

What to Say

- ▲ **There are multiple dimensions of health**
Taking care of your physical, emotional, and spiritual needs is important to your wellbeing.
- ▲ **Health is weight-neutral**
Nourish your body with foods and activities you enjoy.
- ▲ **Social determinants of health***
Zip code is a better health predictor than genetic code.
- ▲ **Groups (in general) are affected***
Not everyone has the same opportunities to be as healthy as others.
- ▲ **Health disparities exist***
Let's give everyone a chance to live a healthy life.
- ▲ **Using common language***
Health starts in our families, in our schools and workplaces, in our playgrounds and parks, in the air we breathe, and the water we drink.
- ▲ **Incorporate personal responsibility as one of many influences***
Everyone should be able to make the choices that allow them to live a long, healthy life, regardless of their income, education or ethnic background.

What NOT to Say

- ▼ **Physical health is the only way to better health**
Regular exercise is important to live a healthy lifestyle.
 - ▼ **Weight is the end-goal of health**
Balance your calorie intake with physical activity to manage your weight.
 - ▼ **Individuals are solely responsible**
Make the healthy choice the easy choice!
 - ▼ **Specific groups are affected**
African Americans don't have the same opportunities to be as healthy as others.
 - ▼ **Assuming everyone has equal/easy access**
You can live a healthy life by eating healthy, being physically active, and seeing your doctor regularly.
 - ▼ **Using technical, public health terms**
There are many social, economic, and environmental factors that influence health.
 - ▼ **Focusing on one social determinant only**
Low-income individuals are not able to live a long, healthy life due to poverty.
- *Example has been adapted by the Robert Wood Johnson Foundation Report *A New Way to Talk About Social Determinants of Health*.

What to Say

- ▲ **Food is meant to be enjoyed**
Shared meals nourish the mind and body. Ask your kids to help find a new recipe and cook it together as a family.
- ▲ **Healthy relationship with food**
There is no such thing as a perfect diet. You can eat food that is good for your body and you enjoy.
- ▲ **Focus on the positive**
There are many reasons to eat fruit. Fresh, canned, or frozen – they are good for your body, give you energy, and taste great.
- ▲ **Focus on intrinsic reasons**
Try starting your day with a bowl of oatmeal. It tastes great and gives your body the energy it needs for a busy day.
- ▲ **All foods fit**
All foods fit within your diet. You can make food choices that honor your health and taste buds.
- ▲ **Use a variety of terms**
Try a glass of milk with lunch. It's good for your body and an easy way to get more calcium for bone health.
- ▲ **Focus on food**
Using oil when cooking can lower your risk of heart disease.
- ▲ **Encourage healthy eating**
Consider whole wheat bread with your next sandwich.
- ▲ **Food environment matters**
If you live in a community without a grocery store, these resources can help you get affordable, fresh food.

What NOT to Say

- ▼ **Framing healthy eating as unenjoyable**
Vegetables may not always taste great, but they are worth it for your health.
- ▼ **A technical perspective**
Snack on celery and other vegetables. They are low in calories and can help with weight loss.
- ▼ **Focusing on the negative**
Cut down on soda. Adults who drink soda daily are more likely to be overweight.
- ▼ **Focusing on external reasons**
Eat high-fiber foods like oatmeal to help manage your weight.
- ▼ **A 'perfect' or 'clean' diet**
Eat clean by avoiding sugary snacks and choosing vegetables instead.
- ▼ **Using the term 'unhealthy'**
Whole milk is unhealthy and high in fat. Choose 1% or fat free milk, it's healthy and a good source of calcium.
- ▼ **Focusing on nutrients alone**
Unsaturated fat can lower your risk of heart disease.
- ▼ **Absolute/demeaning approaches**
Always choose whole wheat bread instead of white bread to meet your fiber needs.
- ▼ **Assuming easy access to food**
It's easy to eat more fruit! Pick up a banana next time you are at the store.

What to Say

- ▲ **There are various benefits**
A dance party with your family is a fun way to spend time with your loved ones and can help you sleep better that night
- ▲ **Weight/body-inclusive activity**
Walking regularly can increase energy levels and decrease stress.
- ▲ **All movement counts**
Any movement is better than no movement! All types of activity, including walking, swimming, and even gardening, count.
- ▲ **Keep environment in mind**
There are many places you can be active, such as stretching in your home, taking a class at a local community center, or a hike with a friend.
- ▲ **Focus on what can be gained**
Being active can decrease your risk of diabetes and heart disease.
- ▲ **Physical activity is possible at all levels**
Walking with your family, taking the stairs, or playing with pets all count towards living an active lifestyle.
- ▲ **Fit activity with other life goals**
Yoga or stretching at home in the morning can clear your head and give you the energy you need for a busy day.

What NOT to Say

- ▼ **Be active for your health (only)**
Take a 10 minute walk daily – your health depends on it!
- ▼ **Weight-focused reasons**
Walking regularly can help you manage your weight.
- ▼ **People must meet national recommendations**
Aim for 150 minutes of moderate intensity physical activity per week for a healthy lifestyle.
- ▼ **Assuming a safe environment**
It's easy to be active! Try going for a quick jog at your local park.
- ▼ **What is lost by not being active**
Sitting too much can increase your risk of diabetes and heart disease.
- ▼ **Physical activity must be difficult**
Strive for moderate to vigorous intensity activity where your heart rate is higher and you break a sweat.
- ▼ **Being active should be its own goal**
Make physical activity a priority for your health and aim to be active most days of the week.

What to Say

- ▲ **All foods are good foods**
The only bad foods are rotten foods! Make peace with food and enjoy foods that nourish your body and taste great.
- ▲ **Evidence-based nutrition strategies**
Here are 5 easy ways to eat more vegetables.
- ▲ **Eating patterns that fit within someone's lifestyle**
Say no to diets! Choose foods that honor your health and fit within your lifestyle.
- ▲ **Healthy lives lead to healthy bodies**
Take care of your mind and body for overall health.
- ▲ **Promote intuitive approaches to eating**
Recognize your hunger and respect your fullness. Feed your body when hungry and listen to your body to tell you when you're full.

What NOT to Say

- ▼ **Foods are disallowed/limited/restricted**
You should limit your intake of saturated fat found in butter and meat to prevent heart disease.
- ▼ **'Popular' but unscientific strategies**
Overindulge last weekend? Detox this week with these 5 vegetables.
- ▼ **Short-term diets**
If you cut 500 calories per day, you can lose 5 pounds in one month.
- ▼ **Weight loss/maintenance leads to healthy bodie**
Reaching and maintaining a healthy weight is important for overall health.
- ▼ **Promote a 'controlled' strategy of eating**
Control your calories to manage your weight; balance the calories you eat with the calories you expend.

What to Say

- ▲ **Health is weight-neutral**
Honor your body with nourishing food and movement that gives you energy, so you can do all the things that are important in your life.
- ▲ **Love your body**
Love and accept your body just the way it is and take good care of it.
- ▲ **Focus on lifestyle behaviors**
Nourish your body with fruits and vegetables.
- ▲ **All bodies deserve respectful care**
A number on a scale doesn't define you.
- ▲ **There are many factors that influence weight**
Ditch the scale - Focus on taking care of yourself and adopting positive changes that make you feel good.

What NOT to Say

- ▼ **Health occurs at a 'normal' BMI**
Aim for a healthy weight to decrease your risk of chronic disease.
- ▼ **Aim for a 'fit' body**
Don't drink yourself fat. Cut back on soda and other sugary beverages.*
- ▼ **Focus on weight loss**
Snacking on vegetables can help you lose weight.
- ▼ **Messages that contribute to weight stigma**
Ditch the flab by walking daily.
- ▼ **Eat less and exercise more**
Eat less and move more for a healthy weight.



THE LANGUAGE OF HEALTH:
An Editorial Style Guide to Effectively
Communicate to the Public

AZ
HEALTH
ZONE

HEALTHY STARTS HERE

CREATIVE WRITING WORKSHOP

DO'S & DON'TS