

Tailoring Your Message: Appealing to Decision Makers

Individuals and organizations may be more likely to engage in your efforts if you can connect the dots to their work or motivations. These messages appeal to their role in the community or highlight the issues they're focused on.



Business Leaders

A healthy community is good for business. Studies show that when people are healthy, they are more likely to graduate high school and go on to get a higher level of education, like technical or bachelor degrees. They can be more productive in their jobs. And they can invest more dollars back into the community instead of paying for medical expenses. That helps local businesses and our economies flourish.¹

Businesses are the heart of our communities. They help our towns thrive. They employ friends, family and neighbors, and provide spaces for residents to connect with one another. By supporting efforts to build a healthier future, those closest to you stand to benefit—and so does your bottom line.

Healthy employees are less likely to miss work and more likely to be productive and happy in their job.ⁱ That's good for your employees and good for business.

Healthy communities can attract new businesses. Many businesses see access to physical activity and healthy food as an asset. They are also looking for places to operate where there is a healthy workforce.

A partnership with HSHC can be a great way to generate new business while increasing awareness of HSHC efforts. Sponsoring an event, posting signage or spreading HSHC messaging on social media are great ways to get involved!



Health Care Professionals

As a health care provider, I know the people in our community trust you and look to you for guidance when it comes to their health and well-being.

You know firsthand the importance of eating healthy and getting active. Share your voice. Call on our community to come together to increase access to healthy food and physical activity.

Obesity is a problem we can't ignore. More than half of today's children will be obese by the time they are 35 years old.² We need your expertise, and your trusted voice, to help others understand the importance of building a healthy community. A community where everyone has a chance to eat well and get active to maintain a healthy weight.

¹ Why Healthy Communities Matter to Business. May 2016. *Robert Wood Johnson Foundation Issue Brief*. Retrieved from https://www.rwjf.org/content/dam/farm/reports/issue_briefs/2016/rwif428899.

² Ward, Z., Long, W., Resch, S., Giles, C., Craddock, A. & Gortmaker, S. (November 30, 2017). Simulation of Growth Trajectories of Childhood Obesity into Adulthood. *New England Journal of Medicine*, 377. DOI: 10.1056/NEJMoa1703860.



Educators

Research shows that children who are at a healthy weight perform better at school than overweight or obese children.³

Students who are active are more likely to have better grades and school attendance. They also have an easier time focusing and staying on task.⁴

Healthy students are better learners. Kids who don't eat enough healthy foods like fruits, vegetables, and dairy products, tend to have lower grades than their peers.⁵

Children spend up to half of their waking hours and consume up to 50 percent of their total calories at school. We must focus on providing healthy foods during the school day to give kids the best chance to live healthy.⁶

Obese children are at increased risk of being bullied and suffering from depression. Eating well and being active are associated with better mental health.⁷



Other Community Leaders

You have the chance to leave a lasting, positive mark on our community. Whether it's increasing access to healthy food or creating more spaces to get active, you can make a difference for our children and families.

For coaches: I know you are dedicated to your kids, both on and off the field. They trust you, and their parents trust you. And when it comes to relaying information about the importance of being healthy and active, we think you can play an important role.

³ Wu, N., Chen, Y., Yang, J., Li, F. (April 19, 2017). Childhood Obesity and Academic Performance: The Role of Working Memory. *Frontiers in Psychology*, 8: 611. DOI: 10.3389/fpsyg.2017.00611.

⁴ Health and Academic Achievement. (May 2014) *National Center for Chronic Disease Prevention and Health Promotion, Division of Population Health*. Retrieved from https://www.cdc.gov/healthyyouth/health_and_academics/pdf/health-academic-achievement.pdf

⁵ Health and Academic Achievement. (May 2014) *National Center for Chronic Disease Prevention and Health Promotion, Division of Population Health*. Retrieved from https://www.cdc.gov/healthyyouth/health_and_academics/pdf/health-academic-achievement.pdf

⁶ Story, M., Nannery, M., Schwartz, M. (March 2009). Schools and Obesity Prevention: Creating School Environments and Policies to Promote Healthy Eating and Physical Activity. *The Milbank Quarterly*, 87(1): 71-100. DOI: 10.1111/j.1468-0009.2009.00548.x.

⁷ Segal, L. M., Rayburn, J. & Beck, E. E. (August 2017). The State of Obesity: Better Policies for a Healthier America. Retrieved from <https://stateofobesity.org/childhood-obesity-trends/>

