PUBLIC HEALTH COMMUNICATIONS 101

PHCC #TipOfTheWeek Roundup

If you already follow PHCC on LinkedIn or Twitter, you have likely seen our public health communications #TipOfTheWeek series. Each week we share communications tips with public health professionals—ranging from rapid response to media relations to emoji use on social media. This top 10 list serves as a quick roundup of actionable tips to strengthen public health messages' clarity, inclusivity, and resonance.

1 Embrace Repetition. Repeat topline messages that you want people to hear. Identifying your toplines and sharing them consistently can help build trust, establish credibility, and combat misinformation.

2 Expand on Social Media. Looking for a way to expand your reach? Trying new social channels or content could be a good start. Also, review our Social Media for Public Health Crash Course webinar for more expert guidance on benefits and strategy.

3 Plan for Rapid Response. Rapid response situations can require full team effort. Establishing templates, team roles, and standard operating procedures for when a rapid response situation breaks can help you share messaging in a more timely manner.

4 Hold Two-Way Conversations. Two-way communications on public health gives you the opportunity to listen to your community and establish yourself as a trusted messenger. Town hall meetings, surveys, and social media are simple, inexpensive tools to consider implementing for community feedback.

5 Refresh Recurring Messages. Ensure your recurring messages resonate with your audience. Regularly refresh this content by adding new visuals, customizing your message for different audiences, and partnering with other organizations to expand your reach.

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6 **Build Bridges.** To prevent messaging from going off topic, use bridging statements to focus on the most important and factual information. Use these statements to build trust, acknowledge and answer tough questions, and combat misinformation in your communities.

7 **Establish Partnerships.** Public health partnerships with community organizations can increase effectiveness, accuracy, and reach of communications. When thinking about initiating a partnership with another organization, research and establish your capacity, goals, and strategy to make it work for all involved.

8 **Explore Storytelling.** When done strategically (and always with permission), sharing stories from community members in your public health communications can humanize messages and illustrate a familiar point of view.

9 **Use "You."** Make your message more conversational by using the second person point of view, or, "you/your." Writing in the second person helps the reader understand that you are sharing information meant specifically for them.

10 **Avoid Jargon.** Using plain language through clear and reader-friendly messages, will ensure your community can understand and use the public health information you share. If you are drafting complicated messaging, it can be helpful to have a second reviewer ensure you are using plain language.

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