



Twin Counties Partnership for Healthier Communities

Serving communities in Nash and Edgecombe counties, North Carolina

Elevator Speech Scripts

Welcome

Welcome to the elevator speech section of the Communication Toolkit. In this section you will find recommended scripts and outlines of key points that you and your agency can tailor to your specific messages. We hope this is helpful and enables you to increase the scope and reach of the work you are doing in collaboration with the Partnership.

Contents

Welcome	1
Script for Elected Officials and Policymakers.....	2
Script for Community Members (Health Care, Faith Community etc.)	3
Script for the Media	4
Elevator Speech Quick Facts	5
Key Findings from Each Work Group	6

Script for Elected Officials and Policymakers

Hello, my name is _____. I am a member of the Twin Counties Partnership for Healthier Communities. We are a diverse, like-minded group of agencies that are committed to improve health access and active living lifestyles in the Twin Counties. The Twin Counties have historically struggled to improve health outcomes. This environment negatively impacts our economic development, since a healthy community is vital to sustain workforce productivity and retention rates. Building community engagement and creating a culture of health could help address this, and we want to invite you to join us in this effort. Would you ... [set up a time to come meet with us/allow us to come speak at your next public meeting/have an in-depth conversation about the possibility of a collaboration?]

KEY POINTS FROM THE NARRATIVE:

- Introduction about Twin Counties Partnership for Healthier Communities
- Focus on shared values and mission
 - Examples:
 - Economic development
 - Community engagement
 - Recognizing barriers
 - Intentional community design and development
 - Community well-being
 - Workforce creation and retention
- Data-driven
- Specific ASK
 - Examples:
 - Allow member of Partnership to speak at next public meeting
 - Invite them to attend Partnership's next meeting
 - Set up a meeting to discuss a specific policy initiative
- Give them opportunity to seek the Partnership out
 - Identify ambassador members to allow for distribution of contact information

Script for Community Members (Health Care, Faith Community etc.)

NARRATIVE:

Hello, my name is _____. I am a member of the Twin Counties Partnership for Healthier Communities. The Partnership is composed of various organizations from across the Twin Counties that are motivated to create new opportunities to improve health, wellness and unity in Nash and Edgecombe County. It sounds like we share the goal of improving the health outcomes of these communities. In partnering, we may be able to more proactively address these issues that are prevalent in our communities. We would like to include you and your organization in our work. Could we invite you to ... [come to the biannual retreat/sponsor an upcoming event/etc.]

KEY POINTS FROM THE NARRATIVE:

- Introduction about Twin Counties Partnership for Healthier Communities
- Focus on shared values
 - Examples:
 - Culture of health
 - Improving health outcomes/healthy lifestyles
- Specific ASK
 - Examples:
 - Commit to biannual retreat to sustain collaboration
 - Sponsor an upcoming event
 - Join the Partnership
- Give them opportunity to seek the Partnership out
 - Identify ambassador members to allow for distribution of contact information

Script for the Media

NARRATIVE:

Hello, my name is _____. I am a member of the Twin Counties Partnership for Healthier Communities. The Partnership is composed of various organizations from across the Twin Counties that are motivated to create new opportunities to improve health, wellness and unity in Nash and Edgecombe County. We are a network that is dedicated to sharing information and ideas to improve health outcomes in these communities. We are always excited about using a variety of communication channels in order to reach as many diverse groups and individuals as possible. We have [upcoming events/updated county health rankings/a short story series] — and a story on this sounds like it could be in your wheelhouse. Could I follow up with you regarding a story on this?

KEY POINTS:

- Introduction about the Twin Counties Partnership for Healthier Communities
- Appeal to their professional interest in writing about the community
- Specific ASK
 - Examples:
 - Consistently share information
 - Weekly feature
- Give them opportunity to seek the Partnership out
 - Identify ambassador members to allow for distribution of contact information

Elevator Speech Quick Facts

- The Twin Counties Partnership for Healthier Communities is a network of over 50 health and service organizations dedicated to supporting a culture of health and wellness in the Twin Counties. Our goal is to bring together stakeholders from different sectors in the community to streamline efforts addressing health needs.
- The Partnership was formed in 2015 and has three work groups focusing on different health priorities. These workgroups are: 1) physical and behavioral health, 2) active living and 3) collaboration, communication and community outreach. These work groups are responsible for implementing the action plans of the Partnership.
- In March 2017, we conducted a Community Health Survey in Edgecombe and Nash Counties. We asked residents to share their opinions on what they felt most influenced the quality of life in their community and what type of health improvement programs they considered important. We also asked questions related to their daily nutrition, physical activity, and access to health care. This information can be used to guide resource allocation and program development and implementation.

Key Findings from Each Work Group

Active Living

- Nash and Edgecombe counties do not currently meet the Healthy North Carolina 2020 target for physical activity. Less than half of Twin Counties residents get 150 minutes a week of moderate exercise or 75 minutes a week of vigorous exercise.
- 57% of respondents considered access to low cost or free physical activity opportunities to be “very important.”
- Less than 15% of respondents are meeting the statewide goal of five or more servings of fruits and vegetables per day.

Physical and Behavioral Health

- Most respondents were likely or extremely likely to use the health resources of “free or low-cost primary care (or medical homes),” “school-based health care centers in public schools,” and “mobile crisis services for residents with mental health or substance use disorder needs.” However, only about a third of participants in the Twin Counties were aware of these health resources in their community.
- 78% of respondents reported good, very good, or excellent self-rated health. This is short of the Healthy NC 2020 goal of 90.1%. The most common health issues in the Twin Counties were high blood pressure (48% of respondents) and high cholesterol (35%).
- 60% of the Twin Counties adult population is overweight or obese.
- 18% of respondents experienced depression or anxiety, and 3.9 was the average number of days per month that respondents experienced poor mental health.

Collaboration, Communication, And Community Outreach

- Residents primarily receive their information through friends and family, social media, or the newspapers.
- In both counties, about 80% of people don’t know about the United Way’s 211 service, which is an online referral resource.
- In both counties, about 30% of the interviewees reported having not used the internet in the last 30 days.