

# welcome

## Introductions

Introduce yourself to a partner

- Name, pronouns, organization
- Share three words that describe why this work is important to you
  - E.g. community, justice, liberation



09.7.2023

# Putting it into practice: Using strategic communications to advance equity across California

California LHJ Equity Convening

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Lori Dorfman, DrPH



## learning objectives

- **Clarify** how an overall strategy and power-mapping can guide communication strategies
- **Use** the components of a message to develop compelling values-based messages

in son.  
history, what and the public  
has considered "newsworthy" has met different definitions. For example, mid-twenty  
mains on political and  
ever, the news media

## tools we will use

Area court in mystery disappearance

- Layers of Strategy
- Power-mapping
- Components of a message

# key terms

## What is media advocacy?

Media advocacy is the strategic use of mass media to support community organizing to advance a social or public policy initiative.

# social marketing

**CA COVID-19 RENT RELIEF**

**Apply for rent and utility help today.**

Your information is private. Applicants may qualify regardless of immigration status and will not be required to show proof of citizenship.

Check eligibility and apply at [HousingIsKey.com](https://HousingIsKey.com) or call 833-430-2122.

The graphic features a dark blue background with white geometric lines forming a map of California. A yellow house icon with a keyhole is positioned to the left of the text.

Individual focus ⇒

Warns & informs ⇒

Personal change ⇒

Message ⇒

Information gap ⇒

# media advocacy

**HOUSING IS HEALTH**

**EXTEND THE MORATORIUMS**

**PUBLIC HEALTH AWAKENED**

The graphic features a teal background with a row of stylized houses in black, white, and red. The text is arranged in bold, white, sans-serif font within black and red rectangular boxes.

Issue focus

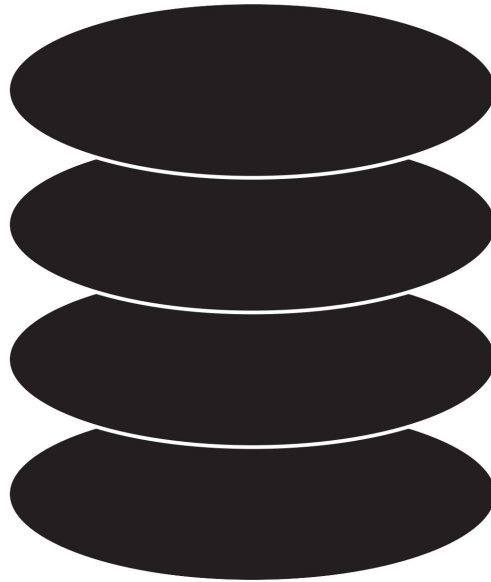
Pressures & mobilizes

Policy change

Voice

Power gap

# layers of strategy



Overall strategy

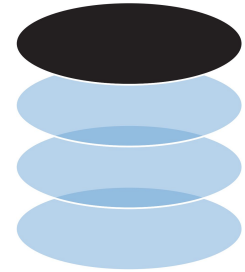
Media strategy

Message strategy

Access strategy

# Overall strategy

- ➔ Define the **problem** you want to address
- ➔ Clarify the **solution** for which you'll advocate
- ➔ Identify the **target** with the power to make the change
- ➔ Enlist the **allies** who can help make your case
- ➔ Identify what **actions** you'll take to influence the target

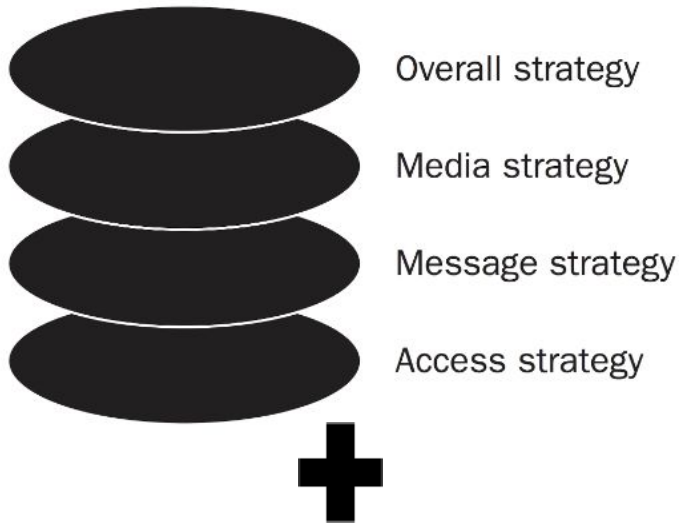




# your turn

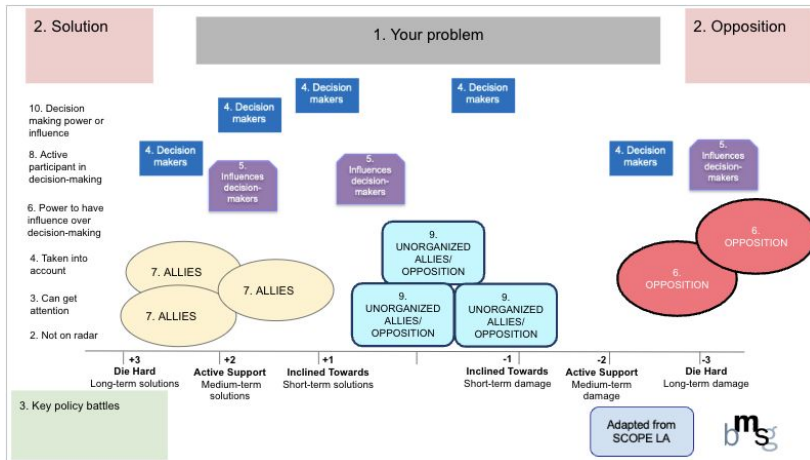
## What is your overall strategy?

- What is a specific solution you would like to move forward to advance racial and health equity?



## How does power-mapping support strategic communications?

- Helpful for controversial issues/contexts
- Clarifies long-term goals & short-term actions
- Leads to concrete implementation steps
- Clarifies decisions in the Media, Message, and Access layers



## 2. Solution

## 1. Your problem

## 2. Opposition

10. Decision making power or influence

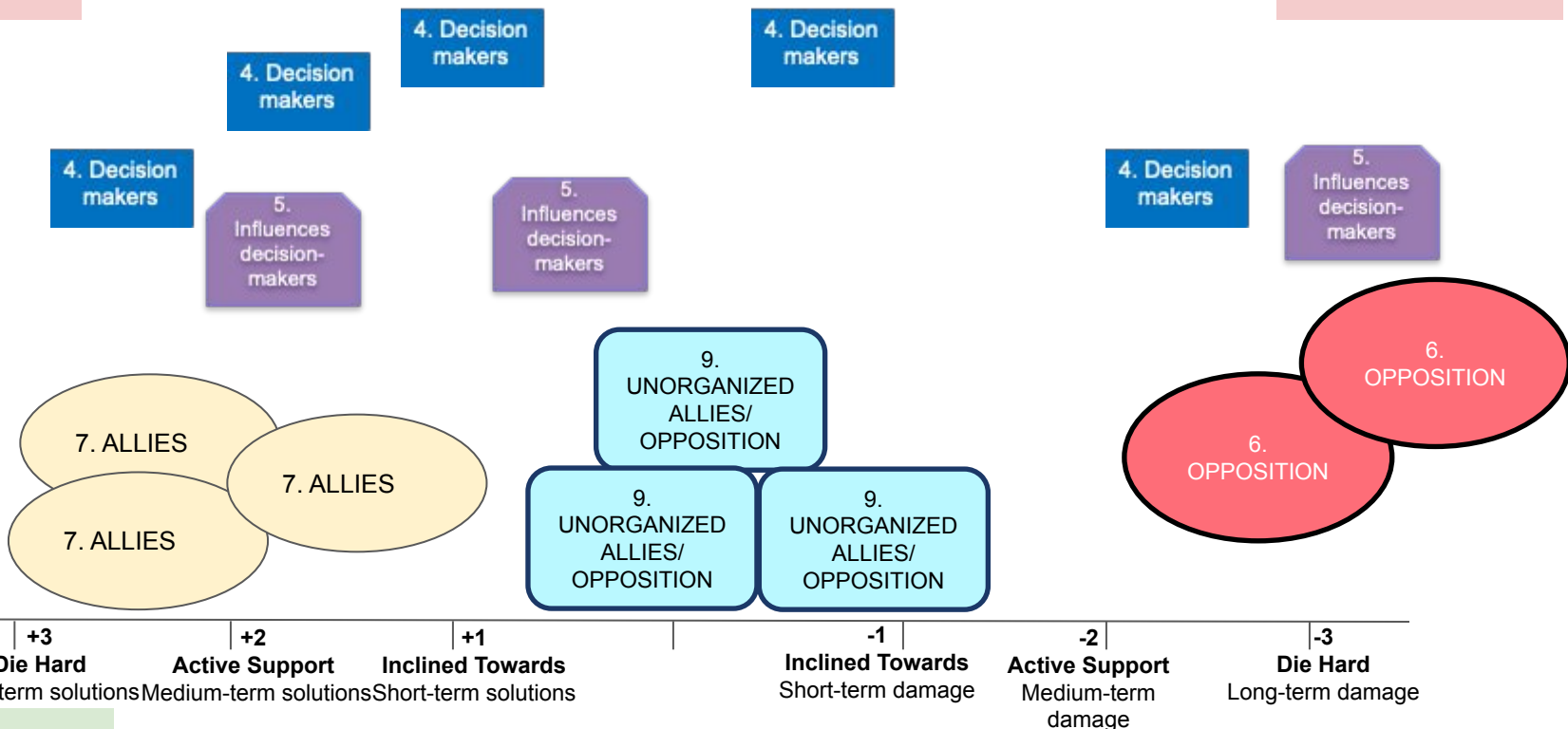
8. Active participant in decision-making

6. Power to have influence over decision-making

4. Taken into account

3. Can get attention

2. Not on radar



## 3. Key policy battles

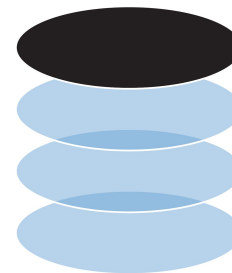
Adapted from  
SCOPE LA



## Overall strategy example

- ➔ **Problem:** Evictions during early months of COVID-19 pandemic
- ➔ **Solution:** Pass an equity-focused county eviction protection package to keep people housed
- ➔ **Target:** County Board of Supervisors
- ➔ **Allies:** Local grassroots groups (legal, faith, housing, immigrant rights), public health organizations, etc.
- ➔ **Actions:** petitions, public comment, op-ed, social media, etc.

*Based on work by the Vallejo Housing Justice Coalition and other community organizers in Solano County*



2. Solution: Pass an eviction moratorium in 2020

1. Problem  
Solano County residents are being evicted during the pandemic

2. Opposition: Prevent moratorium from passing

10. Decision making power or influence

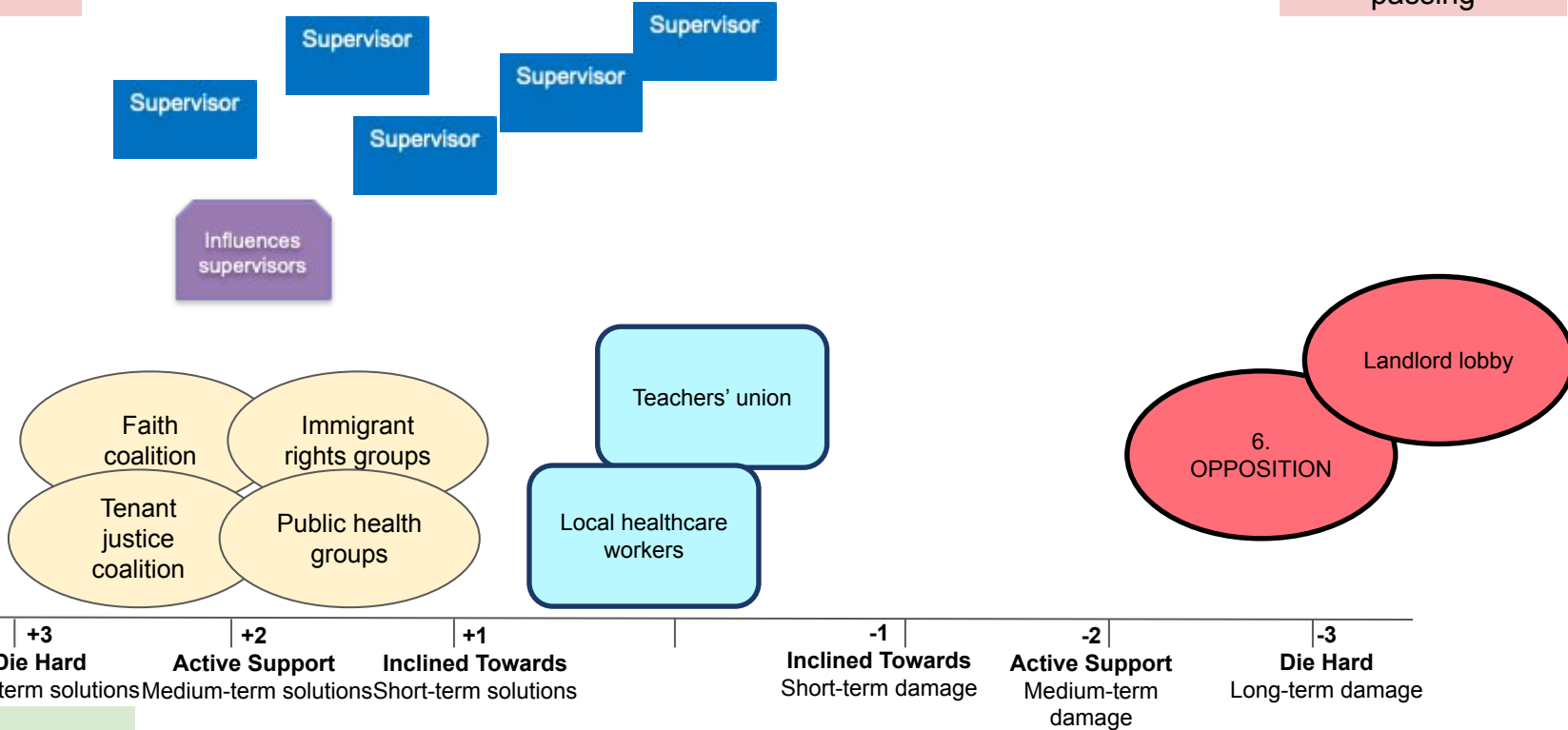
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3. Key policy battles  
5.12.20 Budget committee vote  
5.31.20 Full board vote

Adapted from  
SCOPE LA



# Working in coalition to advance housing & health equity

Due to new [rental housing regulations](#) put in place by L.A.'s city council earlier this year, City Controller Kenneth Mejia is now able to track where those evictions are playing out across the city... "We hope this map and analysis informs policy makers and the public about our city's housing/eviction crisis," Mejia [tweeted](#), linking to the data's release.

THIS

HOUSING AND HOMELESSNESS

## As LA Evictions Rise, City Controller Releases Map Showing Where Renters Are Getting Pushed Out

By [David Wagner](#)

Published Aug 22, 2023 5:00 AM



Protesters hold signs outside Downtown L.A.'s Stanley Mosk Courthouse to call on L.A. city leaders to stop evictions over COVID-19 rent debt.

(David Wagner/LAist)

<https://laist.com/news/housing-homelessness/los-angeles-city-eviction-map-controller-mejia-data-housing-homelessness-landlord-renter>

# your turn

**Who is your target audience? What do you want them to do?**

- Thinking about your overall strategy and people or groups you might put on a power map, name one target audience and the action you want them to take.

You can't have a message strategy without an overall strategy.

## Message strategy

### Framing

→ What it is about

### Message

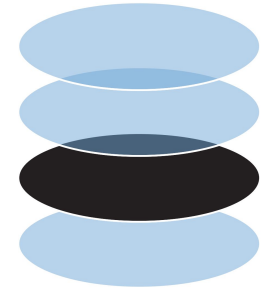
→ What we say

### Messenger

→ Who says it

### Target

→ Who we want to hear it





# Message development

## *Components of a message*

### **Problem**

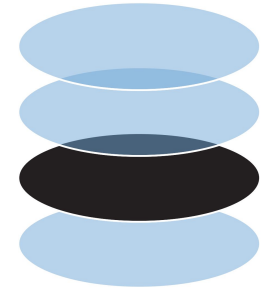
→ What's wrong?

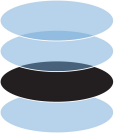
### **Values**

→ Why does it matter?

### **Solution**

→ Who should do what, by when?





# Message development

## *Paid sick leave example*

Workplace benefits, such as paid sick leave, should be equitable, restorative and focused on uplifting health. No one should have to choose between a paycheck and staying home sick or caring for a loved one. **And yet, companies like Walmart do not offer paid sick leave to the essential workers at the forefront of the pandemic. This is why we are asking Walmart to institute a paid sick leave policy for all its employees.**

Values

Problem

Solution

# discussion

- Thinking of your target audience, what values do you share with them?
- How do those values connect to the solution you are seeking?
- What will you do on Monday to start this conversation with your audience?
- What would help you make this happen?

# Workshop summary

- Equity-focused messages start with an equity-focused overall strategy
- Power-mapping + overall strategy can help us advance equity in the short and long-term!
- Use the components of a message to emphasize values, solutions, and landscapes!

# thank you



## stay connected!

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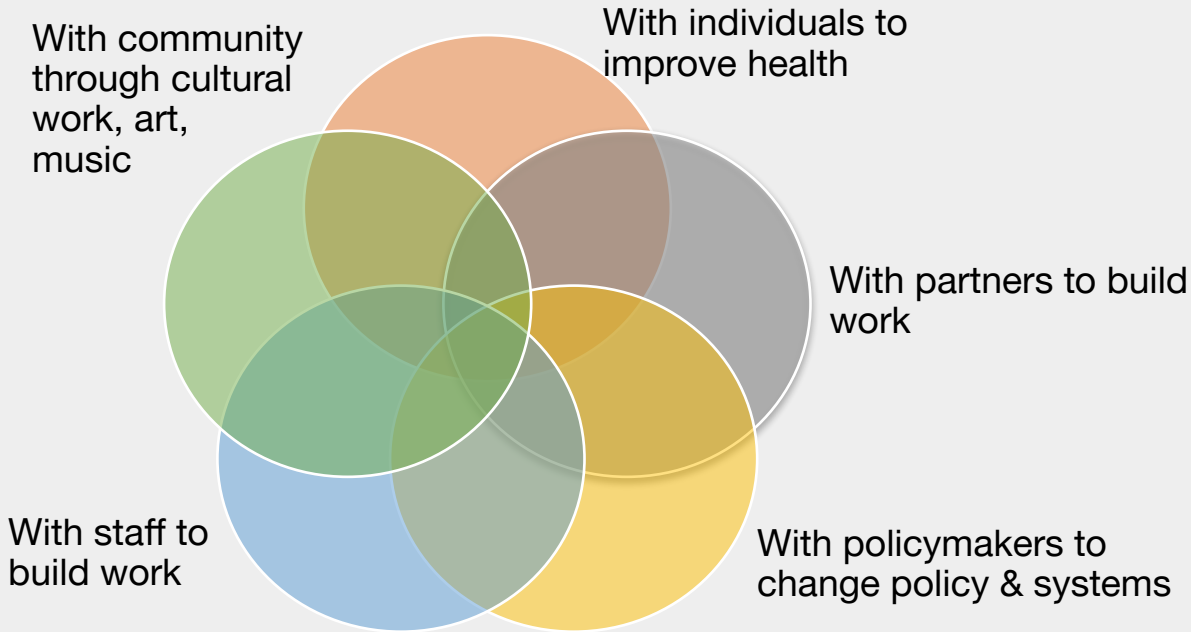
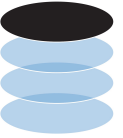


Facebook: [Berkeley Media Studies Group](https://www.facebook.com/BerkeleyMediaStudiesGroup)



# Strategic communication

*for racial and health equity*



# Avoid elephant triggers



**Breaking: UPDATE: Woman Held on Suspicion of Drunk Driving Following Fatal Crash »**

Government

## Sugary-Soda Ban Will Cut Kid Obesity, Save Medical Costs, Englander Says

"It's not Big Government trying to take over and control what people are drinking or consuming," the councilman says.

By [Saul Daniels](#) | [Email the author](#) | June 20, 2012

**Example:  
elephant  
trigger**

