

THE CHSC COMMUNICATIONS TOOLBOX



When communicating with partners, figuring out who to talk to and how to deliver your message is imperative to the success and sustainability of CHSC. Check out the resources below to support your ongoing communication efforts.

Vision, Values, and Voice



A Communications Toolkit

The Opportunity Agenda
Building the National 501
c(3) Nonprofit
to Expand Opportunity in America

VISION, VALUES, AND VOICE TOOLKIT

Produced by [The Opportunity Agenda](#), this **comprehensive toolkit** walks users through the steps of building an integrated and strategic communications campaign that mobilizes audiences. This toolkit guides users on how to take overarching goals and apply framing strategies to develop appropriate and effective messaging for a variety of audiences. While not focused specifically on healthy eating and physical activity, the ideas and tips in this toolkit are relevant for CHSC.

- **Why you should check this out:** Read through the section on Framing, Messaging and Narrative (starting on p. 13) for a deeper dive into how to move audiences. Tip: this includes leading with shared values.

DEVELOPING EFFECTIVE MESSAGING: A HOW-TO GUIDE FOR EDUCATIONAL MATERIALS

This **toolkit** advises users on how to create content that is clear and concise by focusing on defining your target audience, developing an impactful message, and promoting equity by using accessible language and refraining from placing blame on populations. Strategies include using common language, starting with the “why,” and approaching statements with a “people first” approach.

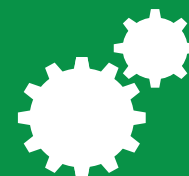
- **Why you should check this out:** Many CHSC grantees work in diverse communities and ensuring messaging is appropriate and supportive of a range of audiences is important. Utilize the strategies included in this toolkit to think about how you create clear messaging and promote equity in your community by reaching all audiences.



MAKING IT EASIER TO CONTACT YOUR REPRESENTATIVES

Identifying your representatives is the first step to getting buy-in from local, county, and state-level representatives. Share the links below with your partners to make it easier for them to spread the word about CHSC and secure support from decision-makers.

- [Find My Senator](#)
- [Find My Assembly Member](#)
- [Elected Officials Twitter Handles](#)



MESSAGE WHEEL ↗

Voices for Healthy Kids and the **American Heart Association** teamed up to create a variety of **message wheels**, many of which are directly related to CHSC deliverables, to help advocates keep messages on track. These simple visual formats organize key messages relevant to specific issues. The most important message – that one thing you always want to share – is placed in the middle of the wheel. Supporting statements – which would likely include the problem, solution, and one or two other key statements – are placed around the wheel like spokes. Points that explain or expound on your supporting statements are added under each heading. Relevant CHSC message wheels include:



- **Exercise Their Mind**
- **Complete Streets**
- **Safe Routes to School**
- **Out-of-School Time**
- **Junk Food Marketing**
- **Local School Wellness Policies**

- **Why you should check this out:** It's helpful to have a common, unified message. These message wheels provide a simple way to keep messaging on track by bringing the most important points for your issue into one place.

OPCE-DEVELOPED RESOURCES

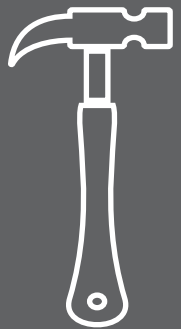
These resources can be shared in-person, embedded on your website, hyperlinked in your newsletters, promoted on social media, and more.



CHSC Success Story Booklets. When securing buy-in from stakeholders or making the case for sustained efforts at the local level, leveraging the depth and variety of work happening across the state can be extremely effective. Share copies of the **Year 3** and **Year 4** CHSC success story booklets at your one-on-one meetings and email the link to stakeholders to highlight how support for projects that advance health and wellness can benefit New York's local communities.



Year 4 CHSC Successes One-Pager. While certain audiences might respond more to stories and testimonials, others may simply want to see the numbers. The Year 4 CHSC successes one-pager is a great way to share data that speaks to the breadth and effectiveness of CHSC efforts.



CHSC YouTube Channel. Testimonials from the field can be particularly compelling when highlighting the impact of CHSC work on local communities. Share the CHSC YouTube Channel with key stakeholders to offer a more tangible look at the on-the-ground impact of CHSC.



Communicating with Elected Officials. This toolkit identifies various ways to engage with local decision makers, whether it be face-to-face, over the phone, over email, or via a letter, and offers tips on how to prepare and maximize your experience.