

We are social by nature, and when the ties that bind begin to unravel, so does our health. Health begins at home in our families, with a loving relationship between parents and their children, where kids can expect to be safe, nurtured and protected. Health begins with healthy communities, with safe streets, freedom from violence, and parks where kids can play. Health begins with a good education, where children learn not only how to read, write, and prepare for fulfilling, prosperous life, but how to treat each other with dignity and respect. And health begins with safe jobs and fair wage, where people derive a sense personal satisfaction from their work and connection to their co-workers. No institution alone can restore a healthy America that nurtures families and communities. That will require leadership, and a partnership of business, government, and civic and religious institutions. We can't eradicate illness, but we can foster health. And health begins with healthy relationships, healthy communities, and healthy jobs, which protect us from the stress of everyday life. That's one prescription that doesn't require a co-pay.

# Summary

- Plan, plan, plan
- Human communication is more than words and phrases
- Clarify your objective- what are you trying to achieve? What do you need from the listener to enable this to happen? What is their role?
- Know your listener- what are their values, beliefs, hopes, fears, expectations, schemas
- Find the right approach- how does effective communication look in this context?

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