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## ASSESSING FRAMING & COMMUNICATION

- 1. In public-facing communications, our HD consistently identifies and uplifts the assets of a community before defining disparities, challenges, or deficits affecting that community.**
  - Yes: fully implemented
  - In progress: implementation ongoing or partially implemented
  - No
  - Don't know
  - Not applicable
- 2. Our HD makes publicly disseminated materials accessible to a wide range of audiences (e.g., translates materials into languages spoken in our jurisdiction, offers closed-captioned and braille versions).**
  - Yes: fully implemented
  - In progress: implementation ongoing or partially implemented
  - No
  - Don't know
  - Not applicable
- 3. Our HD staff includes one or more communications professionals with experience in messaging on health equity and structural discrimination.**
  - Yes: fully implemented
  - In progress: implementation ongoing or partially implemented
  - No
  - Don't know
  - Not applicable
- 4. Our HD has engaged in formal message testing on issues related to SDOH (e.g., through focus groups or surveys).**
  - Yes: fully implemented
  - In progress: implementation ongoing or partially implemented
  - No
  - Don't know
  - Not applicable
- 5. Our HD's public-facing messaging is informed by community input and feedback.**
  - Yes: fully implemented
  - In progress: implementation ongoing or partially implemented
  - No
  - Don't know
  - Not applicable
- 6. Our HD has a strategic communications plan that includes messaging guidance on SDOH and/or health equity in health department communications.**
  - Yes: fully implemented
  - In progress: implementation ongoing or partially implemented
  - No
  - Don't know
  - Not applicable
- 7. Our HD encourages staff to use messaging that focuses on how SDOH (as opposed to individual behaviors) affect health outcomes.**
  - Strongly agree
  - Agree
  - Neither agree nor disagree
  - Disagree
  - Strongly disagree
- 8. Our HD has information about SDOH on our website.**
  - Yes: fully implemented
  - In progress: implementation ongoing or partially implemented
  - No
  - Don't know
  - Not applicable

**9. Our HD has an established method for communicating across multiple government sectors within our jurisdiction.**

- Yes: fully implemented
- In progress: implementation ongoing or partially implemented
- No
- Don't know
- Not applicable

**10. Our HD avoids using negative imagery and messaging related to priority populations (e.g., avoids imagery and messaging that relies on stereotypes based on race, sexual orientation, or income level).**

- Yes: fully implemented
- In progress: implementation ongoing or partially implemented
- No
- Don't know
- Not applicable

**11. When our HD includes information about health disparities in our internal and external messaging, we frame these disparities in the context of structural discrimination.**

- Yes: fully implemented
- In progress: implementation ongoing or partially implemented
- No
- Don't know
- Not applicable

**12. Our HD is flexible and willing to adjust our messaging or method of communication based on community response.**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**13. Our HD holds recurring trainings for our staff on how to frame information related to health disparities and SDOH.**

- Yes: fully implemented
- In progress: implementation ongoing or partially implemented
- No
- Don't know
- Not applicable

**14. Our HD has a process for reviewing our communications in order to eliminate potential negative ramifications of our messaging for the communities that we serve.**

- Yes: fully implemented
- In progress: implementation ongoing or partially implemented
- No
- Don't know
- Not applicable

**15. Our HD uses its public-facing communications to combat misinformation on issues relating to SDOH.**

- Yes: fully implemented
- In progress: implementation ongoing or partially implemented
- No
- Don't know
- Not applicable