

# PUBLIC HEALTH IMPACT

## A Relationship-Based Toolkit for Any Community

This is not a program. This is not a campaign. This is not a messaging strategy. **This is a way of showing up.**

This toolkit teaches how to build real understanding through everyday conversations. Not by convincing people, but by helping them see what is already true in their own lives.

Public health doesn't spread through information.  
It spreads through connection.

# What We Do

People don't become "impactors" because we choose them.  
They become impactors because what they understand changes.

## The Method

1

Show up where people already are

You don't create rooms.

You enter real life spaces.

2

Start with life, not "public health"

Work. Family. Stress. Money. Food. Safety.

3

Build relationships before anything else

No asking. No pushing. No extracting.

4

Let understanding do the work

People change when things make sense.

# The Elevator: 10 Floors of Understanding

People grow in understanding over time. We use the elevator only to explain growth, not control it. **The elevator is not something you manage. It's something you notice.**

01

Never heard of public health

02

Knows the word

03

Curious

04

Shapes policy and legislature

05

Understanding growing

06

Personal choices change

07

Shares information

08

Corrects misinformation

09

Supports action

10

Influences decisions

You might walk someone from Floor 2 to Floor 3.

They carry it forward when they leave.



# The Rules: How to Have the Conversations

This approach is simple. That doesn't mean it's easy. **If something feels off, don't push harder. Go back to listening.**

*(This is the toolkit.)*

Rule 1: Never enter to change someone

Enter to understand.

Rule 2: Start with life, not public health

Public health comes through life, not the other way around.

Rule 3: Translate. Don't argue.

Correct without confrontation.

Rule 4: Talk like a human

If it wouldn't be said at a kitchen table, don't say it here.

Rule 5: Never ask for "support"

That creates bias instantly. Let them connect it to public health.

Rule 6: Always leave dignity intact

People should leave feeling respected, not corrected.

# Where This Breaks Down & How You Know It's Working

## Signs It's Working

- Questions get better
- Conversations go longer
- Tone softens
- People repeat things later
- They teach others

## Final Truth

You are not building compliance.  
You are building understanding.

# Examples of How We Start Real Conversations

These questions are not a script. They are starter sparks. Use them naturally. Use your own words. The goal is to open conversations, not steer them. Then relate them directly to public health.

## 1. Start with Life (Openers)

**The Purpose:** Get into real life before public health ever shows up.

## 2. Build Connection (Dig Deeper)

**The Purpose:** Understand daily life before mentioning systems.

## 3. Bridge to Systems (Without Saying "Public Health")

**The Purpose:** Let public health enter naturally through experience.

## 4. Invite Thinking (Without Asking for Belief)

**The Purpose:** Encourage thinking, not agreement.

## 5. Defuse Tension (When Emotions Show Up)

**The Purpose:** Lower defenses before offering information.

## 6. Exit with Respect (Closing Well)

**The Purpose:** Trust survives the ending.

📌 **The One Rule That Matters Most:** Understanding builds impact on its own.

# How to Hear Public Health in Daily Life

And how to guide the conversation without forcing it.



## Listen for Themes (Not Information)

When people talk, they aren't giving "data." They're showing you where public health is already happening in their life.

*Example: "Hard. Money is tight and my car is breaking down."*



## Reflect Life First (Do Not Jump to Systems)

Never "translate" immediately. First: acknowledge the human experience. This builds safety.

- "Yeah... that's a lot to carry."
- "That kind of stress wears people down."
- "That's hard, especially when stuff just keeps stacking up."



## Name the Pattern, Not the Label

Do NOT say: *"This is public health."*

Say what it feels like in real life: *"When money's tight and transportation is shaky, it starts affecting everything else: work, food, stress, sleep."*

Now you've moved from story → structure.

# Ask Questions That Open System View

Now you guide without leading. Your next question always connects: **life** → **access** → **systems**



## Example: Transportation

Connect car trouble to access – to work, food, appointments, and everything that depends on getting there.



## Example: Food Access

Connect food scarcity to neighborhood resources, income, and the systems that make healthy eating possible or impossible.



## Example: Stress & Health

Connect chronic stress to housing, safety, financial pressure – the invisible weight that shapes physical health outcomes.

"It's wild how one thing like a car can touch money, food, work, stress ...everything."

"Life really depends on a lot of hidden systems working right."

## Stop Before It Feels Like a Lesson

### Keep Listening If They...

- Nod
- Open up
- Tell a story
- Ask a question

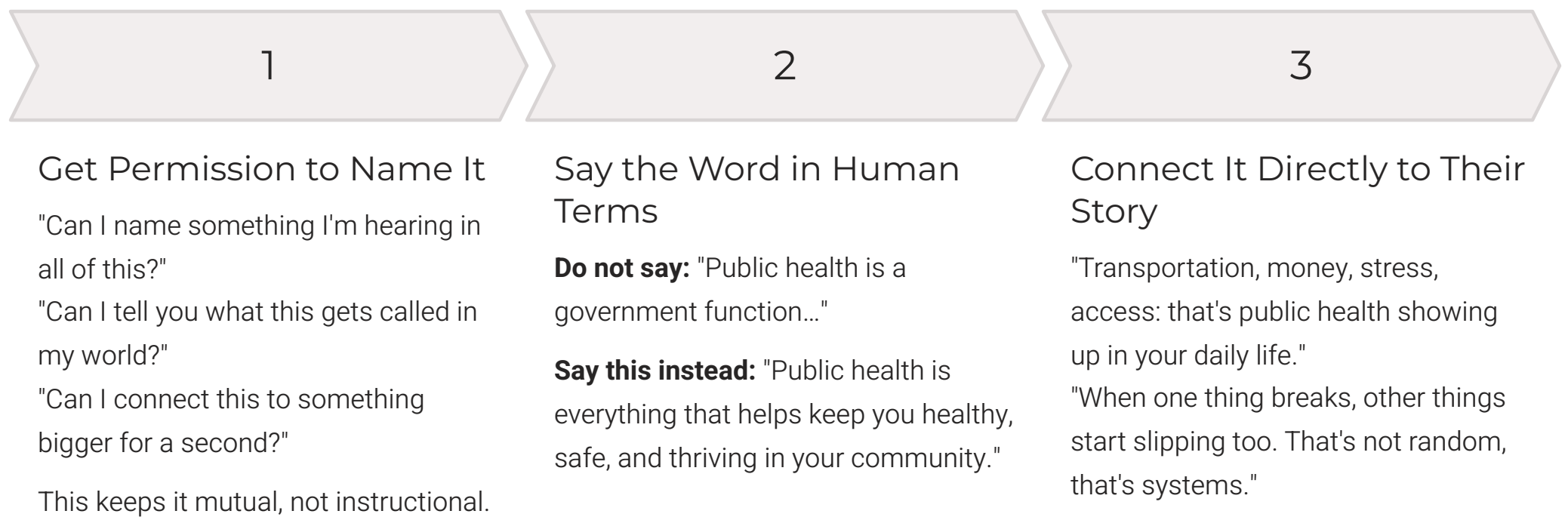
### Stop Pushing If They...

- Get Quiet
- Tense
- Deflect

Go back to Listening.

# The Final Step: Naming Public Health Out Loud, the Right Way

Once trust is built and real life has been shared, it is time to name what you've actually been talking about. Not as an institution. Not as a political idea. **As the reality behind daily life.**



## Expand the Definition (So It Sticks)

"Public health isn't just one thing."

Its not politics. Its not a theory. It is not just going to the doctor.	It is: Food. Housing. Clean water. Safe roads.
It is whether paychecks cover life.	It is whether systems help or get in the way. It is daily life.

"Most people never get told this. They just get told 'be healthier' without being shown how life gets in the way."

"Public health is invisible when it works and loud when it breaks."

## Close with Clarity, Not a Call to Action

Do NOT end with: "So you should support..." / "People need to vote for..." / "This is why we need..."

**End with truth instead:**

"Public health isn't something outside your life. It is your life."

or

"You've been dealing with public health this whole time. It just finally got a name."

**The Goal:** You are not "introducing" public health. You are helping people recognize it.

# Quick Talking Points & Final Reminder

## Quick Talking Points Anyone Can Memorize

These are safe, accurate, and non-political:

"Public health is everything that makes life easier or harder."

"It's not agencies. It's systems."

"It's daily life, not doctors."

"It's invisible when it works and obvious when it doesn't."

"You're not outside of it. You're living in it."

"Most people were never taught to see it this way."

## Phrases You Can Use- Keep These in Your Pocket

- "A lot of this stuff is connected in ways people don't talk about much."
- "It's bigger than one person doing something wrong."
- "Most people are doing the best they can inside what they have."

## If You Only Remember 5 Things

1

Start with life

2

Listen longer than feels natural

3

Reflect before connecting

4

Never push

5

Leave dignity intact

**You are not teaching public health.**

**You are helping people see what's already shaping their life.**

📌 **Golden Rule:** Understanding builds impact on its own.