

## Tools to Make Your Job Easier: HMP Elevator Speeches and Talking Points

### Elevator Speech

The HMP Branding and Public Relations Workgroup has developed an “elevator” speech -- a succinct, easy to understand conversational paragraph -- to help you communicate with others about what you do and why HMPs benefit the communities they serve. Different terminology should be used, depending on whom you are speaking with, such as a resident in your community, a legislator or a reporter. Listed below are several components of a good elevator speech. Each of them is a concise, common-language summary, customized for both State and Local audiences.

**State Level:** Used when speaking to legislators, funders, and stakeholders

“Healthy Maine Partnerships are a system of State and local organizations that bring people and resources together to [effectively and efficiently\*] improve the health and well being of all Maine residents through prevention and education.”

**Local Level:** Used for general public and acquaintances

“XYZ Local Healthy Maine Partnership is a part of a statewide system of public health organizations that bring people and resources together to [more effectively and efficiently\*] improve the health and well being of the communities we serve.”

*\* to be used as necessary for appropriate target audiences*

**Follow-up sentence:** Used if more detail is needed for either audience

“The prevention, education and advocacy work we do helps people in our community (or insert town name) become healthier and gives everyone access to the state’s public health resources.”

### Talking Points

The elevator speech should then be followed up with specific talking points **unique to your local HMP**. Putting the elevator speech into your own words, followed up by several straightforward factoids (the talking points) will offer your audiences depth and credibility. In December 2008, Health Policy Partners (HPP) collected talking points from each HMP community and is currently working to compile those into one document. Use the talking points submitted for your community – or create new ones as needed – in conjunction with the elevator speeches outlined above.

Choose your talking points (to go with the elevator speech) based on the audience type (i.e. legislators, local residents, etc.). Some audiences may want very specific, tangible outcomes, while others might be more interested in process-related / coalition-building achievements, or basic overall accomplishments. Depending on the audience, your talking points should account for efforts made at both the community and school levels around tobacco, physical activity, nutrition, substance abuse and/or other chronic disease prevention and self-management strategies, as well as comprehensive community health planning efforts.

If you have any questions about using talking points with the news media (TV, newspapers, etc.), please contact Krista Nordgren at CD&M Communications, the HMP media contractor. Krista can be reached at 207-774-7528 or [knordgren@cdmc.com](mailto:knordgren@cdmc.com).

For general questions and guidance on which talking points to use, please consult your HMP project director.