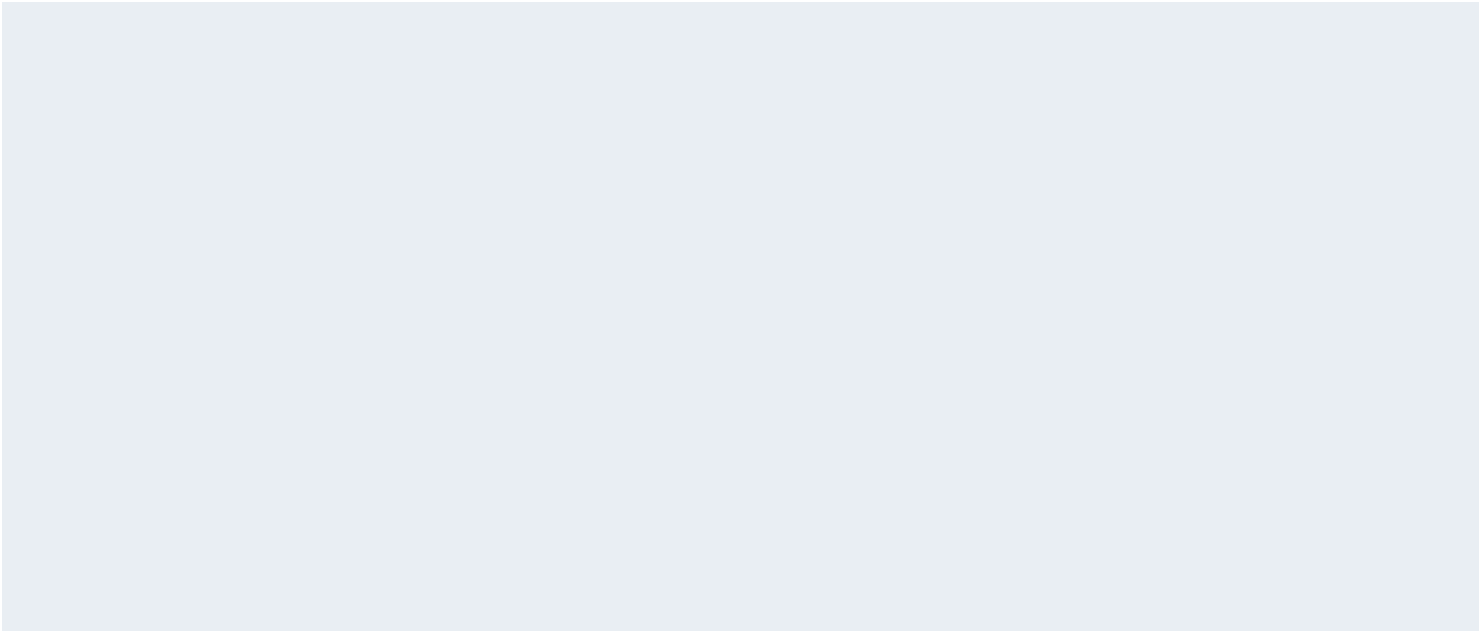




Use This Language	Instead of This Language
9 Roads, protected bike lanes, access to parks and sidewalks that can accommodate all users	8 Built environment and active transportation, infrastructure
9 Improving the quality of life for people in the neighborhood	8 Improving the built environment
9	

Tips for Effective Messaging to Support Public Policy Change

Connect with supporters.

When communicating to gain support for policy, systems, and environmental changes that help kids grow up at a healthy weight, it is important to use language that will move people to take action. By framing your message in a way that paints a picture of how the current environment makes it difficult, if not impossible, to make healthy choices, you can create a sense of urgency and the need to take action. Make sure to clarify that the change and action you're calling for is about transforming environments to make it easy for people to eat healthy and be physically active and less about creating personal behavior change.

Use the right words.

While obesity is a chronic disease, most