

# Suggestions for Effective Health Communication

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# Health Communication

- “the scientific development, strategic dissemination, and critical evaluation of relevant, accurate, accessible, and understandable health information communicated to and from intended audiences to advance the health of the public.”
- Bernhardt, J. M. (2004). Communication at the Core of Effective Public Health. *American Journal of Public Health*, 94(12), 2051–2053.

“Say the right thing,  
in the right way,  
to the right person,  
in the right places,  
enough times”

-Lotenberg (Kotler & Lee, 2008. p. 265)

# Segmentation matters

- When you try to reach everyone, you reach no one.

- Scott Ratzan

# Critical questions

- What is this message trying to accomplish?
- Why should this message be said?
- What should be said?
- To whom should it be said?
- How should it be said?
- Where should it be said?
- Who should say it?
- How many times should it be said?
- How could this message be mis-understood?

# Suggestions for effective communication

- Know what you want to accomplish
- Understand that it is both a science and an art
- Design relevant and intuitive messages
- Segment audiences
- Do not just translate
- Co-create with the target audience
- Pre-test and Refine
- Evaluate
- Learn