

# HP2030 Framework: Initial Product Concepts

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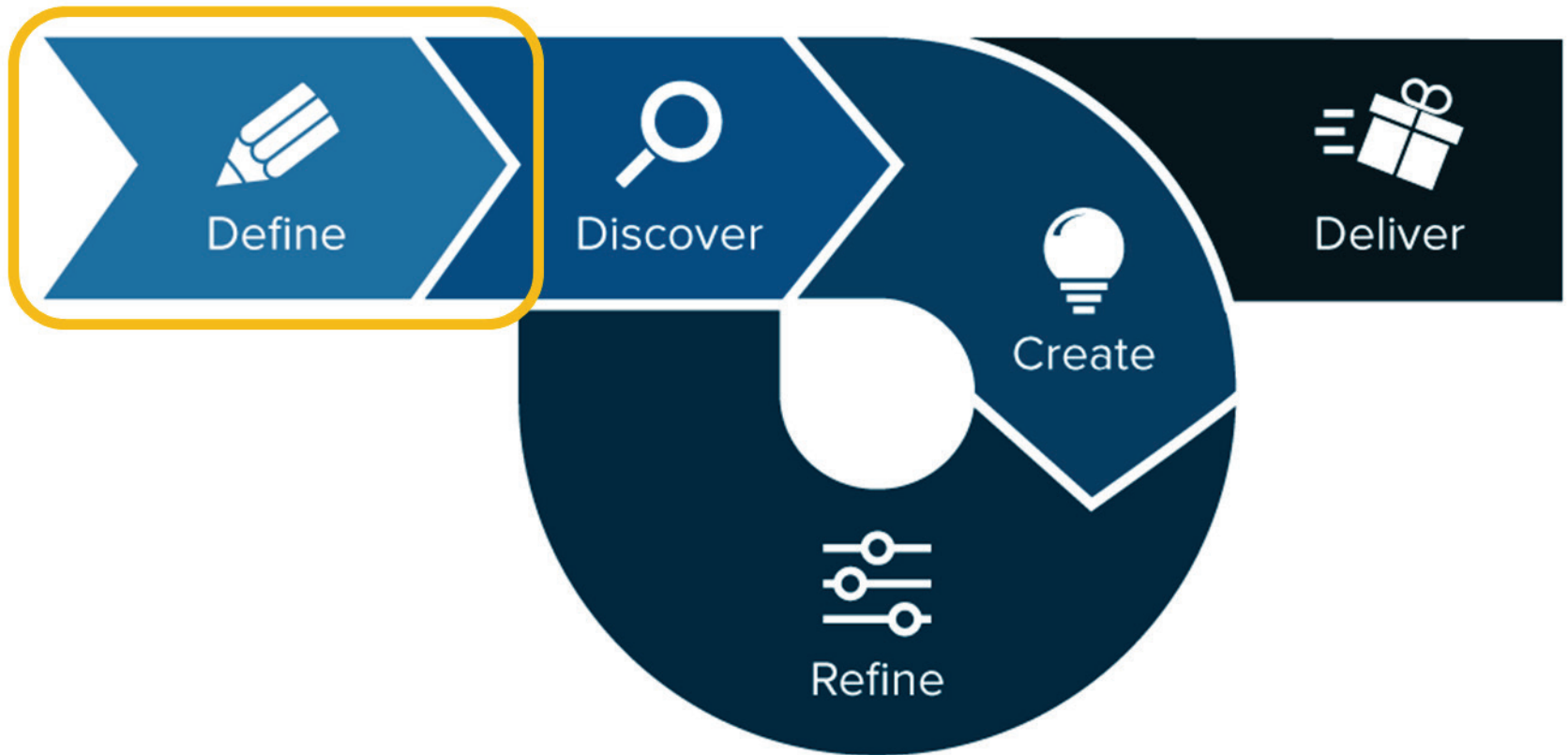


Today, we will:

- 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





- 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

- **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



- 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

# Example: Interactive graphic

**Explore the Action Framework**

We're all in this together. Learn more about our priorities for taking action and driving change across America.

[LEARN MORE](#)

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

	Web & social media	Slide deck presentations	Print
Overview graphic	✓	✓	✓
Interactive graphic	✓	[content]	[content]
Video	✓	✓	



# 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

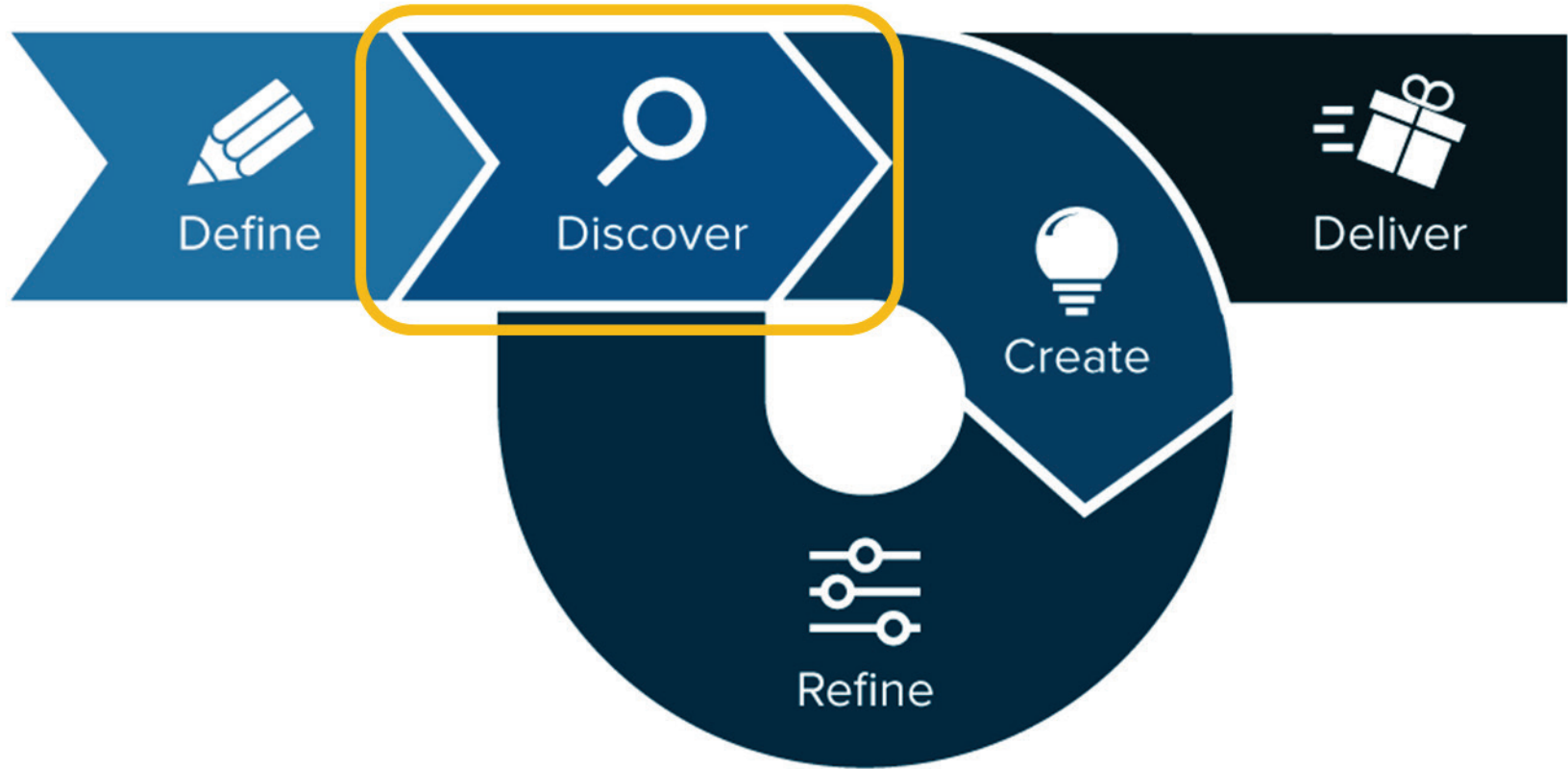
# Video



- 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







# Questions and comments?

