

Advancing Health Reform in Ohio

Strategic Thinking

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Strategic Communicating

Strategic Thinking

To effectively move health reform forward

- What do people in the state want?
- What issue(s) bring people to health reform (escalator issues)?
- What concerns need to be addressed?
- Prioritize, stay on point

Strategic Communications

Goal: Communicate effectively with the public.

- First connect on big issues using a values-based health narrative
- Health narrative should reflect the beliefs of the public
- Narratives are compelling, tell a story
- Narrative can be broken down into talking points which can then be easily repeated with a consistent voice by all in the coalition
- Speak from the heart
- Listen to and respond to what the public wants and needs

Strategic Communications

Goal: Control the health reform agenda.

- Take the offense
- Develop a positive values-based narrative that responds to the beliefs of Ohioans.
- Agenda = A + B + C
- Q = A + 1