

## **STRATEGIC COMMUNICATIONS CHECKLIST:**

VISION: Have I articulated the vision of a healthy and prosperous Oregon?

VALUES: Have I used values to help answer the question of why health matters?

METAPHORS: Have I used metaphors helpful to a discussion of health, and of equity and disparity, such as Barriers? Have I used public structures metaphors or otherwise productive images of government?

ELEPHANTS: Have I avoided unhelpful frames or metaphors?

SHARED BENEFIT: Have I used “we” language and described a community benefit?

SOLUTION: Have I been solution oriented and positive?

TONE: Have I chosen my tone and the “temperature” of my conversation deliberately?

FACTS: Have I balanced my use of facts and my presentation of data?  
Have I used numbers carefully and made them accessible?

CIRCLE of CONCERN: Have I avoided “otherizing” and creating an us/them or zero sum conversation?

TARGETED UNIVERSALISM: Have I articulated solutions that apply universally, while calling out the need to target effort to achieve universal goals?