

Identity Messages by Target Audience At-A-Glance

TARGET AUDIENCES	IDENTITY SUB-THEMES AND MESSAGES BY TARGET AUDIENCE (Shaded cells are priority messages for that specific audience)		
	Essential programs for improving health (Improving Health)	Information that works (Information)	Protecting you and your family everyday (Safety/Security)
General Public (Key Idea – you are safer and healthier)	Making your community a healthy place to live, work and play	Trusted information for healthy communities and healthy choices	Public health programs, working to protect you and your family every day
Business community (Key Idea – investments that work and local community)	Public health agencies –an investment that works for better health solutions	Public health agencies – objective information for making healthy choices at home, work and play	Public health programs – investments that protect your community’s health and safety everyday
Policy makers – Elected Officials (Key Idea - essential for their local constituencies)	State and local public health departments – an essential network for a safer and healthier Washington	State and local public health departments – science-based information for essential health decisions	Public health programs – essential investments for helping communities meet their health needs
Media (Key Idea – reliable resources)	State and local public health departments – science-based programs from experts who know your community	State and local public health departments – reliable resources for essential health information	A statewide network of health professionals working everyday for safer and healthier communities
Partners (Key Idea – essential resources and networks)	A network of programs and people essential for improving health	Reliable information for better health programs	Public health professionals working together everyday for community health
PH workforce (Key Idea – essential and effective people and programs)	Making Washington a healthier place to live, work and play	A reliable source for statewide health and safety information	Public health programs and professionals – protecting you and your family every day