

PROPOSAL TO THE TASK FORCE ON UNIVERSAL HEALTH CARE

The Task Force (TF) has had several recent discussions around Communications. In some cases, it has been a challenge to arrive at consensus when it comes to messaging. It should be hard. This is important and complex work we are doing. We should consider an organized approach to this difficult task. We need to figure out how to speak in a single and unified way. If we can't, why would we expect a significant number of folks to support our work? When it comes to effective communication, we will have much more impact if we can agree on consistent, strong messaging that describes our work and our beliefs.

PROPOSAL

The TF organizes a small subcommittee of 3-4 TF members that focuses on a set of achievable communication goals that will complement the public engagement we are pursuing. Staff would be responsible for providing the meeting invites, the meeting technology and be present but TF committee members would be responsible for all the content. Recommendations would only move to the TF if the committee was unanimous and every individual TF member on the Task Force was informed of the recommendation and had a chance to provide input and edits. The members of the committee would focus on content not on any outreach. Potential Tasks include:

- 1) A 1-2 page summary of key messaging points drawn initially from the Interim Status Report. Usually best to emphasize the three most important messages surrounded by a brief description/history of the TF and a brief description of what is on the immediate horizon and what people can do.
- 2) A list of Frequently Asked Questions (FAQs) and answers that are likely to come up. This document becomes a "living document." Questions/Answers are added as our work progresses. Previous answers may be updated.
- 3) Press releases as the engagement process evolves. These releases would build on key messages previously identified and provide information in anticipation of public input sessions or provide results of those public input sessions.

As the TF has discussed there should be a spokesperson for the TF (Bruce has kindly agreed to do this). The committee should support that spokesperson in whatever way needed---develop slides, handouts etc. When it is likely that a TF member can be a spokesperson in their geographic region or to a community, they have access to, the committee should help to prepare them and support them.

Members of the Task Force would be free to communicate their own beliefs to the public in a variety of ways, though hopefully when they do so they will express their support for the TF messaging. When/if there is any active outreach to media it will be important to coordinate with Legislative and the Oregon Health Authority (OHA) media folks. TF leadership will need to decide how best to do that.

What I have described above is a traditional media approach. While I have participated in social media efforts, I have no substantive experience organizing such an effort. I hope we have a TF member who might lead that.

If the TF agrees I am willing to get this going. I have the time to do whatever is needed. And I have done this before in projects as tricky, if not more so, than this one. But I will need TF members with communication experience to help. For example, I am good at producing a first draft but need someone with editing skills and someone with an interest in grammar to help. Other needs will arise.