



## Healthier Together Oregon: Communications Toolkit

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### Introduction

This toolkit is designed for partners including other state agencies, healthcare partners, funders, community-based organizations and people with lived experience who are working with the Oregon Health Authority to implement Healthier Together Oregon (HTO), the 2020 – 2024 State Health Improvement Plan (SHIP). If you have any questions or if files are needed in alternate formats, please contact [publichealth.policy@state.or.us](mailto:publichealth.policy@state.or.us).



## Logo

Use the Healthier Together Oregon logo in outreach, promotional written and/or print communications:



**Healthier Together Oregon**



**Healthier  
Together  
Oregon**

*Format: PNG*

## Website

The Public Health Division has created an external website for Healthier Together Oregon at [healthiertogetheroregon.org](http://healthiertogetheroregon.org). Please use that hyperlink in communications.



## Message Frame

### Vision

The vision of Healthy Together Oregon is as follows:

*Oregon will be a place where health and wellbeing are achieved across the lifespan for people of all races, ethnicities, disabilities, genders, sexual orientations, socioeconomic status, nationalities and geographic locations.*

### Elevator Speech

#### Agency

The following has been developed for use with interagency and other state partners as core messaging that can be used as an “elevator speech” when communicating about Healthier Together Oregon:

Our 2020-2024 State Health Improvement Plan is called Healthier Together Oregon. Healthier Together Oregon is a tool to advance health equity that aligns efforts to improve health in our state, particularly for the most affected communities.

Social influences on health such as economic viability, food security, housing, transportation, education and social support all contribute to the ability of people to achieve optimal health. Strategies have been identified to enact change at the community, system and policy level and work towards eliminating health disparities and inequity in our state.

#### Community-based Organizations

The following has been developed for use with community-based organizations, the general public and community members as core messaging that can be used as an “elevator speech” when communicating about Healthier Together Oregon:

Our 2020-2024 State Health Improvement Plan is called Healthier Together Oregon. It sets Oregon on a path to address inequity head-on. We want to live in a state where we can all have long, healthy lives.

The social issues that affect health are the places we live, work, learn and play. They are the main reasons people are healthy, or not. These include things like

- Quality education
- Living wage jobs
- Safe homes and neighborhoods
- Access to health care

People of color, people with low-income, people who identify as LGBTQ+, people with disabilities, immigrants and refugees and people who live in rural areas of the state face considerable barriers due to inequities in the social issues that affect health. This is because of systemic oppression, discrimination and bias. We will only see progress toward our vision with a broad, joint effort that lifts the voices of our most affected communities. We welcome you to join us in this effort.

## Key Messages

### Agency

The following are key messages for use with interagency and other state partners:

- Healthier Together Oregon, the new 2020 – 2024 State Health Improvement Plan, is an extension of the way we are transforming our work through a vision for a modern public health practice—focusing on the social determinants of health, upstream interventions and the root causes of inequities.
- Healthier Together Oregon identifies a common vision and shared priorities for what’s needed to improve health in our state.
- More must be done to improve the health inequities experienced by affected communities. Improving the health of everyone in Oregon is complex and takes time, and no single sector or agency can do this work on its own. A lot of sections in the plan propose changes to address social problems that have existed for years. They need immediate as well as long-term solutions.
- *COVID-specific:* With input from over 2500 people across our state, five priority areas for Healthier Together Oregon were identified: institutional bias; adversity, trauma and toxic stress; behavioral health; economic drivers of health (to including housing, food security and living wage); and access to equitable preventive health care. At the time, these priorities were identified because they impact a lot of people, are root causes of health problems, and impact some communities more than others. With absolute certainty, these priorities have only been exacerbated by COVID-19, and inequities have worsened. With a primary goal of achieving health equity, Healthier Together Oregon provides a roadmap to COVID resilience and post-pandemic community restoration planning. Strategies have been identified across all five priority areas to enact change at the community, system and policy level.

## Community-based Organizations

The following are key messages for use with the community-based organizations, the general public and community members:

- Healthier Together Oregon sets Oregon on a path to address inequity head-on. We want to live in a state where we can all have long, healthy lives. Oregon Health Authority will bring agencies, organizations, coalitions and individuals together to create a more equitable place to live, work, learn and play for all our communities. We welcome you to join us in this effort.
- Healthier Together Oregon identifies a common vision and shared priorities for what's needed to improve health in our state. We know that racism and inequity have damaging effects on health and impact access to basic needs such as stable and affordable housing, nutritious food, living wage jobs and quality education.
- Oregon's history of injustice and current institutional racism has created disadvantages for communities. These are real, unjust and unacceptable. It is only through working together and raising up the needs of our most affected communities that we will see movement towards our vision.
- *COVID-specific*: This year has shined a spotlight on the damaging effects of inequity. Healthier Together Oregon wants to bring agencies and organizations across the state together to work toward eliminating these inequities.

## Information Sheet titled "Let's Make Oregon Better for Everyone"

This one-page double sided document can be used to introduce Healthier Together Oregon to audiences that are unfamiliar with the initiative. It is available in English, Arabic, Chuukese, Hmong, Korean, Marshallese, Russian, Simplified Chinese, Somali, Spanish, Traditional Chinese and Vietnamese.

To download the information sheets, visit: [healthoregon.org/ship](http://healthoregon.org/ship)

*Format: 8.5 x 11, double sided, color, PDF*

## PowerPoint Slides

Slides are available for presentations upon request. Topics include:

- Overview of State Health Assessment and SHIP Development Process
- Strategies by topic or priority population
- SHIP/Community Health Improvement Plan or SHIP/CCO linkages
- Collective impact

To request slides, send an email with name, topics requested, and presentation date to:

[publichealth.policy@state.or.us](mailto:publichealth.policy@state.or.us)

*Format: PowerPoint .ppt or PDF formats*



## Framework

The Healthier Together Oregon Framework can be used in slides and written materials:



*Format: JPG*



## Social Media

### Hashtags

Use the hashtag #healthiertogetheroregon when posting on Twitter and Facebook.

### YouTube

Healthier Together Oregon has a playlist of short videos with stories about how HTO can be seen in action in local communities as well as interviews with partners. To share the playlist, use the shortened url: <https://bit.ly/3jvkuAE>.

### Facebook

Sample Facebook messages:

Healthier Together Oregon #1: What makes us healthy? Our new Healthy Together Oregon plan looks at the social issues that affect health like safe and affordable housing, access to food and preventive health care, living wage jobs and more. Explore the new plan and see what we will be working with others across the state on to achieve in the next five years. We welcome you on board to help us get where we want to go.

[healthiertogetheroregon.org](http://healthiertogetheroregon.org)

Healthier Together Oregon #2: COVID has shined a spotlight on health disparities and we have seen real time how inequities harm our communities. We want to address inequity head-on and rebuild a better Oregon for everyone. Our new Healthier Together Oregon plan is a roadmap for how to get there. Explore the new plan and see what we will be working with others across the state on to achieve in the next five years.

[healthiertogetheroregon.org](http://healthiertogetheroregon.org)

Healthier Together Oregon #3:

Our new Healthier Together Oregon plan takes the state in a new direction. Why does a plan about health include expanding affordable broadband in rural areas? What does financial literacy have to do with health? There is growing awareness that social issues are actually the main reasons people are healthy, or not. No single sector or agency can

do this work on its own. Oregon Health Authority is bringing agencies, organizations, coalitions and individuals together to create a more equitable place to live, work, learn and play for all our communities. All are welcome on board to help us get where we want to go. Fill out the contact form and join us today!

[healthiertogetheroregon.org/potential-partners](https://healthiertogetheroregon.org/potential-partners)

Healthier Together Oregon #4: Oregon's history of injustice and current institutional racism has created disadvantages for communities that are real, unjust and unacceptable. The Healthier Together Oregon plan brings partners from across the state to work together and raise up the needs of our priority populations.

## Priority populations for Healthier Together Oregon

- Black, Indigenous, people of color and American Indian/ Alaska Native people (BIPOC-AI/AN)
- People with low-income
- People with disabilities
- People living in rural areas of the state
- People who identify as lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQ+)

### Sample priority spotlights for Facebook:

#### Priority Spotlight - Institutional bias

One of the priorities of the Healthier Together Oregon plan is institutional bias. Institutions are supposed to serve all people equally, but our experiences show that institutions do not live up to that. Our systems do not treat Black and Brown people the same way they treat white people. People who do not yet have documentation are treated differently by our system than those that do. The Healthier Together Oregon plan will work to undo conscious and unconscious racial bias that exists across systems and institutions in Oregon. Check out strategies related to institutional bias:

[healthiertogetheroregon.org/equity-and-justice](https://healthiertogetheroregon.org/equity-and-justice)

#### Priority Spotlight - Adversity, trauma and toxic stress

One of the priorities of the Healthier Together Oregon plan is adversity, trauma and toxic stress. Adversity, trauma and toxic stress happen to people and communities and these events have a lifelong effect on health. Brain science is clear about how early stress and trauma can negatively affect brain development. Trauma informed work understands this and promotes a culture of safety, empowerment and healing. Check out goals related to this priority:

[healthiertogetheroregon.org/priorities](https://healthiertogetheroregon.org/priorities)

#### Priority Spotlight – Behavioral Health

One of the priorities of the Healthier Together Oregon plan is behavioral health. Behavioral health is the relationship between behaviors, physical health and overall well-being. Mental health issues are common and can have a profound impact on overall health and wellbeing. Oregon has one of the highest rates of mental illness in the country. To address this, Healthier Together Oregon asks questions like, how can better coordinate care? How do we reduce stigma around a common problem? Check out strategies related to mental health:

[healthiertogetheroregon.org/behavioral-health](https://healthiertogetheroregon.org/behavioral-health)

#### Priority Spotlight - Economic drivers of health

One of the priorities of the Healthier Together Oregon plan is the economic drivers of health. Income inequality has direct ties to health. There are big differences between average wealth in white and non-white households. Economic opportunities are limited for people living in rural areas and also for people with disabilities. Many households struggle to get out of poverty. Without a doubt, we will feel the economic impacts of COVID-19 for many years. Healthier Together Oregon will work to create more equitable economic opportunities for all Oregonians. Check out goals related to this priority:

[healthiertogetheroregon.org/priorities](https://healthiertogetheroregon.org/priorities)

#### Priority Spotlight - Access to equitable preventive health care

One of the priorities of the Healthier Together Oregon plan is access to equitable preventive health care. If you build it, they will come does not apply to health care. If there are barriers people are experiencing and people can't get to their appointments, it makes it a lot harder for families to access services that will help them prevent disease throughout life. Check out goals related to this priority:

[healthiertogetheroregon.org/priorities](https://healthiertogetheroregon.org/priorities)

## Twitter

Sample Twitter messages:

Healthier Together Oregon #1: #healthiertogetheroregon sets us on a path to address inequity head-on. We want to live in a state where we can all have long, healthy lives. Explore the plan today. <http://healthiertogetheroregon.org> #endsystemicracism

Healthier Together Oregon #2: The #healthiertogetheroregon plan proposes changes to address social problems that have existed for years that need immediate as well as long-term solutions. Learn more at <http://healthiertogetheroregon.org> #SocialDeterminantsofHealth. #SDOH

Healthier Together Oregon #3: #COVID19 has shown real time how inequities harm our communities. We want to rebuild a better #Oregon for everyone. Our #healthiertogetheroregon plan is a roadmap for how to get there. See what we will be working with others across the state on to achieve in the next 5 yrs. <http://healthiertogetheroregon.org> #AllInThisTogether

## Submit Your Story

The Public Health Division will be highlighting work related to strategies of Healthier Together Oregon on the Oregon Health Authority Facebook page. To highlight your work, please send an email to [publichealth.policy@state.or.us](mailto:publichealth.policy@state.or.us). We would like to connect with you!