

The basics of messaging and using the right channels

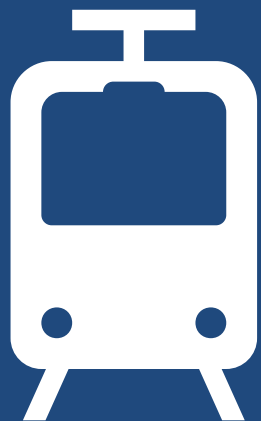
Communicating with patients

What do we need to tell patients?

Why do we need to tell them?

How do we reach them?

When do we tell them?



The train / plane analogy

What do we tell patients

Useful information that will make their
lives better

When we need them to take specific
actions

The post office on TikTok

<https://vm.tiktok.com/ZMFaFvMWR/>

<https://vm.tiktok.com/ZMFaFwvuh/>

The information age

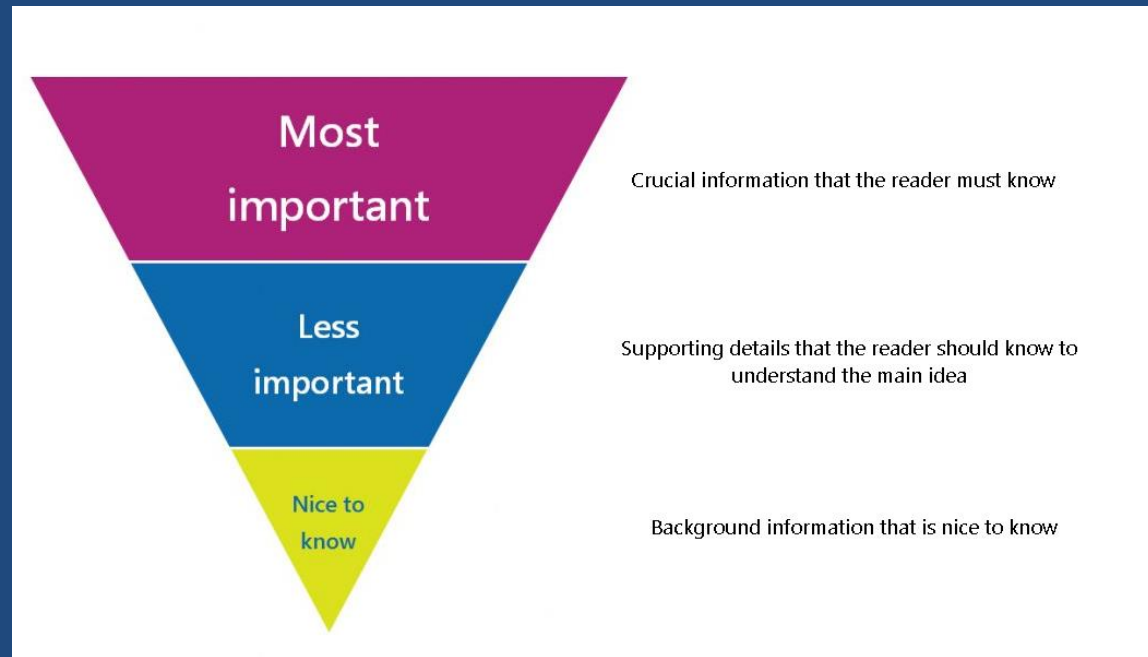
Information overload

So many sources of information

Be the trusted source

The inverted triangle

- People tend to skim read, rather than read in depth
- Put the most important information first



- Use plain English – UK average reading age is 7 years old.
- Shorter sentences in active voice, use every day words
- Be helpful – tell people what they should do rather than what they shouldn't or point them to alternatives
- Be succinct
- Using simpler language helps your reader connect with the information quickly, and builds trust over time

- Use bold to take the reader to keywords.
- Use meaningful subheadings (explain what's in it for them).
- Bullet points to summarise the content.
- Break up your copy into readable bite-sized chunks.
- One idea per paragraph.

How do we reach our patients

Not a homogenous group
Using the right channels
Using a mix of channels
Repeat the message

Channels

Website

Social media channels

Printed text (doesn't have
to be designed leaflet)

Phone messages (keep
these short and essential)

Noticeboard

Counter notices

Accurx

Whatsapp Business

Messaging

Local newspaper

**Review and make sure channels updated
regularly**

Is it enough to put a message on
the website?