

Incorporating Equity Messaging Into Nutrition Research and Policy

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Contact: Debra Clark, dclark@metgroup.com; Jennifer Messenger, jmessenger@metgroup.com

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Presented by:
Debra Clark, Metropolitan Group
Jennifer Messenger, Metropolitan Group



American Heart Association.

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All Archetypes at a glance

	Church & Country	Economic Influenced	Legacy Republican	Populist-Aligned
Description	Loyalty to chosen leaders; conservative Christian values; conservative in all realms; pride in position earned through hard work.	Prioritize economic strength; favor limited government; financially secure; highly educated; passionate about details of policy.	Value debate, interested in exploring other points of view; open to stepping out of party positions; passionate about details of policy.	Appealing to populist voters who are concerned about discrimination against white people; distrust institutions and experts.
Quotes	“We need to have a society that is supportive of new moms and young families. But it is not the responsibility of society.”	“What is the effectiveness of existing programming? There are lots of programs. Do we have the data to know what is working?”	“If you don’t make the investment here, you will make it in schools and the criminal justice system and in health care.”	“Is it constitutional, does it grow government, does it raise taxes? If the answer to the first is yes and to the second two is no, let’s talk.”
Core values that guide decision-making on PN-3	<ul style="list-style-type: none"> ● Faith ● Authority, respect, loyalty ● Tradition and order ● Control, freedom ● Care and nurture ● Service, leadership 	<ul style="list-style-type: none"> ● Freedom, control, choice ● Efficiency of small government ● Originality, innovation ● Tradition and order ● Efficiency (ROI) 	<ul style="list-style-type: none"> ● Diligence, contribution ● Care, service ● Efficiency (ROI) ● Integrity ● Knowledge, expertise ● Leadership, service 	<ul style="list-style-type: none"> ● Loyalty ● Diligence ● Freedom, control ● Authority, security ● Directness ● Efficiency
Trusted resources	Faith leaders, local doctors, local small business leaders	Free market advocates, select media, data, success stories	Key orgs, business leaders. data, success stories, media	Their research, communities, doctors; distrust data, experts

Worksheet 1: Testing out research framing with archetypes discussion

Using the archetypes to shape research design and dissemination

For each archetype, think about the following:

- Research questions (what potential opposition could you head off by building the most compelling evidence?)
- Framing your findings (how might you tee up your findings to be most broadly applicable and persuasive?)
- Preparing for research presentations and discussions (what questions should you anticipate and prepare for?)

	Research questions	Framing findings	Preparing for presentation
Church & Country Values: Faith, authority, tradition, control, care			
Economic Influenced Values: Freedom, individual choice, control			

<p>Legacy Republican</p> <p>Values: Diligence, care, service, leadership</p>			
<p>Populist-Aligned</p> <p>Values: Loyalty to America, diligence, freedom</p>			

Resources:

Voices for Healthy Kids:

Finding Commonalities and Solutions With Decision-Maker Resources

Full online guide

This guide includes both general tools for advancing conversation with decision-makers on any policy and specific messages and resources for prenatal-to-three (PN-3) and local decision-making (preemption) work. (bit.ly/HERvhkfullarchetypesguide)

Video Training Modules

These modules go into much more detail about each archetype, nonpolarizing communication exploration, specific messaging around PN-3 (which you can use as guiding examples to tailor for your research), and local decision-making for the archetypes. (bit.ly/HERvhkarchetypestraining)

Technical Assistance

To receive technical assistance from Voices for Healthy Kids, please submit a request through the Technical Assistance Portal. (bit.ly/HERvhkta)

Additional Resources

RWJF Structural Racism Guide

This resource contains durable and persuasive messages, metaphors, and visual cues to communicate about the connection between racism and health, and about persistent structural barriers to a Culture of Health. (bit.ly/HERrwjfstructuralracismguide)

Equitable, Actionable Messaging Checklist for Researchers

Use this checklist to ensure messaging about your research is consistently reaching a wide audience. Broadcasting shared values of equity and inclusion makes it easy for readers to understand and be inspired to act. (bit.ly/HERRWJFmessagingchecklist)