

Message, Message Discipline and Message Delivery

**Presented by Professor Andy Burness
Harvard Kennedy School**

March 5, 2018

“Speed Dating”

**Tell me about a family member
you admire.**

“Speed Dating”

Why did you apply to Harvard?

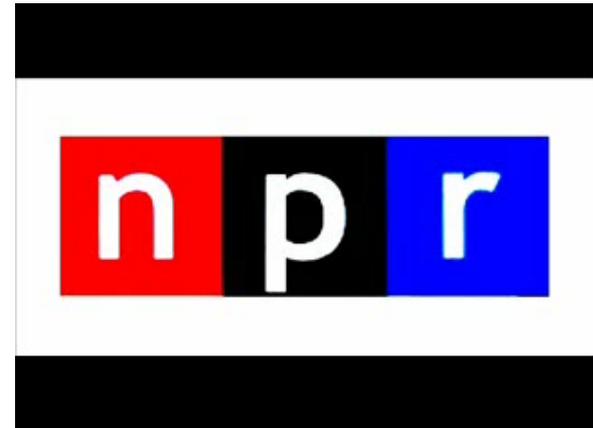
“Speed Dating”

Explain something you have learned in this school year.

BPA



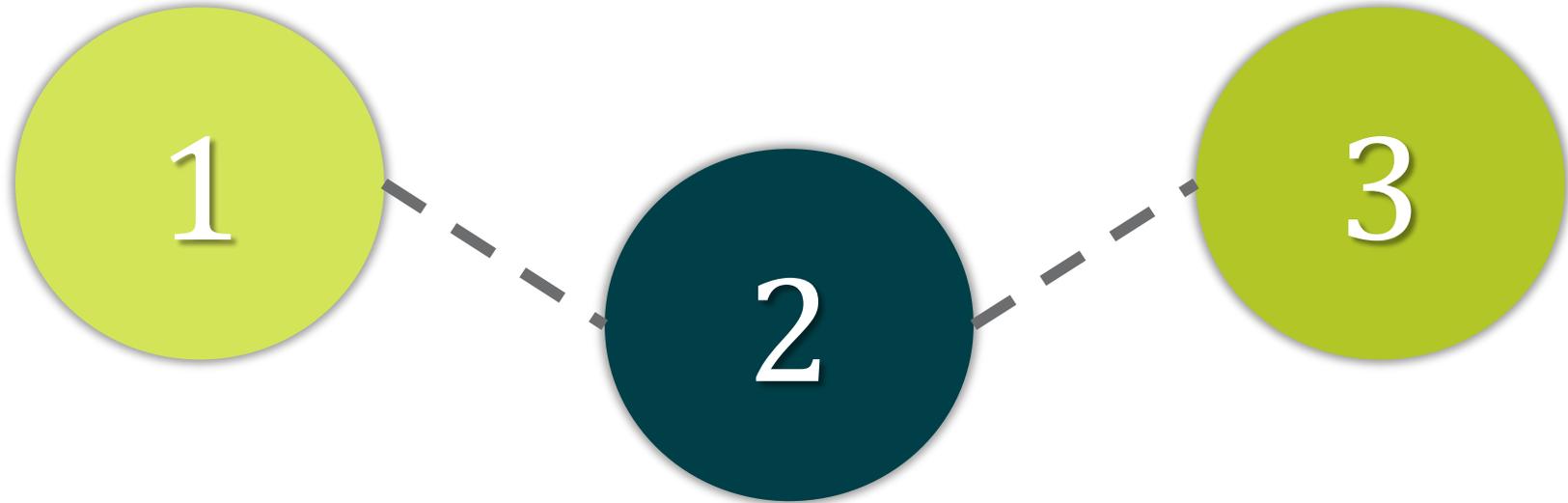
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Overview

MESSAGE

**MESSAGE
DELIVERY**



**MESSAGE
DISCIPLINE**



MESSAGE

What is a Message?

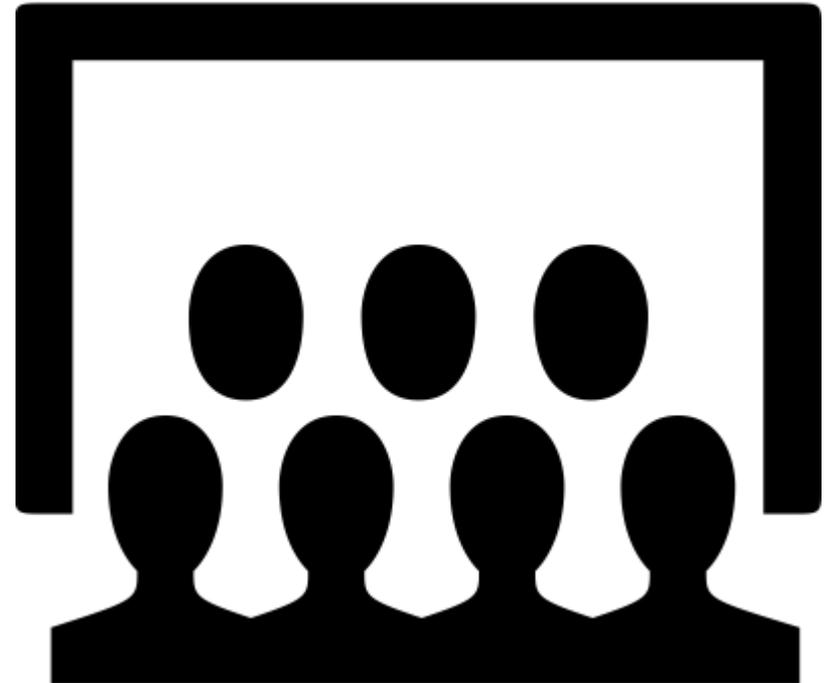
A message is about the audience, provides the big picture and answers:

- Why should anyone care?
- Why is this urgent?
- What should I do?

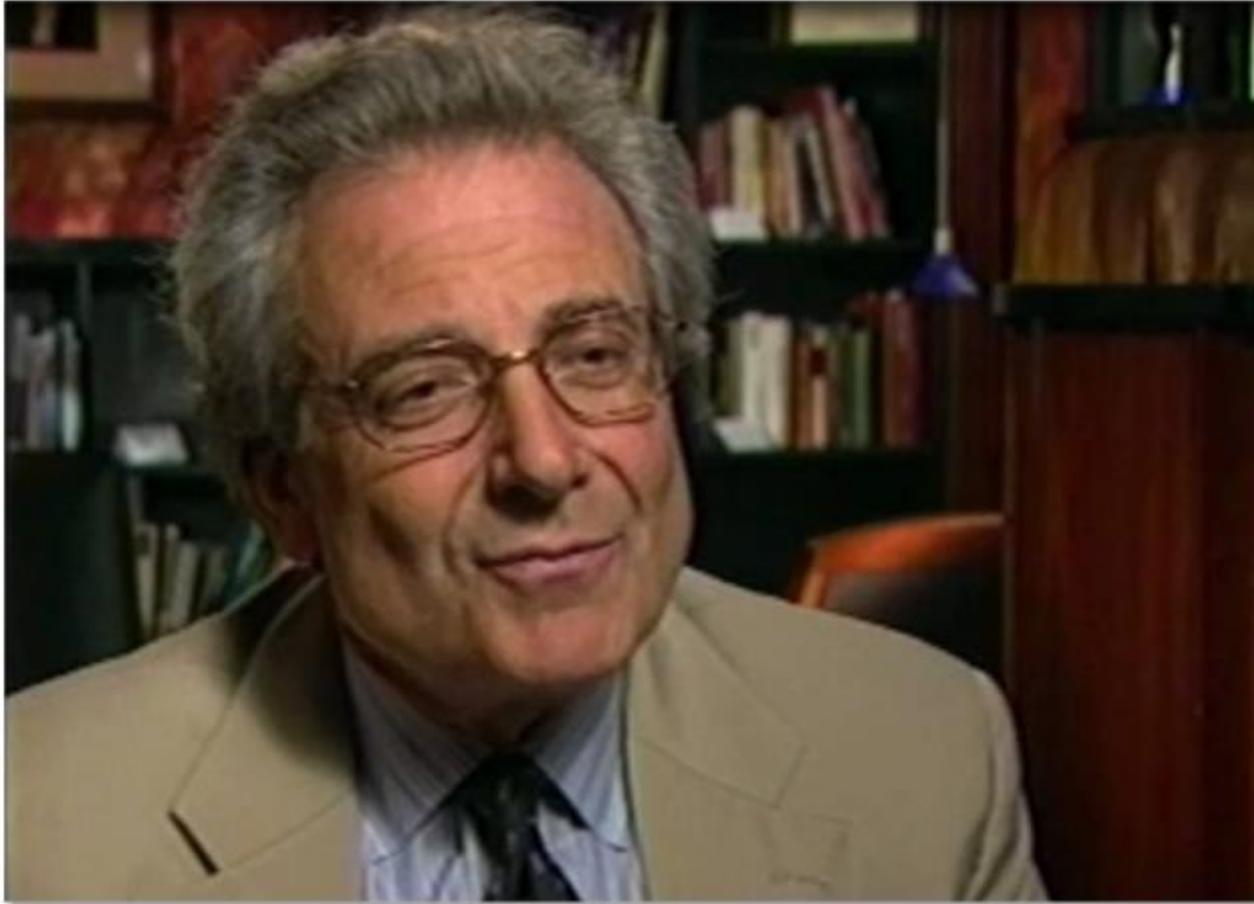
It must be clear, compelling, accurate – and short!

Think Audience First

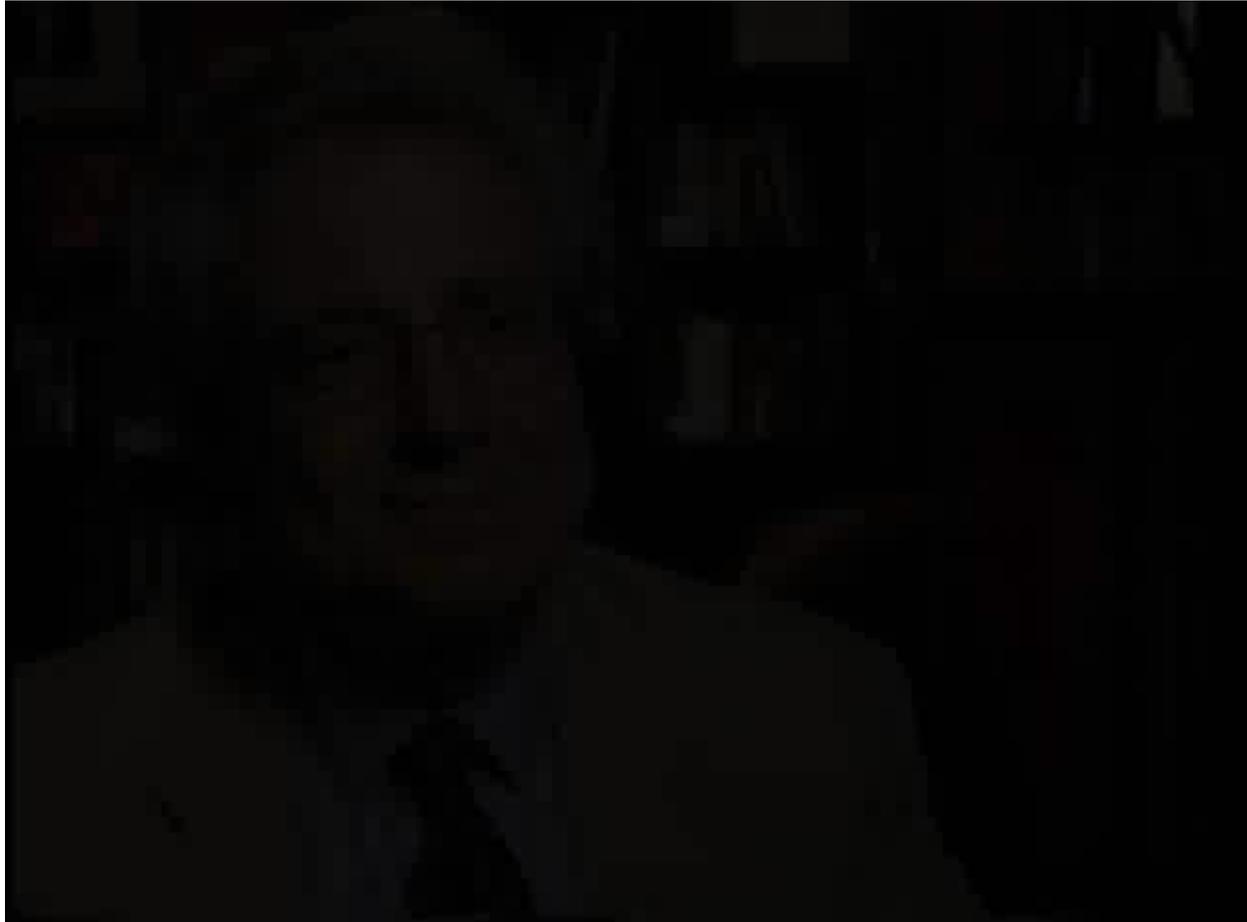
- What does your audience need to hear?
- What's in it for them?
- What is your common ground with your audience?



Dr. Bob Blum

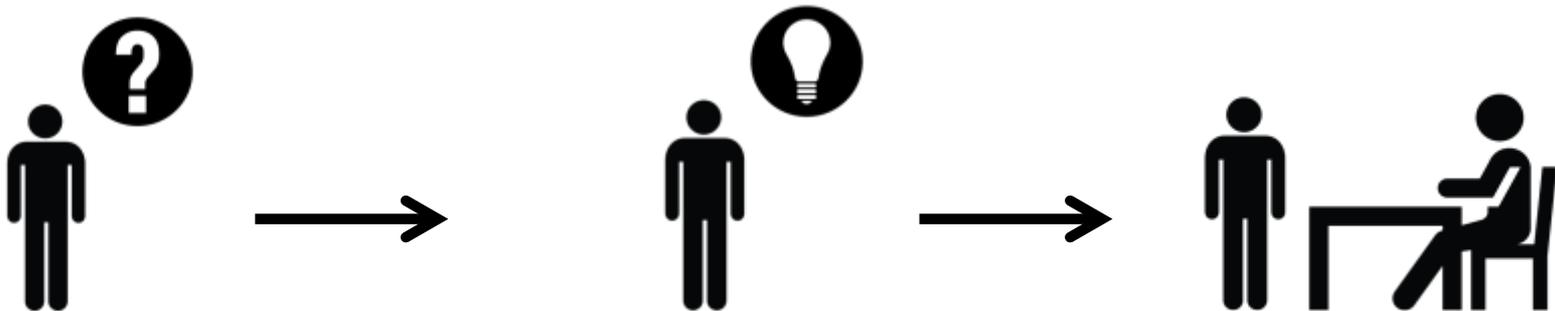


Dr. Bob Blum



Elements of a Message

- Problem
- Solution
- Ask



Supporting Messages

- Urgency



- Hope



Angela Glover Blackwell



Angela Glover Blackwell



Examples of Messages:

Malaria and the RTS,S Vaccine

The Problem Message

Problem: Malaria is a leading cause of death among young children in Africa

- Malaria kills more than 600,000 people a year worldwide, the vast majority of whom are children, most of them in sub-Saharan Africa.
- Malaria kills a child every 60 seconds in Africa.

The Solution Message

Solution: Vaccines are among the most powerful and cost-effective tools to eliminate disease

- From smallpox eradication to the elimination of polio in most countries, vaccines have proved to be an efficient means of preventing disease.
- Like vaccines against diarrheal diseases, a first malaria vaccine will have the greatest benefit when used in concert with other tools, such as bednets.

The Ask/Urgency Message

Call to Action: Get ready (to decide) and continue to invest (in malaria vaccine R&D)

- Supporting the development of the next-generation of vaccines is critical to eventually eliminating malaria; donors and other partners must continue to invest in malaria vaccine research and development.
- **Urgency:** Time is of the essence. Each country must be ready to make timely and well-informed decisions on whether or not to introduce a malaria vaccine.

The Progress/Hope Message

Progress: Closer than ever to a malaria vaccine

- The leading malaria vaccine candidate, RTS,S, is in the final stages of testing, opening up the potential to help protect the health of millions.
- Hope: If all goes well in Phase 3 testing, the World Health Organization has indicated it could give RTS,S its “seal of approval” as early as 2015, paving the way for countries to incorporate the vaccine into their immunization programs.

RTS,S Vaccine Press Conference

Questions from reporters and health ministers



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MESSAGE DISCIPLINE

Bridging

Three steps to successful bridging:

1. Acknowledge the question.
2. Find a way back to your message.
3. Deliver your message.

Bridging Phrases

- “Yes...” (the answer), “and in addition to that...” (the bridge)
- “That speaks to a bigger point...”
- “Let me put that in perspective”
- “The most important thing you should know is...”
- “The real issue here is...”

NRDC



NRDC

CYCLE

MSNBC.com



DEVELOPING NOW RECORD TEMPERATURE SWINGS AND THE POLITICS BEHIND THE RECORDS
@AP: White House, senators starting push on immigration; path to citizenship for illegal immigrants: -CJ

Dr. Tom Frieden



Dr. Tom Frieden

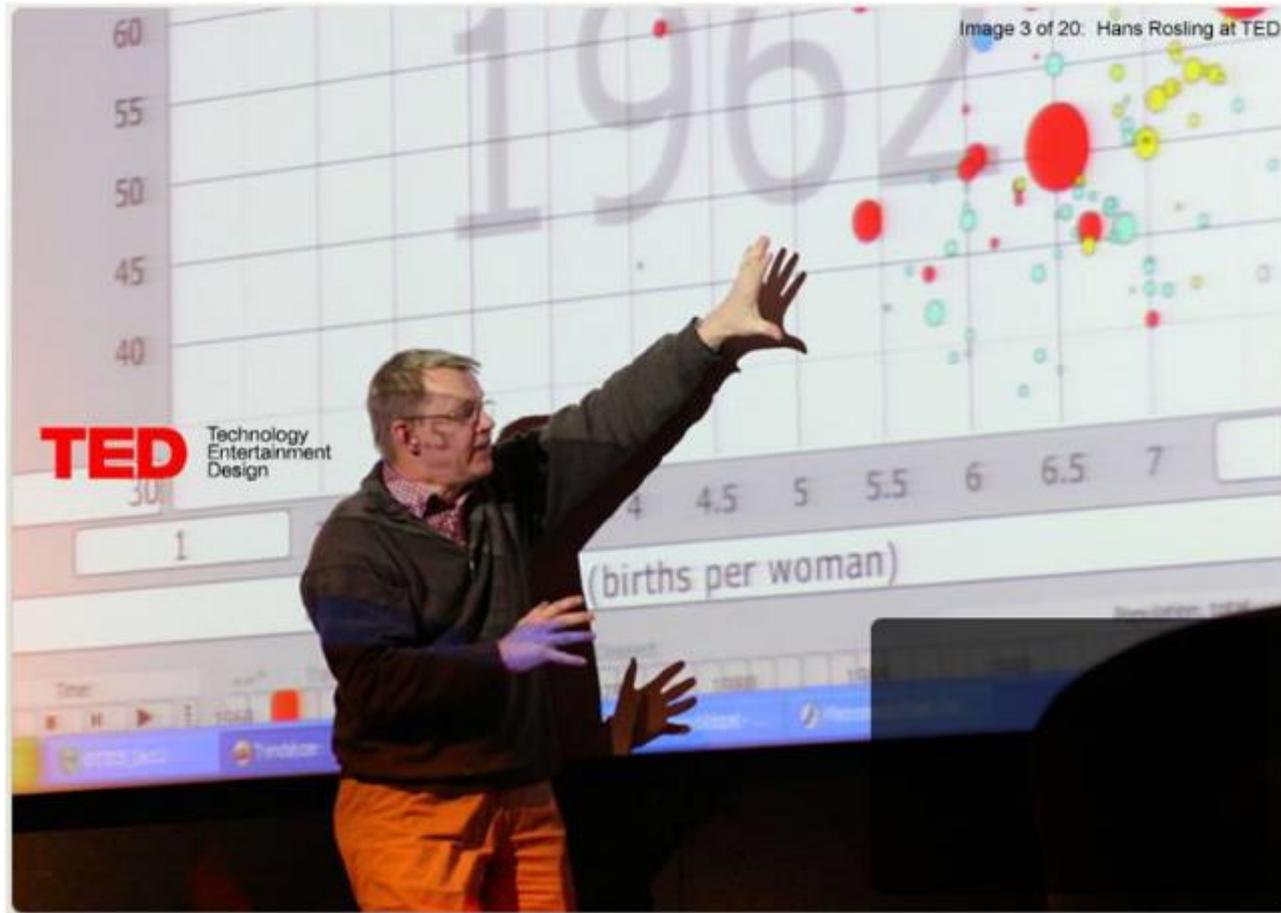




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MESSAGE DELIVERY

Message Delivery



Message Delivery



“How can I be memorable?”

1. Know your audience and your message
2. Speak simply and clearly
3. Think action, not process
4. Tell stories—brief stories
5. Be yourself and have fun!

What are your messages?