Being Memorable

You get one shot.

Don’t plan on another.
Developing Your Message

What is Message?

- Message is the crux of the matter – the reason why anyone should care about your organization

- It must be clear, accurate and short
Developing Your Message

Your Message Should:

- Tell us the problem – give context
- Tell us a story or provide vivid examples
- Tell us about solutions
- Tell us what we can do to help
Examples of Message

“Too many Americans die alone, in pain, and attached to machines.”
–From the $20 million SUPPORT study

“Thousands of Americans die and get sicker because of medical errors.”
–From the Institute of Medicine

“More than anything, parental connectedness is the greatest protector against drugs, alcohol, and early sex for children in the teen years.”
–From the ADD HEALTH study

“We have a grossly inadequate public health infrastructure. I sometimes feel we’re trying to run the O’Hare airport control tower with tin cans and strings.”
–Michael Osterholm, Minnesota epidemiologist
Delivering Your Message

- Develop talking points for all spokespeople.
- Use succinct “real life” examples from the field to add texture to your comments.
- Narrow your message to no more than three points.
- Avoid jargon that an average reader or listener doesn’t know.