



West Oakland
Environmental
Indicators
Project

WOEIP Messaging

Updated July 23, 2021 | Prepared for the OSLA

Rooting ourselves

Communications pillars



Principles

History

Methodology

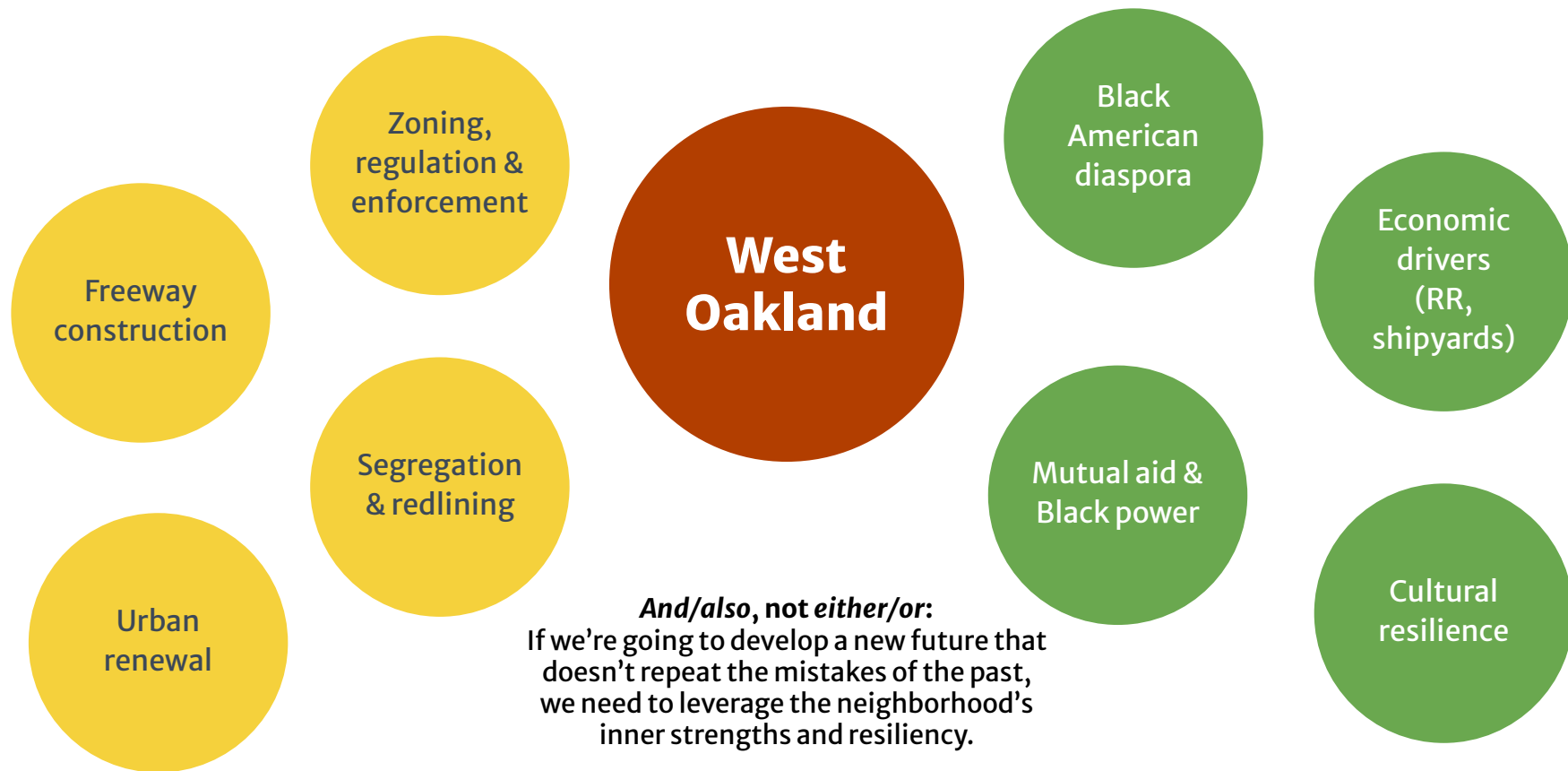
Principles Environmental Justice

Everyone enjoys the same degree of protection from environmental and health hazards...

And equal access to the decision-making process to have a healthy environment in which to live, learn, and work...

Regardless of race, color, national origin, or income.

History West Oakland



Methods Self-determination

This is how we *get to* environmental justice: *by doing the work.*



Applying it to your work

What's the One Thing?

Identify the main takeaway someone needs to walk away with.

Action

Knowledge

Belief

Who are you communicating with?

Name your audience.

Who am I?

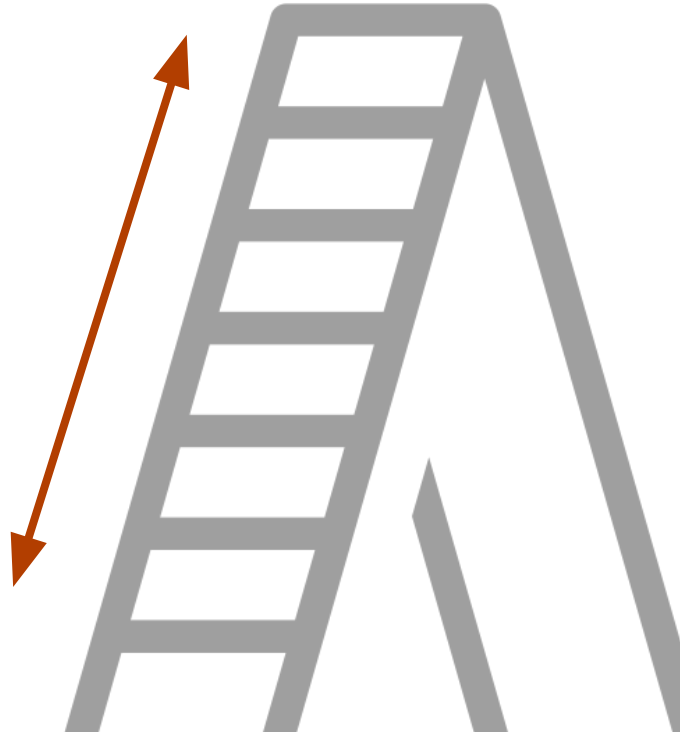
What do I already
know or believe?

What obstacles
might prevent me
from taking this
action?



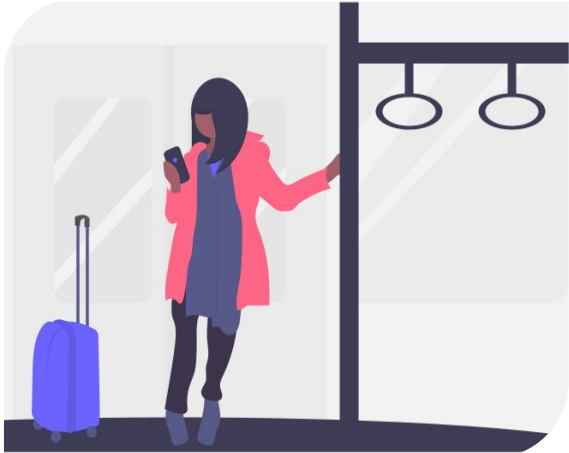
What's the *least* they need to know?

Vision (outcomes)
Methodology (activities)
History (context)
Foundation (principles)



Shaping the content

When delivering your message, context matters.



- Busy and distracted?
- Strong internet?
- Intentionally searching?



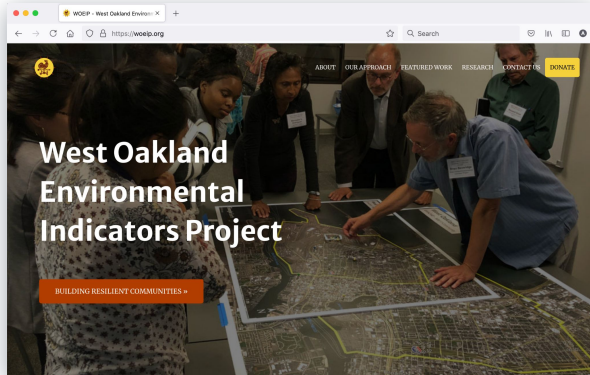
Voice and tone

When delivering your message, context matters.

- Whose voice?
Who are “we”?
How do we define *community*?
- When are we celebratory?
When are we angry?
When are we funny?
When are we serious?

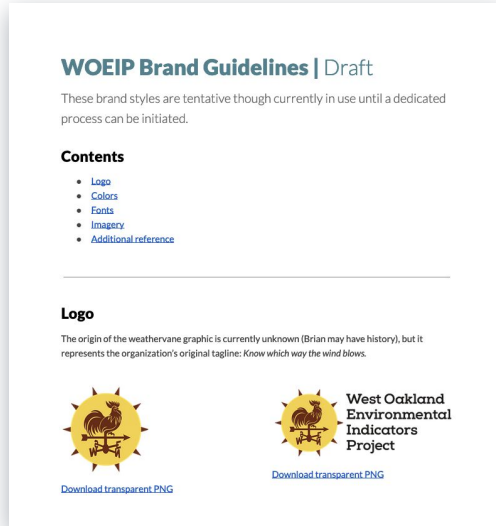


Resources



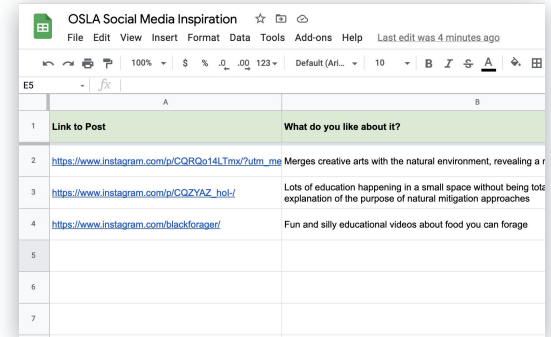
woeip.org

language · values · methods



bit.ly/woeip-brand

logos · fonts · imagery



[bit.ly/osla-social
inspiration](https://bit.ly/osla-social-inspiration)

What do you think?