WEBINAR RESOURCE GUIDE

How public health can navigate communications challenges

December 9, 2025

CHR&R Tools and Resources

- **Explore our website:**
  What Works for Health: Searchable database of evidence-informed strategies. Explore our new AI-powered tool, Evi, to assist your search.
  Webinars: Live, monthly presentations showcasing equity-centered approaches and examples with a post-webinar discussion group. Available on demand.
  Narratives for Health: Guidelines and resources for shifting narratives and ways to support narrative change in your community.
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Guest Resources

Jeff Neiderdeppe, founding co-director, Collaborative on Media and Messaging for Health and Social Policy

The Collaborative on Media and Messaging for Health and Social Policy (COMM-HSP) website provides many resources on messaging about health and social equity including reports, briefs, messaging guides, research summaries, and a resource library.

Using Stories to Advance Population Health is a blog post that summarizes the evidence about storytelling for advancing health and social equity through systems/structural/policy change.

The Message Brief on Storytelling for Social Change includes strategies for communicating about health equity through storytelling.

Centering historically minoritized populations to design effective messages about an evidence-based policy to advance social equity is a research article that describes results from a study. The supplemental appendices contain full text of the messages that were studied.

Guidance

Learn how public deliberations bring diverse community members together for informed, facilitated dialogue on complex issues using approaches like deliberative polling, citizen juries, and citizens' assemblies.

This practical Narratives for Health guide from CHR&R outlines how communities can build health equity and improve public health through data-driven strategies and systems change.

Narratives for Health In Action offers guidance on using values-driven storytelling and narrative strategies to strengthen community efforts that advance health and equity.

[Strategies for Effective Public Health Communication in a Complex Information Environment](#) is a review article on the evidence about strategies for effective public health communication.

Julie Sweetland, senior advisor, FrameWorks Institute

[FrameWorks Institute](#) builds framing and narrative strategies that deepen understanding of complex problems and catalyze action to make the world more just.

[Changing Narratives and Moving Mindsets](#) is a FrameWorks Institute initiative that offers reports, case studies, and other resources on narrative and mindset shifts.

[Framing Success Stories: The "V.I.P." Approach](#) is designed to help nonprofits identify and share effective success stories and avoid ways of talking about impact that are unproductive.

[Reframing Health Disparities in Rural America: A Communications Toolkit](#) provides public health professionals with resources to cultivate curiosity-drive conversations that engage people in thinking about effective public responses.

[Reframing Public Health Informatics](#) is a collection of evidence-based framing recommendations and sample communications designed to help public health practitioners.

Discussion Group Resources

[Our Health, Our Opportunity](#) from Interact for Health is an example of how a community can frame and communicate about social determinants of health.

Healthy Places by Design (HPbD)

[Healthy Places by Design](#) facilitated the post-webinar discussion group. Its [Community Action Model](#) was developed with insights from more than a dozen years supporting successful community health initiatives and a deep understanding of the community change process.

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