



SAMPLE EMAIL

Business



Before

Dear [head of the local Chamber of Commerce],

It's come to my attention recently that chamber members are meeting to strategize about the difficulties associated with maintaining a workforce in these challenging economic times.

As a public health professional, I recognize how important good, sound employment is to good health. I am writing to ask if I could join your meetings to better understand what you perceive to be the key challenges to recruiting and retaining a workforce. I would love to explore strategies for how we could work together to improve the health of our/your community.

Sincerely,

Signaling sympathy for another sector's perceived problems can backfire by feeding readers' fatalism, making them less likely to want to engage in conversation. Keep it positive and forward-looking.

It's a good strategy to recognize and appreciate other sectors' expertise, but it's also important to demonstrate what public health can bring to the table in order to help members of other sectors see the value of including public health representatives in discussion.



SAMPLE EMAIL Business (continued)



After

Dear [head of the local Chamber of Commerce],

Your recent blog post about the importance of investing in and maintaining a strong workforce in our city caught my attention. I work for our local public health agency and, like you, we know a strong workforce is vital to our community's social and economic well-being and sustainable growth.

We work on a range of issues that affect the local workforce. For example, we're focused on reducing the high rates of chronic conditions in our community, such as asthma and diabetes, which can contribute to absenteeism for workers and their families. We also participate in public transportation policy-setting to make sure that employees in every corner of the city can get to their jobs safely and efficiently.

Of special interest to you may be the large amount of population and environmental health data we collect and analyze. Our data on trends and patterns in community health, for instance, can be used to prioritize policies and resources that will have the best value of investment when it comes to promoting a healthy workforce. For instance, a few years ago, data helped us target safe and healthy transit options as an opportunity to improve population health. I'm sure you are familiar with our Let's Go initiative, which engaged with some of the largest employers in town. They sponsored more than 15 miles of bike paths on old railway lines to connect underserved communities to downtown, vocally supported the creation of express bus lanes on major commuter routes to reduce congestion and improve air quality, and then signed on to a citywide campaign to promote the new transit options. Evaluative data we collected has now led to an expansion of the initiative over the next three years to serve even more neighborhoods.

That's one opportunity we've been able to seize, but we know there are others. I'd appreciate the chance to attend a future meeting to learn more about the Chamber's key challenges in recruiting and retaining a workforce that can meet local employers' needs and to explore how we might work together to improve the health of our community.

Sincerely,

Look for opportunities to reinforce other sectors' own good framing of the issues.

Use values early and often—repetition is a framer's best friend, so get creative in your use of synonyms and other turns of phrase that can express the concept of investing in community health.

Take the time to connect public health to other sectors through concrete examples of how public health work can affect their own goals and needs.

The framing recommendations play well together, so combine them in ways that make communications sound natural, not stilted or canned. This sentence combines the recommended emphasis on public health's data expertise with an appeal to the Value of Investment.

Make space for success stories that show how partnerships with public health can lead to collective benefits. Note that this example highlights some ways the business sector can wield influence and garner community goodwill through public health collaborations that carry benefits for everyone, including employers.

Focus on the affirmative. Notice how this reframe ditches the "before" version's nod to difficulties and hard times for the language of success and potential.

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