

7 Things to Consider When Communicating About Health



TRUST

1

Will people trust the information?
Who is the best source to put the information out?



INFORMATION

2

What information is necessary, and how will people find it?
How much is enough, or too much?



MOTIVATION

3

How relevant is the information to the people we're trying to reach?



ENVIRONMENT

4

What are the conditions that surround and affect the audience?



CAPACITY

5

What is people's ability to act on the information? Are there barriers?



PERCEPTION

6

What will the audience think about the information?
What will inspire them to act on it?



RESPONSE

7

How will people respond? What can we do to stay engaged with them and give them support as they take action?