

Advancing Conversations With Decisionmakers

DAY 1

Preemption Convening

Oct 20, 2022



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AGENDA & GOALS

Today's Agenda

- The archetypes
- Breakout groups & discussion
- Preemption message preview
- Nonpolarizing communications workshop preview

Outcomes:

- Offering: Preview new tool and how to apply archetypes to advance productive conversations about preemption with state-level decisionmakers in conservative states
- Input gathering: Attendees will inform early development of the preemption messages and help further refine archetypes

What this training is not: learning and applying nonpolarizing communications techniques as described in the PN3 Guide.

Meet the Archetypes



Shared beliefs

- Hold **freedom** as a core value
- Prioritize **individual responsibility**
- Feel **judged and villainized** by progressives
- May **reject arguments that start with structural racism**

The Archetypes

**Church &
Country**



**Economic
Influenced**



**Legacy
Republican**



Populist-Aligned



Church & Country



Loyal to chosen leaders
Hold conservative Christian values
Take pride in position earned

- **Values:** Faith, authority, tradition, control, care
- **Trust:** Faith leaders, doctors, small business

Economic Influenced



Highly educated and financially secure
Prioritize economy and business
Dig into policy details
Favor limited government

- **Values:** Freedom, individual choice, control
- **Trust:** Free Market advocates, data, select mainstream media

Legacy Republican



Value debate

Interested in other points of view

Open to stepping out of party

Passionate about policy details

- **Values:** Diligence, care, service, leadership
- **Trust:** Experts, data, mainstream media, professionals

Populist-Aligned



Distrust of Institutions and experts
Led by constitutional ideals
Value individual efforts

- **Values:** Loyalty to America, Diligence, Freedom
- **Trust:** Their own research and individuals from their community, deep distrust of data, experts and media

The Archetypes + Dials

Church & Country



Economic Influenced



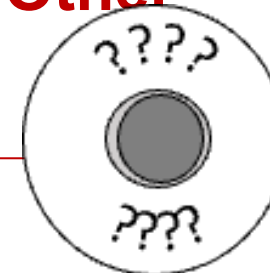
Legacy Republican



Populist-Aligned



Dials: Geography, Age, Other



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Small group discussion

Break out into 4 groups. One group per archetype. Self-select based on the archetype you meet with the most. Identify a scribe and someone to report out.

Small group discussion questions



For your archetype, discuss:

- Do you see these shared values reflected in your archetype?
- What challenges do you face when meeting with a decisionmaker in this archetype? Are these challenges specific to preemption or in general?
- What additional characteristics would you use to describe someone in this archetype?

Church & Country



Economic Influenced




Legacy Republican




Populist-Aligned



Breakout group report outs



Preemption message preview



Goal of tomorrow's session:

- Learn about the biggest challenges in preemption conversations in the field.
- Gain an understanding of what preemption messages are in play and whether they are effective (and with whom).

A preview of nonpolarizing communications



What is nonpolarizing communication?

- Use emotions to get to the why behind the what
 - Needs
 - Feelings
 - Values
- Come to webinar later this year, date TBD

Next steps



- Part 2 tomorrow:
 - Hear from you on which preemption messages work
 - Complete worksheet #2

Thank you



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Advancing Conversations With Decisionmakers

DAY 2

Preemption Convening

Oct 21, 2022



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Preemption messages discussion questions



- In the context of a specific archetype, how have you framed your preemption ask?
- What have decisionmakers said regarding preemption that makes you feel stuck?
- What other ways do you approach preemption?
- What sites/resources/organizations do you refer to as you prepare for your meeting?
- What did we not ask that you'd like to share? What questions do you have for us?

Next steps



- Research customized preemption messages across archetypes
 - Key Informant interviews
 - West Virginia
 - Ohio
 - Texas
 - Arkansas
 - Arizona
 - Florida
 - Suggest names for the interviews
- Roll out of the preemption guide will be in early 2023, date TBD
- Your feedback is very important to us (see Worksheet #3)

Thank you



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