

# WORDS MATTER

## The Power of Messaging in Policy

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### Grassroots Advocacy Power with the People

- Move the “people’s” message directly to the local, state or federal level
- Influence public perception
- Organize a message
- Bring the personal side an issue

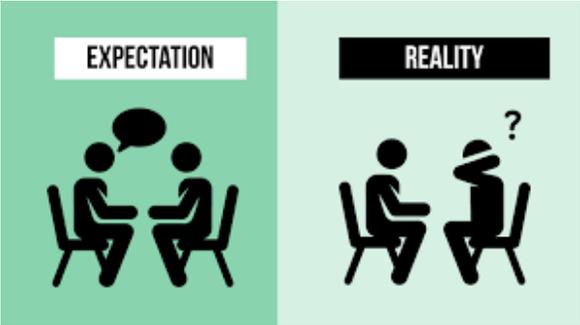


### Grassroots Advocacy 101

- Start with a targeted message



### What message do you want HEARD?



### Messaging- Talking with a Purpose

- Not casual
- Planned and purposeful
- Thoughtful intention to reach a goal
- Policy-centered conversation



### Everyone is BUSY

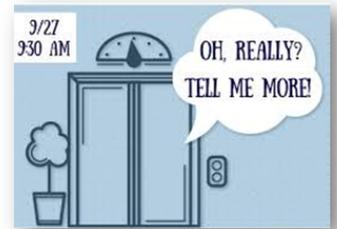
- Time precious
- Attention spans are short
- Multiple stimuli coming in all day long
- How do you get your messaging across to the person(s) who needs to hear it in purposeful way?

## The Elevator Speech



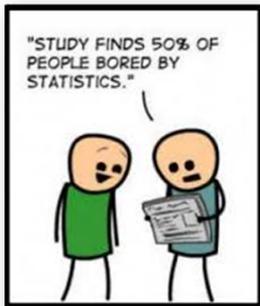
## Elevator Speech

- A concise and persuasive presentation, delivered in about 3 minutes with the intention to gain interest and advance your message.
- The goal is NOT to seal the deal.
- The goal is to deliver your message in a way that invokes interest and action.



## It's More than Just the Stats

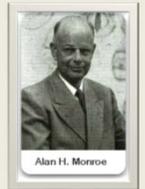
- Key is to blend information with persuasion
- Remember, grassroots is personal!



## Monroe's Motivated Sequence

<https://www.write-out-loud.com/persuasive-speech-outline.html>

- Pattern of speech that mirrors the normal thinking process when confronted with a problem
- Prepares and motivates a positive response to the message as it's perceived as reasonable
- Named after Alan H. Monroe  
– Taught at Purdue University

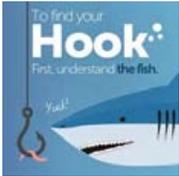


## Monroe's Motivated Sequence



## Attention

- Who you are?
- Who do you represent?
- What's your credibility?
- Your GRAB!
- Why should they listen to you?
- What is the relevance to them?
- Why should they believe you?



What's in it for me?

## Need

- Establish the need for change
- What is the impact on them?
  - *Make it personal*
- Use a few statistics
  - *Needed for establishing credibility, but remember the STORY*
- What is your personal connection?

## Satisfaction

- How do you propose to satisfy the need
- Provide a succinct solution
- Demonstrate how it solves the problem
  - *Use an example of effectiveness, if possible*
- Provide support
- Acknowledge barriers with counteraction

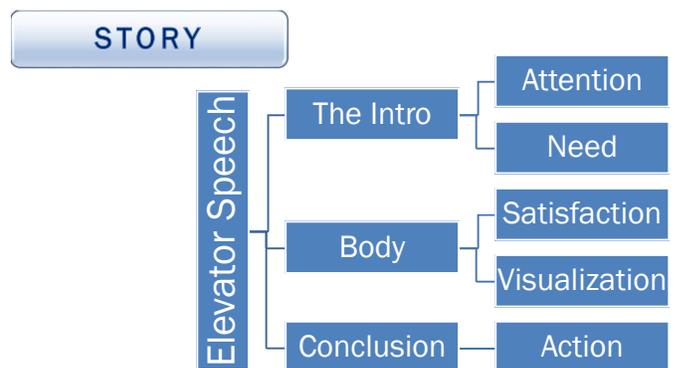


## Visualization

- Make your audience visualize the solution
- Portray an outcome of their action or inaction
- Engage their emotions
- Have them “see, hear, feel, taste” the outcome

## Action

- What is the result you want?
- Remember, this isn't the end of the conversation
- Make the action step readily doable
  - *Agree to a meeting*
  - *Relay the message*
  - *Support a policy*
  - *Sign a petition*





## One Size Does Not Fit All

- Have a few elevator speeches in your pocket
- Tweak your main story to meet the needs of various audiences



## Remember....

- Know yourself
  - *Your elevator speech must appear authentic*
  - *Don't appear to read from a script*
- Know your audience
  - *The goal is to make this personal and compelling*
  - *Need to know what is personal and compelling to your audience*
- Lose the jargon and acronyms
- If in person, mind your tone and your body language
- Leave them engaged
- Taglines can be effective!

## Your Turn...



## PRACTICE

