MESSAGE TRAINING for CHRONIC BRAIN DISEASE & STABILIZING MEDICATIONS
Agenda

- Interview / Meeting
  - Before
  - During
  - After
- Insights
  - Television
  - Radio
  - Print
  - Telephone
  - Skype / Online
Everyone Has a Job

- **ASAM Message Manager**
  - Reputable, with relevant credentials
  - Reliable source of information
  - Deliver ASAM message

- **Reporter / Interviewer**
  - Discover the “real story”
  - Provide timely information
  - Create a “deliverable”
Before: Do Your Homework

- Develop four message points “box”
  - See ASAM’s 4-Points Box Next Page
- Do your homework!
  - Learn about the interviewer, outlet and story angle
  - Understand the interviewer’s deadline
  - Scan previous stories / reports by interviewer, outlet
- Rehearse anticipated questions
**Before: ASAM Message Box**

- Chronic Brain Disease
- Mainstream Medicine
  - Like diabetes, hypertension
- FDA-approved Stabilizing Medications
  - Buprenorphine, Methadone, Naltrexone
- Need Access to Stabilizing Medications
  - Pre-authorization, treatment restrictions
During: Stay ‘In the Moment’

- Create context > EDUCATE & POSITION
- Make first words matter > SOUND BITES
- Keep audience in mind
- Work the question into your answer
- No “off the record” or “no comment”
- Expect repeated questions, phrased slightly differently, so pay close attention
During: Control the Interview

Bridging phrases circle back to ASAM message:

- Look at it this way… [REFRAME]
- I can’t address that issue, but I can tell you… [AVOID]
- That is interesting, but the issue here is… [REDIRECT]
- The most important point we need to get across to patients and families is… [FOCUS]
- That’s one extreme example. The bigger picture tells a different story … [CONTEXT]
Opioid addiction is a chronic disease, like diabetes or high blood pressure ...

More than 2.2 million Americans live with opioid addiction disease ...

Most overdoses are linked to prescribed pain medicine ...

Prescription opioid overdose deaths surpass car accidents ... 100 EVERY DAY
After: Evaluate & Improve

- Self-assess questions asked and your answers
  - How could you improve?
- Quickly send follow-up information, clarifications
- Cultivate interviewer relationship
  - Promptly send thank-you note / email
  - Offer to serve as “background” resource
  - Make yourself easily and readily available
Tips for: TELEVISION

- Dress appropriately
  - Simple suits with colored shirt / blouse
  - No stripes – they “wiggle”
- Wear make-up or powder
- Ask for water *before you begin*
- Look at interviewer (not camera)
Tips For: TELEVISION

- **Facial expressions**
  - Over-emphasize positive expressions
  - Exaggerate about 15 percent
  - Smile when appropriate

- **Posture**
  - Maintain eye contact
  - Lean slightly forward
  - Cross legs at ankles
Tips For: TELEVISION

- **Physical expression**
  - Be natural
  - Minimize head nodding or “bobbing”
  - Focus hand gestures around neck

- **Voice**
  - Use conversational, energetic tone
  - Speak more slowly than normal
  - Vary inflections
Tips For: SKYPE

♦ PRACTICE!
  • Direct your answers to the screen camera
  • Position screen camera slightly ABOVE you (looking up)
  • Put lights in front of you – avoid back lights and shadows
  • Ask colleague to assist with practice session(s)

♦ Over-emphasize expression
  • Stay bright and in-the-moment
  • Look directly at camera spot – you are REMOTE
Tips For: TELEPHONE

❖ PRACTICE!
  ❖ Ask colleague to physically sit in as “interviewer”
  ❖ Record and review
  ❖ Make needed adjustments

❖ Keep notes in front of you …
  ❖ … But don’t read them verbatim

❖ Speak in a natural, lively voice
  ❖ Resist temptation to shout answers
Tips For: RADIO

- Keep answers short and lively
  - Remember SOUND BITES
- Refer to notes but don’t “read” them
- Convey sincerity and enthusiasm
- Smile – it comes through in your voice
- Paraphrase question in your answer
Know your subject thoroughly
- Bring key data points with you as “leave behind”
- Past and current context
- Impact of change
  - People
  - Financial
- For more information ...

Ask about interview time limit

Do not ask to review the story / report
Final Reminders

- STAY ON ASAM MESSAGE!
- Keep it brief and simple
- Be conversational and comfortable
- Be an ASAM “Clinical Expert”
- Listen to questions before answering
- Be polite to interviewers
- Thank them at start and end
Next Steps

- Take ASAM message “on the road”
  - Local media outlets
  - National media outlets
  - Policymakers & regulators
  - Insurance payers

- Clear your contact with ASAM *first, please*
  - Email Susan Awad at sawad@asam.org or (301) 656-3920 x 103