

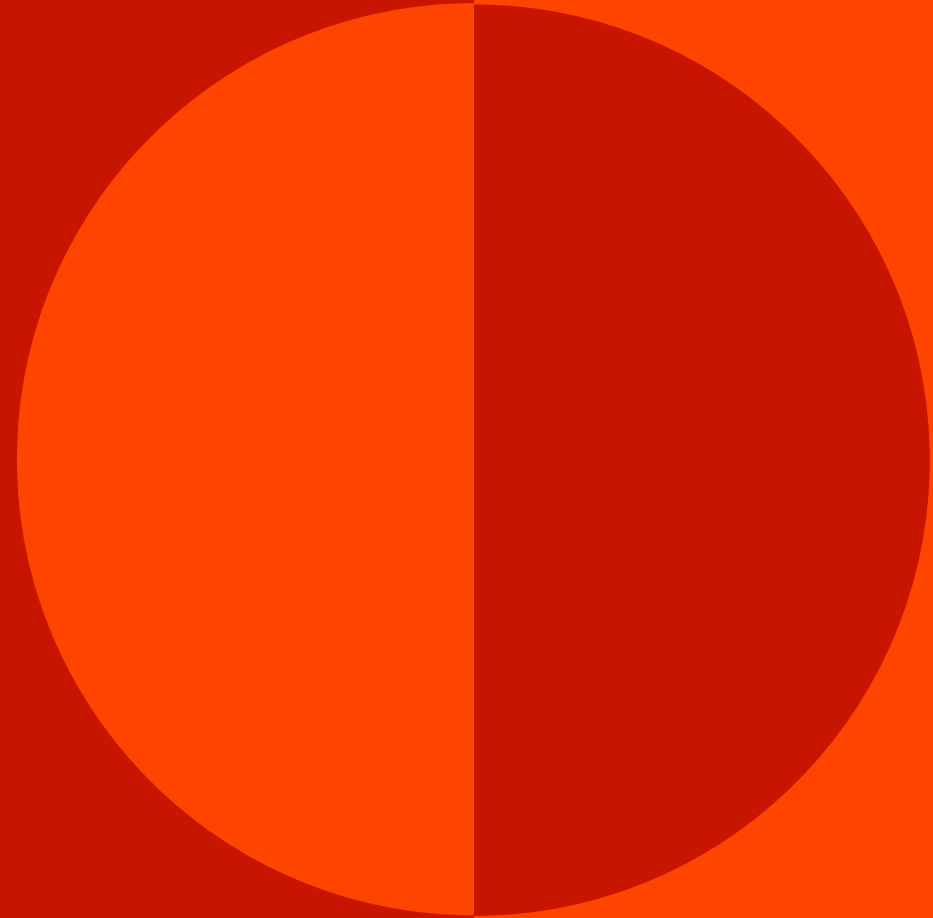


AMSPDC Messaging & Communications Webinar

A guide to the most effective messaging and communications strategies to elevate child and adolescent health as a national priority

APRIL 2026

Messaging Guidance



Objectives

1. Elevate child and adolescent health as a national priority.
2. Establish message discipline across the pediatric community.
3. Position AMSPDC-affiliated experts as trusted, solutions-oriented voices.
4. Build support for increased federal investment in pediatric training, research, and care.

Methodology

- A survey of n=1,200 respondents (n=1,000 likely voters nationwide plus a 200-Republican Beltway opinion elite oversample) conducted online by LSG December 7-18, 2025; MOE: +/- 3%



Key Audiences

Federal Policymakers & Congressional Staff

- Policymakers and Policy influencers
 - Members of Congress, congressional staff, federal agency leaders
 - Budget and appropriations influencers, health policy advisors
 - Republican Beltway opinion elites

National & Beltway Media

- Media, Journalists, and Narrative Intermediaries
 - National and regional reporters
 - Policy and health journalists, editors, producers
 - Platforms that shape how child and adolescent health is covered and understood

General Public & Key National Audiences

- Voters, Families, and Trusted Community Voices
 - Likely voters, parents, and caregivers
 - Community leaders
 - Culturally influential messengers who shape understanding of children's health



Understanding Attitudes Toward Child & Adolescent Health



Key Perceptions



Low priority issue



Economic lens



Mental health in focus

Key Misperceptions



Sufficient funding



Underestimate youth on Medicaid



Lack of pediatric workforce awareness

Messaging Imperatives

1

Begin by establishing why children's health matters now to economic stability and health care system performance.



2

Explicitly connect workforce shortages and coverage challenges to cost, quality, and access outcomes



3

Elevate mental health as an entry point into broader pediatric investment discussions

OPPORTUNITY



Messaging exposure **achieves strong levels of GOP support** (65%+) for child and adolescent health policy priorities (*CHGME, Pediatric Specialty Loan Repayment Program, Medicaid reimbursement, H1-B visa fee, workforce, mental health, etc.*)



Most Effective Messages

WHEN YOU SAY:

“Lower Health Care Costs”

Increasing federal funding for child and adolescent health would **lower health care costs long term.**



THEY HEAR:

Earlier intervention and prevention will **reduce long-term spending and financial strain on the system.**

“Improved Quality of Care”

Increasing federal funding for child and adolescent health would **increase quality of care** through discoveries and breakthroughs in pediatric treatments.



Funding for pediatric research is critical as it promotes medical advancements that ensure the best possible health outcomes for children and adolescents.

“Access to Coverage and Care”

Increasing federal funding for child and adolescent health would ensure children’s health programs could **continue to provide health coverage for nearly half of all American children.**



More funding **protects the health and future of a very significant share of America’s children** from all states and backgrounds.



Least Effective Messages

“National Security”

WHEN YOU SAY:

Increasing federal funding for child and adolescent health would contribute to the health of future adults ensuring there are **qualified individuals to serve in national security roles.**



THEY HEAR:

Investments in child and adolescent health may shape an **indirect, far-removed, and unrelated issue.**



Key Language Guidance

Child & Adolescent Health

SAY THIS...

- ✓ Specialized
- ✓ Critical
- ✓ Life-saving
- ✓ Life-changing

INSTEAD OF THIS...




- ✗ Complex
- ✗ Advanced
- ✗ Expert
- ✗ Vital






Key Language Guidance

AMSPDC

SAY THIS...

-  AMSPDC trains the full pipeline of the pediatric workforce from generalists to subspecialists and physician scientists.
-  92% of graduates from AMSPDC's pediatric scientist development program attain professorships and leadership roles in academic pediatrics.
-  Improves the health and wellbeing of all children

INSTEAD OF THIS...

-  AMSPDC serves as the foundation of child-health innovation and workforce development in the United States.
-  AMSPDC leads the institutions that provide the nation's most advanced pediatric care.
-  Addresses diversity, equity, inclusivity, and anti-racism



Proof Points that Persuade

01

40% of children suffer from chronic health conditions like being overweight, depressed or anxious, increasing the risk of chronic disease and driving up costs.

02

Suicide rates among 10–24-year-olds increased by 62% from 2007 to 2021 making it one of the leading causes of death in adolescents and young adults.

HERE'S WHY:

The most compelling proof points are those that signal **scale, urgency, and tangible impact** without requiring technical interpretation.

Less Impactful Proof Points

01

Children's graduate medical education only gets **1.7%** of total federal graduate medical education funds.

02

Less than **8% of U.S. medical graduates chose** to enter pediatrics in 2025.

03

57% of children **face difficulties obtaining mental health care.**

HERE'S WHY:

Technical statistics can feel abstract or **disconnected from outcomes** and require further explanation on their larger impact. They **fail to demonstrate the emotional impact and human toll** of inaction.

Message Framework

WHY

This is the **underlying value or challenge** that a large majority of your audience will agree with and highlights the importance of the issue. Opening in this way builds consensus and conditions your audience to be agreeable toward your proposed solutions.

+

THEREFORE

This is your **proposed solution or process** and the area you should spend the least amount of time or words on as it is likely the most divisive statement you will make. Be direct, honest, and succinct.

+

SO THAT

This outlines the **tangible benefits** resulting from your proposal that are most appealing to your target audiences followed by a call to action.





Putting It All Together

The Importance of Increasing Funding for Child and Adolescent Health

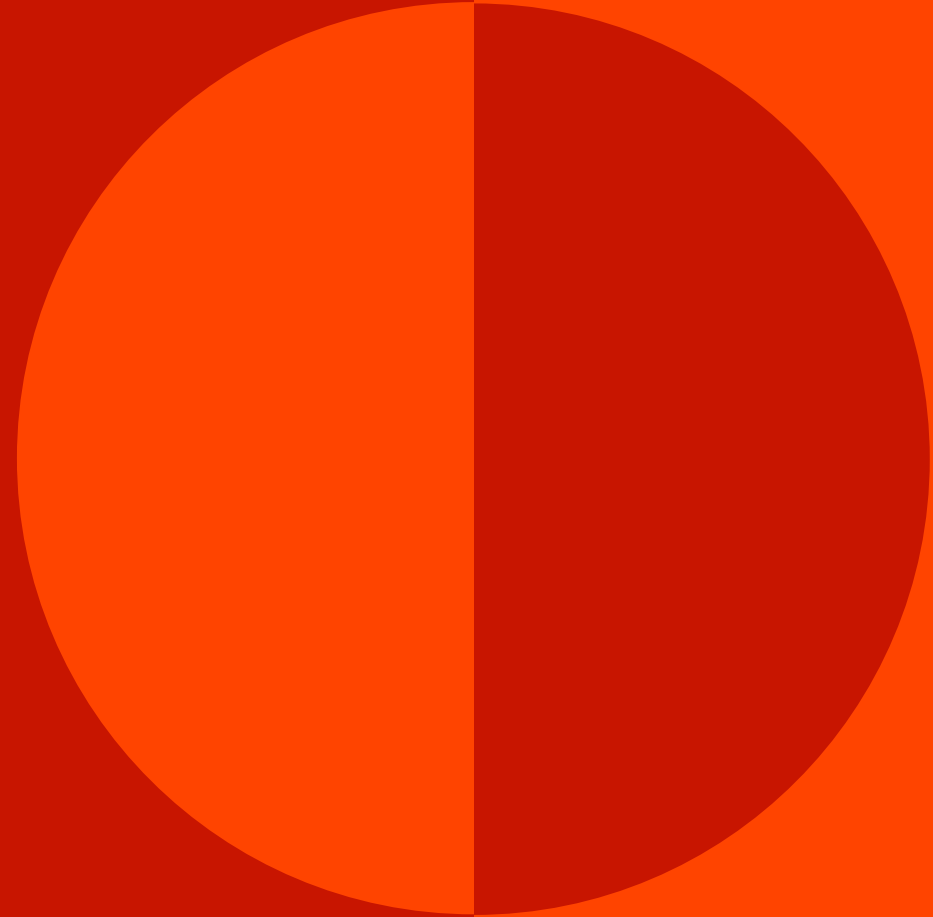
America is facing a child and adolescent health crisis that is worsening every year as **more children develop chronic health conditions, suffer from poor nutrition, poverty, and mental health challenges, and grapple with reduced access to pediatric care.**

There's currently a **critical shortage of pediatricians and pediatric subspecialists**, but federal funding for educating and training future pediatricians and conducting pediatric research is falling far short – threatening access to quality care for American children.

We need to increase funding for pediatric training and research to ensure America has enough qualified professionals and research-backed treatments to **strengthen the future of children's health and wellbeing**. Increased funding for children's health would **lower health care costs** through earlier intervention and preventive treatment and **improve quality of care** by reducing the number of pediatric researchers leaving the field and discovering new pediatric medical treatments and breakthroughs.

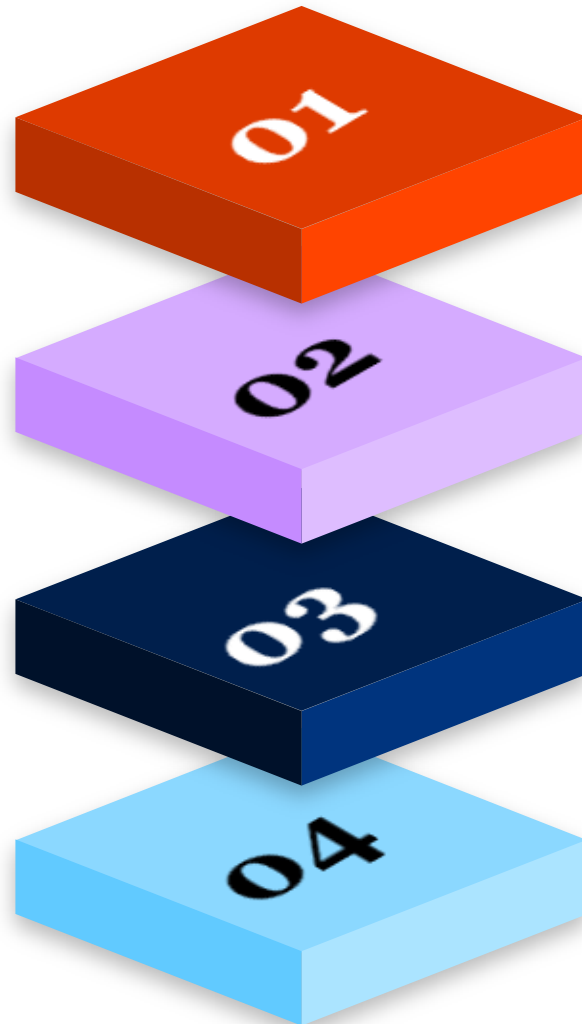
That's why it is critical that Congress **increase or restore funding** for essential pediatric programs especially to address **youth mental health challenges** and secure a healthy future for all children.

Communications Strategy



An Integrated Approach

Building an effective communications strategy requires a layered, integrated approach, one in which every element works in tandem to clearly represent the AMPS DC brand and effectively communicate and amplify its priorities.



Narrative Building



Media Engagement



Branded Content



Amplification



Narrative Building



Reinforce Core Messages

Craft earned and owned media pieces that highlight AMSPDC's key messages while remaining approachable to the target audience.

Highlight Proof Points

Demonstrate the importance of AMSPDC's work through testimonials and compelling anecdotes.

Humanize Statistics

Make hard data palatable for broader audiences, helping facts and figures drive understanding, not hinder it.



Media Engagement

Drive placements across platforms and geographies to create a surround-sound messaging effect that enhances reach and builds greater awareness of AMSPDC's brand, mission, and goals.

01

National & Beltway

Traditional media outlets such as *Washington Post*, *New York Times*, and *Bloomberg*.

02

Policy & Trade

Health and medicine-specific outlets like *KFF Health News*, *Inside Health Policy*, and *STAT*.

03

Regional & Market-centric

Local outlets within major cities like *The Boston Globe*, *The Chicago Tribune*, and the *Houston Chronicle*.

04

Broadcast

National and local stations like *CBS Mornings*, *CNN Health Segments*, and *KTLA Los Angeles (CW)*.

05

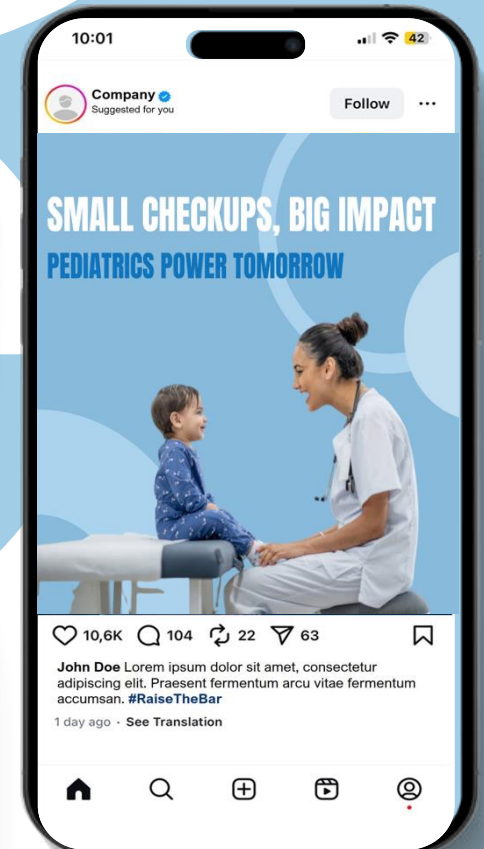
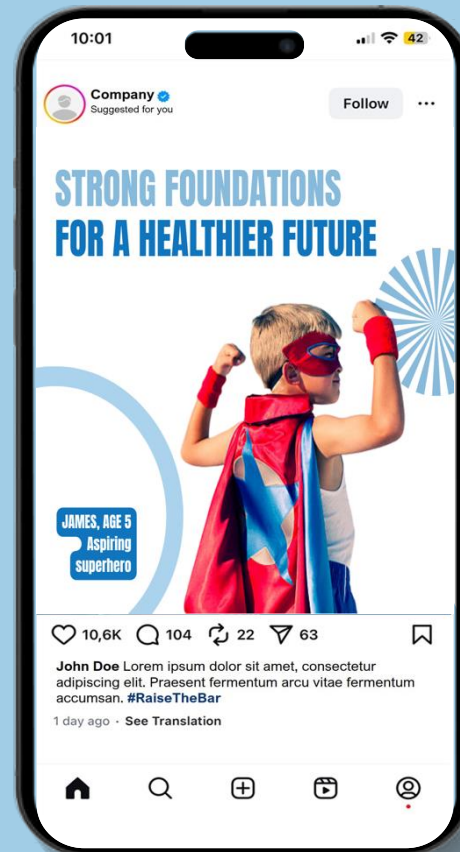
Podcasts

Non-traditional, health-focused forums like "What the Health?", "TED Health," and "Pediatrics on Call."



Branded Content

Develop branded social content that brings AMSPDC's messaging and branding to life on owned channels like LinkedIn and X, creating pieces that capture audience attention and are easily shareable.



Message Amplification

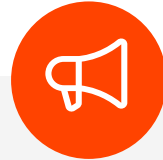
Use owned channels to promote messaging, spotlight earned media hits, and activate around key health awareness moments to build AMSPDC's reach and boost salience.

Scalable Content Calendar



Use a **scalable content calendar** to consistently reinforce priority themes (health care costs, quality of care, coverage access, youth mental health, pediatric workforce).

Highlight Earned Media



Amplify **earned media** including op-eds, interviews, and news coverage across owned channels.

Key Health Awareness Moments



Activate content around **key health awareness moments** (e.g., Doctors' Day, Mental Health Awareness Month, Childhood Cancer Awareness Month).

Influencer Engagement



Employ credible third-party voices with significant followings who can authentically amplify AMSPDC's message.



Social Influencer Mapping

Identify influencers with the right platform, voice, and audience to carry AMSPDC's message to ensure maximum visibility and resonance.

Engagement Prioritization



Prioritize engagement with **high-impact influencers** shaping conversations on increasing federal investment in child and adolescent health.

Bipartisan Reach



Target voices **across the political spectrum and health specialization** to broaden reach and influence

Platform Focus



Focus engagement on **X and Instagram**, where health policy discussions and audience engagement across MAHA and non-MAHA-aligned voices are highest.



Assets

Messaging



- AMSPDC Messaging Guide
- Hill talking points & FAQ sheets
- One-pagers
 - Workforce
 - Mental health
 - Costs
 - Coverage

Media & Content



- Op-ed calendar
- Quarterly media pitch memos with tailored angles
- Social media shareables & graphics

Engagement



- Member messaging and communications webinar
- Member communications plan & toolkit
- Creative templates and paid media plan for amplification



Measurement

Advocacy/Policy Engagement



- Inclusion of AMSPDC framing and proof points in committee reports, hearing questions, or staff materials.
- Secured Hill meetings and briefings using our shared narrative and data.

Media Engagement



- Volume and quality of earned media referencing our narrative and/or data.
- Placement of quotes in Tier 1 and 2 outlets and op-eds around key dates/milestones.

Digital/Social Engagement



- Engagement (impressions, organic follower growth, and click-through rate – if applicable) with proof point / narrative content.
- Engagement with toolkit activation and member participation in coordinated activation.



Questions?

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