

# Talking to Decision-Makers

Helping decision-makers understand why your work matters is imperative to boosting the impact of your environmental health work. Decision-makers are (usually) not scientists. This means it is up to you to translate your science into information that helps them integrate environmental health into policies, standards, and laws they write.

## 'V M R K X L I 4 - W

The 3 Hs hit the 3 main questions a decision-maker will ask – What is the topic? Why does it matter? How will it impact their constituents?

### HEAD

### HEART

### HEALTH

What is the topic?

What is the story  
and why does it matter?

How many people  
in a district are affected?

## HEAD

### Give Them Paper

Providing your message on paper helps address different learning styles, and makes sure the details are easily available.

- Email them an outline of your message, presentation, and/or materials before your meeting
- At the meeting, give them a hard copy of your materials
- Keep it to just one piece of paper



### Be Up Front About Money & Time

- At the end of the day, decision-makers have to decide between many important topics to fund and support, so providing this information makes their job easier and hence more likely to be considered.
- Talk about the cost, funding sources, and timeline of your proposal

## HEALTH

Decision-makers must justify their actions to the community they represent. Describing the community benefit makes it easier for them to consider and represent the proposal.

- Describe how the proposal will improve health in their community.
- Provide 2-3 data points at or below 6th grade science comprehension level.

