

Communication Resources

This bulletin consolidates equity focused communication resources into one section for your reference. While there can be communication strategies tailored for each of the 12 competencies from the [Baseline Organization Assessment for Equity Infrastructure](#), there are also best practices that span all competencies and did not fit in any particular section. Therefore, the CDPH Equity Technical Assistance Team assembled the sources into their own bulletin for ease of access.

TITLE	DESCRIPTION
<u>Berkeley Media Studies Group: Our Commitment to Health Equity</u>	Example. Berkeley Media Studies Group details their commitment to health equity by stating why health equity is important, their approach to equitable public health initiatives, and other examples, projects, and resources for further reading.
<u>Communicating in Conservative Contexts: Strategies for Raising Health Equity Issues Effectively</u>	Webinar. This webinar presents recommendations for reframing public health initiatives in order to communicate more effectively and build common ground between groups of diverse beliefs. The webinar is moderated by Dr. Carmen Rita Nevarez of the Public Health Institute in Oakland, CA.
<u>Plain Language for Public Health</u>	Guide. This publication describes the importance of preparing your communications thoughtfully and with the correct intentions. The guide will take you through questions such as "What is my audience?", "How do I user test my communications before sending them out?" "How can I make my tone conversational and easy to understand?"

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<u>Championing Public Health Amid Legal and Legislative Threats: Framing and Language Recommendations</u>	Guide. Berkeley Media Studies Group collaborates with language and logistics consulting firm Real Language LLC in order to provide framing tools and communication recommendations for public health professionals. The guide lists easy to follow steps on how to craft your message, enhance it by following great examples, and provides sample answers to show how to respond to difficult questions.
<u>Making Data Talk: A Workbook</u>	Guide. Presenting data for public health requires knowledge of communication strategies in order to best present the message behind the data. This guide discusses universal communication strategies, presentation strategies, and urgent communication principles. Each section also has practice exercises for the reader to test their understanding of the content.
<u>Health Equity Guiding Principles for Inclusive Communication</u>	Guide. The CDC explains how to use a health equity lens, essential steps to effective communication, a glossary of preferred terms, and additional resources that organizations can use to inclusively communicate health equity.
<u>Health Equity Style Guide for the COVID-19 Response: Principles and Preferred Terms for Non-Stigmatizing, Bias-Free Language</u>	Guide. Based off of the above resource "CDC Health Equity Guiding Principles for Inclusive Communication," this guide focuses on language that is inclusive and respectful when discussing the COVID-19 pandemic. This guide continues to be relevant and has many different suggestions on terms to avoid and preferred language which will enhance communication with an organization and a population of focus.

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<u>Advancing Health Equity: A Guide to Language, Narrative and Concepts</u>	Guide. This is a comprehensive guide that discusses the key principles of health equity language, the questions and narratives that should be presented when discussing health equity, and a glossary of health equity terms.
<u>Communications Toolkit - Framing the Foundation of Community Health</u>	Framework. This publication helps guide public health professionals through communicating in cross-sector collaborations. This framework begins with an introduction on why communication is important, common communication mistakes, and how creating a communication framework can be beneficial for all stakeholders.

Acknowledgements & Disclaimers

This Equity Toolkit Addendum is for you. It is a living document, bringing you Communication Resources to effectively deliver your intended equity message. If you have any suggestions on what you would like to see (or links don't work), please let us know via the [Equity Portal](#).

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