

COMMUNICATORS SHOULD

- help decision-makers understand that there is a risk for themselves or for those they care for
- ensure that audiences see the health information, advice or guidance as applicable to them

IN ORDER TO

- refer to people's or communities' own experiences
- show how the health issue is linked to the personal, community or national values
- encourage decision-makers to undertake the WHO-recommended actions to reduce the risk



What socio-demographic characteristics of the audience can inform the message design and dissemination plans?



Do individuals perceive they are at risk? Does that perception correspond to the actual degree of the risk?



Does the audience have previous experiences with this, or similar health risks or topics, that can be referenced to?



WHAT TO ASK WHEN PLANNING

Do people feel there are steps they can take to reduce the health risk?



What is the audience hearing from other sources that may affect their understanding of how WHO's advice applies to them?



What personal, community or national values related to the health topic should be considered?



HOW TO MAKE YOUR COMMUNICATIONS RELEVANT?

find useful information about the audience through all available sources



align your messages and activities with the audiences' preferences

KNOW THE AUDIENCE

understand the socio-demographic and cultural characteristics of decision-makers

recognize current attitudes towards the health risk

learn by listening



listen to all partners

capture public opinion

LISTEN TO THE AUDIENCE

review enquiries and gather feedback

follow and observe conversations in order to gain insight

improve message effectiveness by means of flexible, creative message design



customize messages and approaches

TAILORED THE MESSAGE

focus on the desired outcome

build awareness by using simple, easy to recall, repetitive and attention-getting messages



nurture and support people's confidence to act

spell out possible solutions

explain or increase personal relevance for each decision-maker

MOTIVATE THE AUDIENCE

promote and reinforce the benefits of the health choice

