

RECOMSA rabies communication seminar

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# MESSAGE DEVELOPMENT

ADAPT TO YOUR AUDIENCES



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# Message development



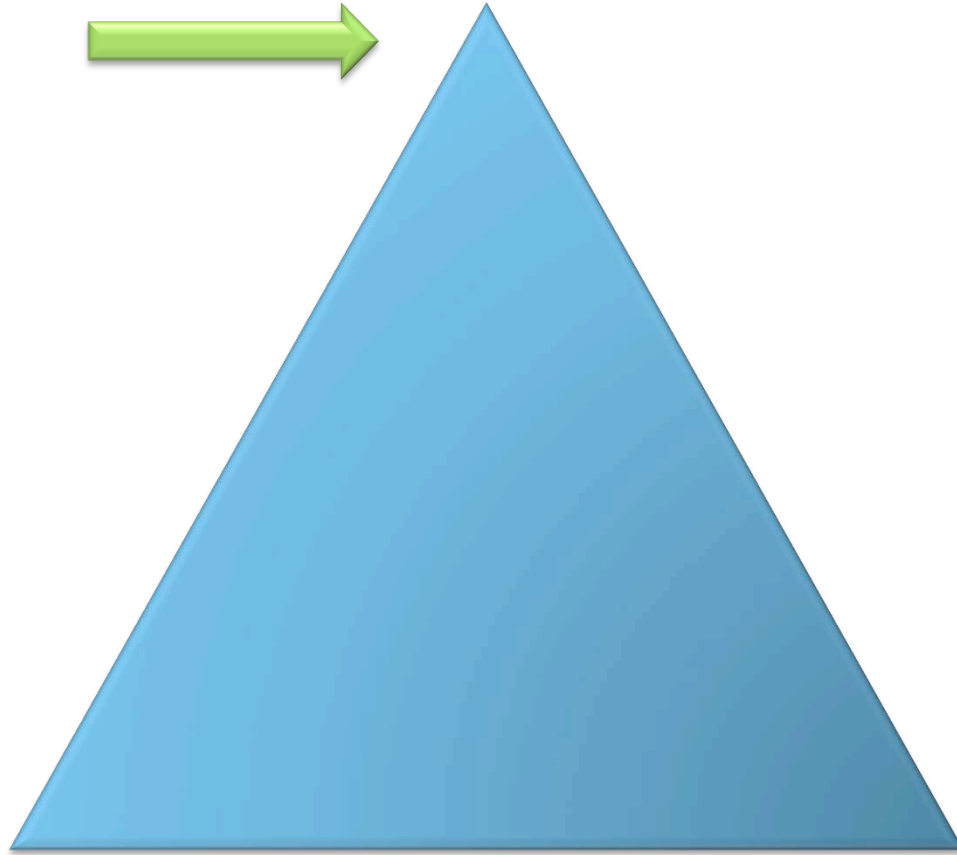
**Experts speak like this!**



**WAKE ME  
WHEN YOU  
GET TO  
THE POINT**

**Get to the point!**

**Main message**



# Understand your targets

- We tend to concentrate on **what** we know
- We don't always think of **why** our message is important to listeners **now**

**What's in it for me?**



# Adapt to your target



## For each target group:

- What are their **needs? Concerns?**
- What **languages** will best suit them?
- What **channels** can best reach them?
- What **message** would be **compelling for them?**

# Adapt to your target



## For each target group:

- Adapt your message
- Adapt your tools
- Adapt your way of dissemination

And....

Let's not forget neuroscience's lessons !

# Understand your targets

**90% Multisensory combination**

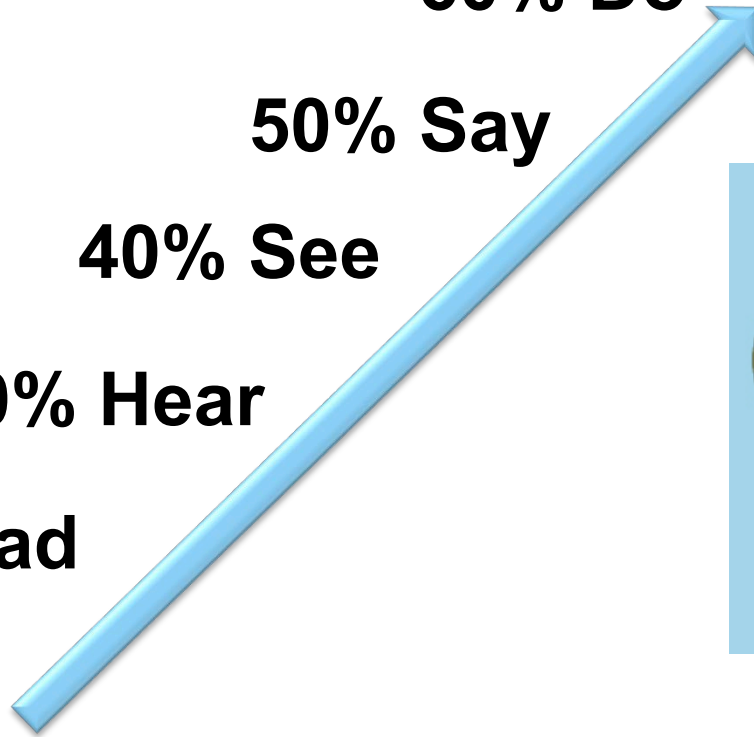
**60% Do**

**50% Say**

**40% See**

**30% Hear**

**20% Read**





# Understand your targets

**Brains are wired to forget**



**Use multi-sensory communications**

# Understand your targets

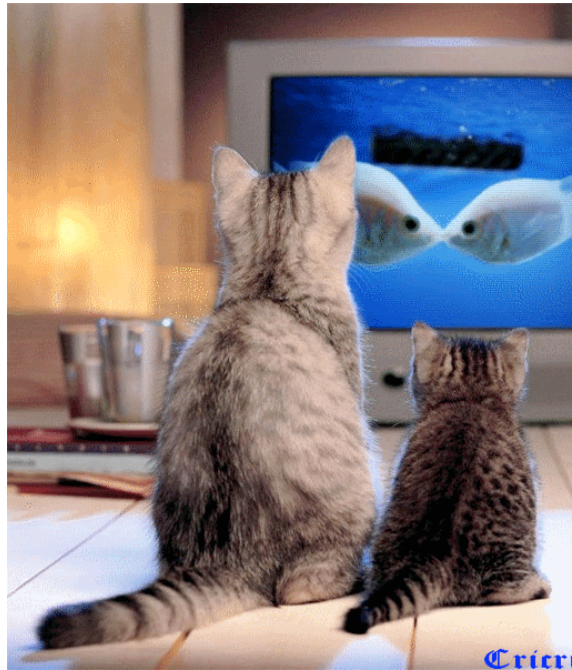
## Action boosts memorization



**Induce action: to visit a website, to call a number, to be vigilant, etc...**

# Understand your targets

## Common interest induces interest



**Adapt your message at what has a particular meaning to your targets**

# Understand your targets

**Too much information kills the information**



**Limit  
information  
to 3,  
maximum 5  
pieces**

**Do breaks**

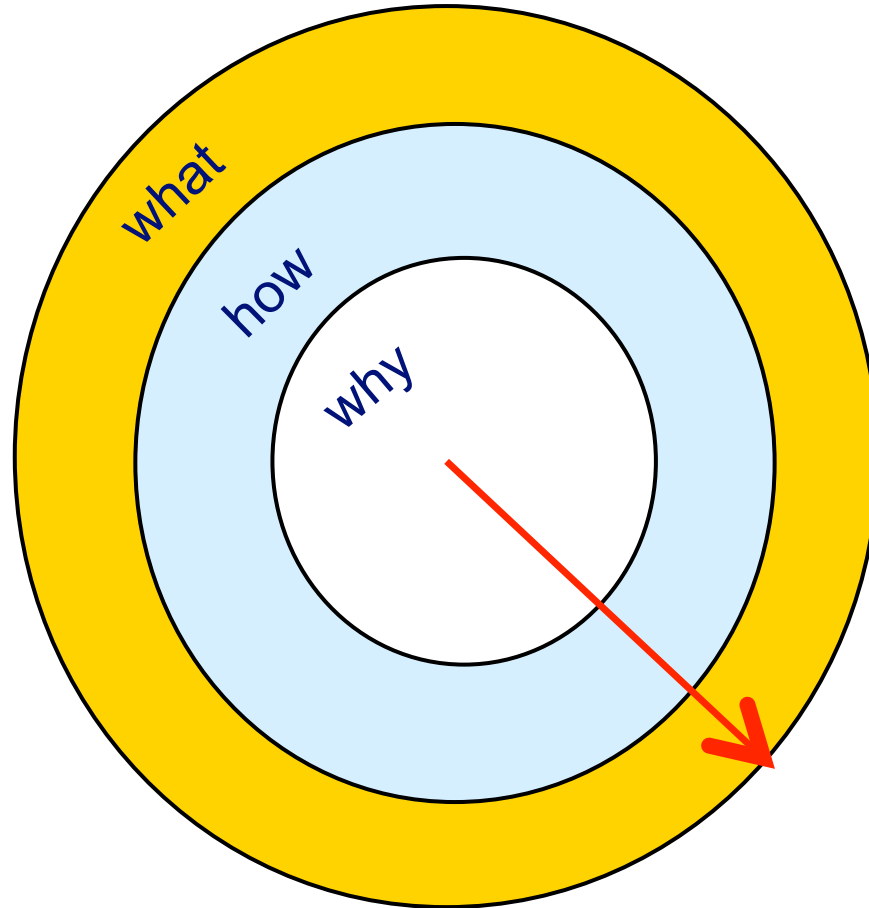
# Understand your targets

The middle is a vast cognitive wasteland



**Be vigilant to  
the begin and  
the end of  
your speech/  
presentation/  
etc**

# Message strategy: Communicate from the inside out



**Always  
start  
with WHY**

# The fundamentals



- Know your SOCO
- Get to the point!
- Remember your audience
- Engage the senses

# Developing messages: checklist

- Are your messages clear?
- Are they understandable?
  - Avoid jargon and acronyms
- Are they complete?
  - Have you included the main points
- Are they honest?
  - Acknowledge uncertainty
- Are they relevant?
- Are they honest?
- Is the style and tone appropriate
  - Remember your audience





**... and don't forget to test them**



# Select channels of communication

- Think of nature and needs of target audiences
- Think of available channels
- Think of your budget and time constraints



Go for the combination that will reach most and have highest impact – for the money and time you have

# Take away messages



- Get through the noise
- Know why you communicate
- Take the time to identify your targets of influence
- Adapt your message and your tools to each group of target you've selected

# Questions?



**Thank you  
for your attention!**



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