The Colorado Health Foundation™

Emerging Messaging Recommendations: Coming Together Across Differences

The Colorado Health Foundation is excited to share with you **our emerging messaging recommendations on Coming Together Across Differences: Moving People Toward Connection, Hope, and Action in the Face of Racism and Division.**

These messaging recommendations are for advocates, organizers, communicators, and anyone whose work includes **persuading Coloradans to contribute to culture and policy shifts that address racism and division.?**They are designed to be used with **persuadable Colorado audiences**: in other words, those who are **not yet strongly supportive nor strongly opposed to culture and policy shifts to address racism and division, but who could be convinced**.?

We are releasing these recommendations at the midpoint of a multi-year research effort led by The Colorado Health Foundation, in conjunction with the Foundation's research and strategy partners — Goodwin Simon Strategic Research (GSSR) and Wonder for Good (Wonder) — and guided by a committee of advocates and organizers working across Colorado.

Racism and racial injustice are major barriers to health and well-being and stand in the way of all Coloradans being able to live their healthiest lives. Our messaging research and recommendations are founded on the recognition that racial justice work is extremely challenging in the current moment with so many dominant stories that make progress harder. To achieve people power and

majority support for lasting changes to policies and culture in support of health and racial equity, **we need stronger narratives and messaging on racism that can reach folks who are not already firmly with us.?**

Our project is ongoing, but we've made it a priority to share learnings along the way.

Explore more about what we have learned to date so that Colorado advocates and organizers can utilize the insights and recommendations to inform your work now on these timely topics.?And stay tuned for future learning opportunities to dive deeper into these recommendations and our new research findings.

TYPE

Announcements

POST DATE

Jun 16, 2026

BY

The Colorado Health Foundation

MEDIA CONTACT

Leonardo Kattari
Show email
Show phone