HP2030 Framework: Initial Product Concepts

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Today, we will:

- Provide an overview of the HP2030 framework product development process
- Summarize audiences, purpose, and value to users
- Reflect progress to date in defining key components for a suite of products
- Discuss key questions and feedback
Where we are in the process
Product development process

1. Define **product requirements** — including audiences, purpose, use, formats, and key messages
2. Identify **main components** for each product
3. Determine **relationships** between components
4. Create **visual design** to illustrate those relationships
5. **Test** with users and iterate on design
6. **Launch** in 2020 as part of HP2030 initiative
Audiences, purpose, and value to users
Engage professionals **across sectors**, such as:

- Public health
- Hospitals, healthcare delivery, and insurance
- Housing and transportation
- Education
- Justice and law enforcement
- Food and agriculture

Target users who are or are not already **familiar** with Healthy People
Purpose for products

• **Easy to understand** — whether or not you’re familiar with Healthy People

• Increase **engagement** with the HP2030 vision, mission, goals, foundational principles, plan of action, and objectives

• **Goal-driven**, lead us toward a healthy nation

• Help everyone go in the **same direction**

• **Action-oriented**, indicate opportunities to participate

• Encourage **shared responsibility** across sectors
Users should be able to:

• Understand **what** HP2030 is trying to achieve and the goals that support that vision

• Understand **why** it’s important to take action to achieve HP2030 goals and objectives

• Understand **how** they can take action
Proposed products
Initial product concepts

① **Static overview graphic** to capture main components

② **Detailed, interactive graphic** to expand on overview graphic and elaborate on what each component means for users

③ **Video** to illustrate HP2030 in action with a real-world example
Overview graphic (above) links to interactive graphic: Robert Wood Johnson Foundation, Culture of Health
The **Bite, Snack, Meal** content strategy increases reader engagement and message retention

- **Bite** [Overview graphic]: the main message, without details
- **Snack** [Video]: concise summary, includes a few details
- **Meal** [Interactive graphic]: thorough explanation, resources
## Formats

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<th>Web &amp; social media</th>
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Overview graphic
• Give a high-level, visual overview — the “bite”
• Focus on the what of the HP2030 framework
• Capture key words from framework, but not full elements (rule of 7)
• Introduce the detailed, interactive graphic
What is the framing for the graphic?

- **Value focus**: Why we are here [*mission*] and what guides our actions [*foundational principles*]

- **Outcome focus**: What HP2030 is hoping to achieve [*overarching goals*] and how to move toward those goals [*plan of action*]
What relationship are we focusing on?

- **What HP can do for you**: What actions HP is organizing and promoting *[plan of action]*

- **How you can help HP**: What actions organizations and communities can take to help achieve HP2030 goals *[plan of action]*
Interactive graphic
• Expand on the content in the overview graphic — including the why and the how — the “meal”

• Take a deeper dive into each of the components and how they support the main message

• Include full framework elements (vision, mission, goals, foundational principles, plan of action) with supporting details

• Indicate opportunities to take action, such as via other HP2030 resources and partnering across sectors
• Narrate an overview of the framework — the “snack”

• Walk through a real-world example of how an organization can apply the HP2030 framework

• Show how taking action and building partnerships will help lead us toward a healthier nation
Next steps
Product development process

Define > Discover

Create

Refine

Deliver
Questions and comments?