

# CHOICES Community of Practice

## September Coffee Chat Resource Round Up

*This document compiles resources and information shared during the September 22, 2022 coffee chat entitled “[Tips & Resources for Communicating about Public Health Nutrition](#).” This coffee chat featured Brett Otis who is a Communications Project Manager in the Department of Nutrition at the Harvard T.H. Chan School of Public Health, where he lends strategic support to multiple initiatives, including the department’s primary public-facing website, [The Nutrition Source](#), and the annual [Healthy Living Guide](#). He shared tips and resources for communicating accurately and effectively about science and evidence-based information.*

### **Resources shared by our presenter**

*The following resources were shared by our invited speaker, Brett Otis (Communications Project Manager, Department of Nutrition, Harvard T.H. Chan School of Public Health):*

#### **FrameWorks Institute: [Tools and Resources Main Webpage](#)**

*FrameWorks has developed a wide array of resources that can help you learn more about the science of framing and put those principles to work in your day-to-day communications*

**Full Link:** <https://www.frameworksinstitute.org/tools-and-resources/>

#### **Six Minutes: [The Ladder of Abstraction and the Public Speaker](#)**

*This article describes the “Ladder of Abstraction,” a communication tool that can help you combine concrete details and abstract principles and lessons to make your message understandable for the audience at many different levels.*

**Full Link:** <http://sixminutes.dlugan.com/ladder-abstraction/>

#### **World Health Organization: [Infodemic Management 101](#)**

*This free course (~4 hours) teaches infodemic management skills and how to decrease the negative impact of misinformation and disinformation on public health.*

**Full Link:** <https://openwho.org/courses/infodemic-management-101>

### **Other resources**

*The following resources are additional resources that could help you communicate about public health:*

#### **CHOICES Project: [Investing in Prevention: A Messaging Guide](#)**

*The purpose of this messaging guide is to help you communicate about keeping the focus on prevention and making responsible and equitable investments in policies and programs, particularly those focused on healthy eating and active living.*

**Full Link:** <https://choicesproject.org/publications/investing-in-prevention-a-messaging-guide>

#### **de Beaumont Foundation: [Webinar: Comms Crash Course: Using Social Media for Public Health Communications](#)**

*This webinar (~1 hour) shares fundamental social media strategies and best practices to address public health communications challenges.*

**Full Link:** <https://www.youtube.com/watch?v=17GF-MhRiOI&t=1s>

#### **PH Spot: [Health Communications 101 with Nutrition Communicator, Brett Otis](#)**

*In this episode (~45 minutes), Brett discusses his work at Harvard Chan on “The Nutrition Source” and the responsibilities of those presenting health information to the public.*

**Full Link:** <https://phspot.org/health-communications-with-nutrition-communicator-brett-otis/>

#### **Public Health Reaching Across Sectors (PHRASES): [Motivating The Public to Support Public Health: A Toolkit For Communicating With Non-Experts](#)**

*This toolkit was developed to address an important challenge in the field of public health: to motivate audiences to understand and support public health efforts, messengers need better tools to explain their work to non-experts and describe its impact on people’s lives.*

**Full Link:** [https://www.phrases.org/wp-content/uploads/2020/07/Public-Health-Communications-Toolkit-Final\\_.pdf](https://www.phrases.org/wp-content/uploads/2020/07/Public-Health-Communications-Toolkit-Final_.pdf)