HOW TO CRAFT A QUICK AND PERSUASIVE MESSAGE: THE 27-9-3 RULE

Justin Rivas
Community Coach

Mary Bennett
Community Coach

County Health Rankings & Roadmaps
Building a Culture of Health, County by County

March 14, 2017

County Health Rankings & Roadmaps is a partnership of the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute.

www.countyhealthrankings.org
GO TO WEBINAR ATTENDEE INTERFACE

1. Viewer Window

2. Control Panel

TOOL OVERVIEW: 27-9-3
Developing Your Persuasive Message
WHY FOCUS ON MESSAGING?

‣ Think about a time when you listened to someone trying to persuade you of something...and you tuned out.
  – Why did you tune out?
  – When did you tune out?

‣ Persuasive messaging is important now.
AUDIENCE

WHO IS THE AUDIENCE?

SELF-INTEREST

WHAT MIGHT APPEAL TO THEIR SELF-INTEREST?
THINK
What do you want them to think or understand

Feel
How do you want them to feel?
Problem message: What is the problem that needs to be addressed?

Solution message: What could be done, needs to be done, is being done?

Ask message: Next steps? And, call to action!

Urgency message: Why action is needed now?

Now is a time of significant policy change at national and local levels. It is a crucial time to know how to effectively connect, engage to find common ground, and work together on issues that affect us all.

(Burness Communications, 2017)
Adolescence is hard, but can be twice as challenging for teens with special needs. Targeted funding helps our state’s 39,000 special education students meet their full potential.

Senator we have more than 20,000 inmates, costing over $1.3 billion, for mostly non-violence offenses. 11x15 could cut those numbers in half. It needs to be done.
Almost everyone in our jails and prisons will return to our community. Do you want them prepared to be a better neighbor or a bigger problem?

Developing Your Persuasive Message – the 27-9-3 Rule

Created by some Vermont lawmakers years ago, the 27-9-3 rule requires you to make your persuasive point in no more than 27 seconds within a time frame no longer than 27 seconds with no more than three points discussed. These limitations help us focus on understanding how to connect to our listener. This message is not the place to present your entire appeal – just enough to hook the listener in wanting to hear more. Try it!

Your name: 

Before crafting your message, consider and answer the 5 questions below.

1. Who is the audience for the particular message? (i.e. lawmaker, volunteer, prospective advocate, donor, colleague from a different department, reporter, etc.)

2. What might appeal to their direct self-interest? (what’s in it for them? Why should they care?)

3. What do you want your audience to think or understand about your issue?

4. How do you want them to feel about what you have said?

5. What do you want your listener to do after they hear your message?
You have one elevator ride to share your persuasive message:

- Choose your audience (decision makers, broad community, specific partner group)
- Choose a focus area
- Use worksheet to develop your message.
- Write it out

**Time:** 15 min.
We used the 27-9-3 Rule at our Action Center team gathering in New Orleans in June 2016:

The Action Center includes people, tools and practical resources to guide communities as they build healthy places for all to live, learn, work and play.

**COMMUNITY COACHES**

Back: Mary Bennett, Attica Scott, Karen Odegaard, Justin Rivas, Antonia Lewis, Raquel Bournhonesque.  
Seated: Janna West Kowalski, Jerry Spegman, Ericka Burroughs-Girardi, Jan O'Neill, Aliana Havrilla.

**SUPPORTING YOUR COMMUNITY’S JOURNEY TOWARD HEALTH**
REFLECTION QUESTIONS

‣ Who else do you need to share this information with?
‣ What is one idea for action that you’re taking from this webinar?
UPCOMING WEBINARS

April 11, 3pm EST
County Health Rankings and Roadmaps 101

April 18, 3pm EST
Advancing Health Equity Through Strategic Partnerships

STAYING CONNECTED

› Follow @CHRRankings
› Like Facebook.com/CountyHealthRankings
› e-Newsletter, email chr@match.wisc.edu to subscribe
THANK YOU!

www.countyhealthrankings.org

University of Wisconsin Population Health Institute
Madison, WI
match-info@match.wisc.edu
(608) 265-6370