

CACHI'S MESSAGING FRAMEWORK

Effective messaging is deliberately concise and directive. Properly used, it allows the speaker to guide a conversation by providing the audience with the critical information they need. A successful communicator will seamlessly pivot between three primary points (Why, What and Action) to help their audience understand, embrace, and remember the message.

The following topline messages are designed to provide you with the essential concepts needed to introduce your ACH, explain its importance, and invite your audience to take the next step:



WHY

For decades, long-standing inequities have exacerbated health issues in low-income communities and communities of color, resulting in persistent health disparities. Efforts are too often siloed and exclude those adversely impacted by deeper systemic issues. As a result, good-faith efforts are usually limited and not sustainable.



WHAT

Accountable Communities for Health (ACHs) provide a powerful framework for tackling inequities by breaking down barriers and promoting a new way for all community members and stakeholders to work collaboratively together. ACHs rely on three key principles to deliver transformational change and health equity:

Centering Community Voice: ACHs place residents at the heart of all community health-related discussions. ACHs level the playing field by ensuring that residents have a prominent and active role in their ACH, helping to ensure that equity—and the realities that shape their health—is paramount.

Multi-Sector Engagement: ACHs not only include traditional healthcare and public health systems but also partnerships that embrace the social drivers of health. Improving health outcomes for all requires that health and other relevant sectors works in concert.

Align Systems and Priorities: ACHs help partners shift from transactional, program-specific approaches to a new norm where participants align local community interests, incubate fresh ideas and expand collective capacity. Built on a foundation of transparency and data sharing, this alignment results in greater impact than any one entity could achieve alone.



ACTION

With your support and engagement, we can build a healthier, stronger and more equitable community. If you would like to see improved health outcomes for all and build more resilient systems, join us in supporting our Accountable Community for Health.