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# Health communication

The art and technique of informing, influencing, and motivating individual, institutional, and public audiences about important health issues.

(Ratzan, SC, ed. Health Communication: Challenges for the 21st Century)

- Creative ways of communicating health messages
- Simply put... clearly, consistently, cleverly
- Weighing in... how the PHA messages to the public

# Creative ways... of communicating health messages





- Because I'm worth it
- Yes we can
- Just do it
- Pay attention or pay the price
- Everybody hurts sometimes
- Probably the best beer in the world
- Let your fingers do the walking
- Finger lickin good
- The real thing
- The ultimate driving machine
- Snap, crackle, pop
- Keep calm and carry on
- Choose to live better
- Does exactly what is says on the tin
- How do you eat yours?



**RONSEAL**



 HM Government



**Carlsberg**



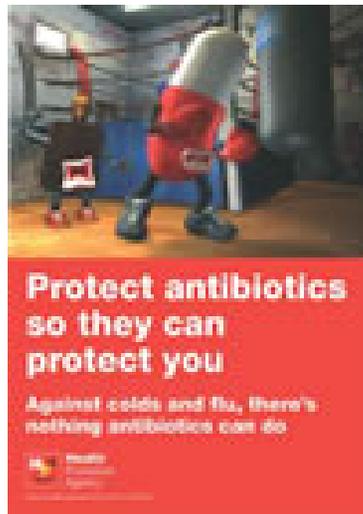
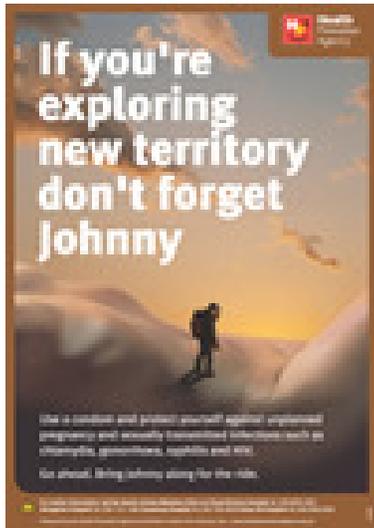
L'ORÉAL



**HSC** Public Health Agency

*Improving Your Health and Wellbeing*

# Meet Johnny, Andy and Sid



- Catchy
- Clever
- Creative
- Short
- Snappy
- Engaging
- Memorable
- Different
- Beneficial
- Stand the test of time



# From slogans to promotions

- Promotional items
- Translink calendar
- Leicestershire police
- Marvel Comics





# Getting creative with wellness

- PHA marketing support material
- Basic wellness items
  - Glasses cleaner
  - Water bottles
  - Lip balm
  - Antibacterial sprays
  - Safety hard hat stickers
  - Gym membership
  - Biometric screenings



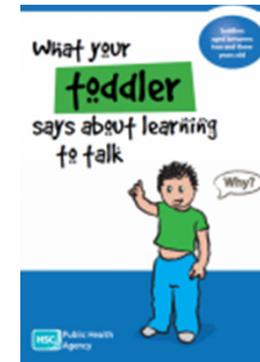
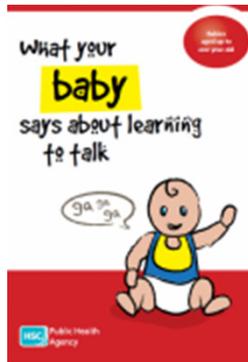
Simply put...  
clearly, consistently, cleverly



# Outreach... tips and tricks

- Employee engagement and enthusiasm
- More personal, less corporate
- Individual empowerment and betterment
- Plan messaging like a mini advertising campaign
- Consistent, clear messaging (includes branding)
- The consequences of ignoring
- Multiple message placement





- Visually engaging
- Easy to absorb
- Not dense written text / technical language
- Communicates clear, concise, relevant information in well presented format

# Attributes of effective communication

- Accurate
- Accessible
- Balanced
- Consistent
- Reliable / credible
- Clear
- Timely



# Weighing in...

## how the PHA messages to the public



# Public relations



# Public affairs

February 2012



## Consultation Response on the draft Programme for Government 2011 – 2015

### 1. Introduction

The Public Health Agency (PHA) was established in 2009 to improve and protect public health and reduce inequalities. The PHA welcomes the opportunity to respond to the consultation on the draft Programme for Government, 2011 – 2015.

This consultation process enables us to comment on various aspects of the draft Programme for Government which impact on areas of work and to suggest ways in which government can work collaboratively. We hope that this response will help inform and enhance the process of formulating government policy on public health issues within the current economic and social context.

### 2. Draft Programme for Government – PHA perspective

The PHA welcomes the draft Programme for Government as a blueprint which sets out the key



# Social media



facebook

Search

## FLU Aware NI

Community · Edit info

Wall Flu Aware NI · Everyone (Most recent)

Share: Status Photo Link Video Question

What's on your mind?

**Flu Aware NI**  
Who needs a seasonal flu jab? <http://www.fluawareni.info/who-needs-seasonal-flu-jab>

**Who needs a seasonal flu jab? | Flu Aware NI**  
[www.fluawareni.info](http://www.fluawareni.info)

The Joint Committee on Vaccination and Immunisation has examined all the scientific evidence and recommended which groups should receive the seasonal flu vaccine.

Like · Comment · Share · 49 minutes ago

**Flu Aware NI**  
Flu is more serious than you think <http://www.fluawareni.info/news/flu-more-serious-you-think>

**Flu is more serious than you think | Flu Aware NI**  
[www.fluawareni.info](http://www.fluawareni.info)

'Flu is more serious than you think - so get the flu jab now' - that is the message from the Public Health Agency (PHA) as the seasonal flu vaccination programme gets underway for 2011/12. The PHA is urging all those in 'at risk' groups, including pregnant women at all stages of pregnancy, to get the...

Like · Comment · Share · 5 hours ago

RECENT ACTIVITY

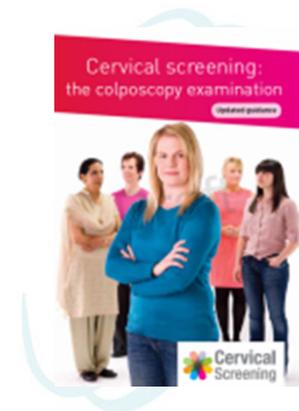
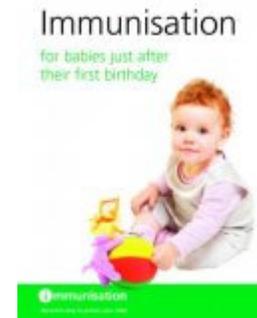
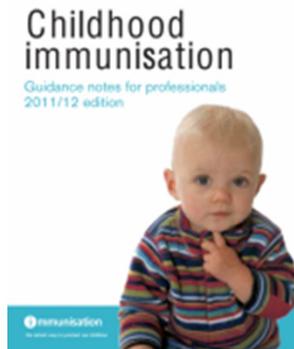
- Flu Aware NI edited their Description and About.
- Flu Aware NI edited their Website and About.
- Flu Aware NI joined Facebook. · Like · Comment

There are no more posts to show.

# Website development



# Publications / design



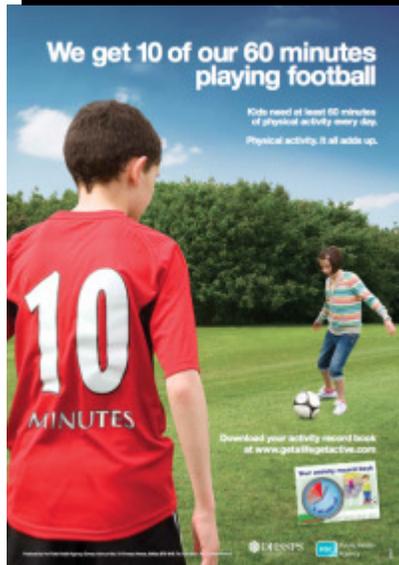
# Public information campaigns



Where do you start when you want to stop smoking?

**Mark did it.**

To find out how, click below.

A small video player showing a man's face, with the caption "Mark's quit smoking video diary" below it.

**Want 2 stop!**

Want2stop homepage Know a smoker?

**Quit Kit**

**Mark did it**

**Top tips!**

**Quit Plan**

**Serious about quitting?**

Then take the first step and order your free quit kit today!

The Quit Kit has been designed by experts and smokers and is full of useful tools to help you quit.

**Order now**

**Health benefits of stopping smoking**

The health benefits of stopping smoking start immediately and can continue for years. Find out more on the health benefits of stopping smoking »

**Smoking and pregnancy**

Smoking during pregnancy is the largest preventable cause of ill health and death in young babies and infants. Find out more about the dangers of smoking during pregnancy »

A photograph of a brown cardboard box labeled "Quit Kit".

# Campaign development process

Stage 1: Planning and strategy development

Stage 2: Develop and pretest concepts,  
messages, and materials

Stage 3: Implement communications activity

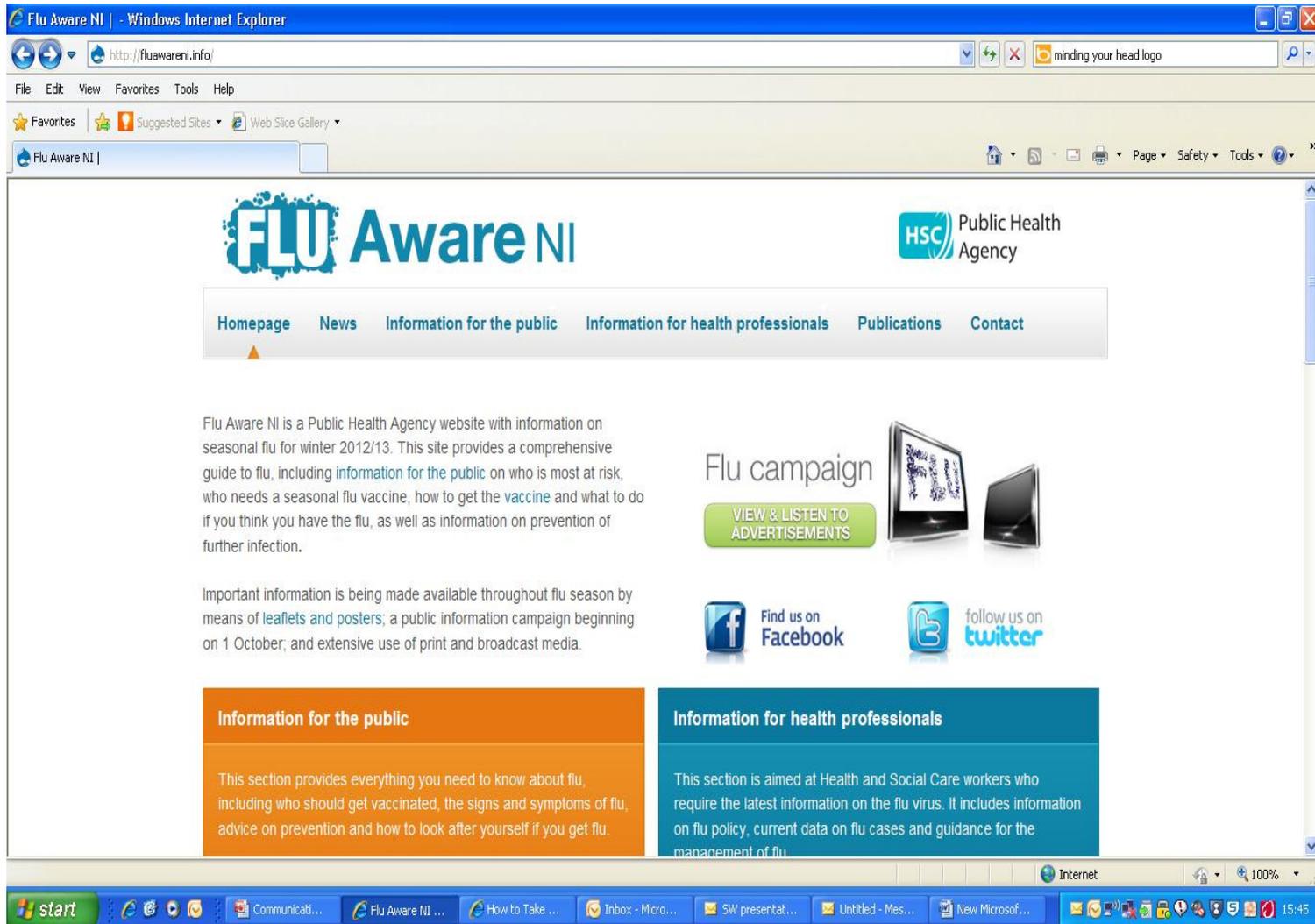
Stage 4: Assess effectiveness

# Communications channels

- Television advertising
- Radio advertising
- Press advertising
- Support materials
- Website
- Online advertising (search)
- PR activity







# Social media

Public Health Agency (@fluawareni) on Twitter

twitter

Search

Have an account? Sign in

## Public Health Agency

@fluawareni

The PHA's seasonal flu programme 2011/12 protects people at risk from flu through vaccination and information on self-care and prevention of infection

Northern Ireland <http://www.fluawareni.info>

63 TWEETS

1 FOLLOWING

13 FOLLOWERS

Follow

### Stay in touch with Public Health Agency

Join Twitter today

Full name

Email

Password

Sign up

### Tweets

Public Health Agency @fluawareni 4 Jan  
If one of your #New Year resolutions was to get healthy in 2012 why not start by protecting yourself against flu [fluawareni.info](http://www.fluawareni.info)

Public Health Agency @fluawareni 19 Dec  
Take steps to avoid giving your loved ones #flu this #Christmas by getting your free flu jab [fluawareni.info](http://www.fluawareni.info)

Public Health Agency @fluawareni 15 Dec  
#Flu is more serious than you think say the experts, but we would love to hear what you think: A Agree B Disagree C Don't Know

Public Health Agency @fluawareni 14 Dec  
Put getting your #flu jab at the top of your #Christmas 'things to do' list to reduce your risk of being sick this festive season

Public Health Agency @fluawareni 13 Dec  
You don't want the flu to ruin your Christmas so if you fall into an 'at risk' group protect yourself by getting the flu jab

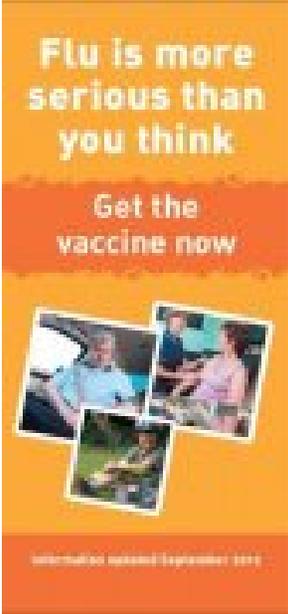
Public Health Agency @fluawareni 12 Dec  
The common cold can affect people with chronic lung conditions so with flu there's a risk of serious complications - a flu jab protects you

Public Health Agency @fluawareni 8 Dec  
There's only 17 shopping days until Christmas but lots of people in shops means more contact with germs. Have you had your flu jab?

twitter

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# Support materials



## Surveillance of influenza in Northern Ireland 2011-2012



**Risk Assessment**

**Influenza in Primary Care in Northern Ireland**

**Summary**

- Influenza activity in Northern Ireland remains at low levels.
- The low continued activity associated with influenza from the last winter equated to cases of 10. The low activity equated to cases of 10. The low activity equated to cases of 10. The low activity equated to cases of 10.
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**Recommendations**

- To monitor influenza activity in Northern Ireland, a number of surveillance systems are in place.
- The National Surveillance System (NSS).
- The Northern Ireland Sentinel General Practice (SIGP).

**Public Health Agency**





Smokers Helpline  
0808 812 8008

 Search

- Want2stop homepage
- Know about smoking
- Thinking about stopping
- Ready to stop smoking
- Cessation services
- In the workplace

- Quit Kit
- Mark did it
- Top tips!
- Quit Plan

## Serious about quitting?

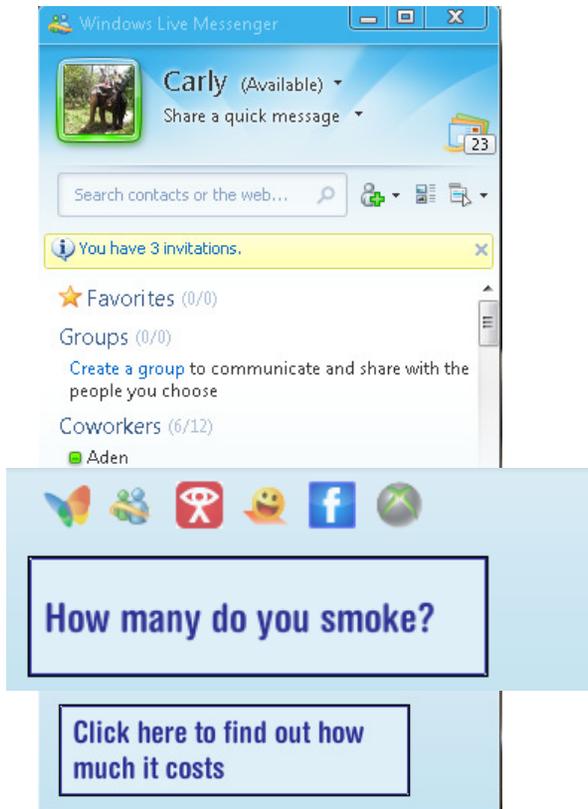
Then take the first step and order your free quit kit today!

The Quit Kit has been designed by experts and smokers and is full of useful tools to help you quit.

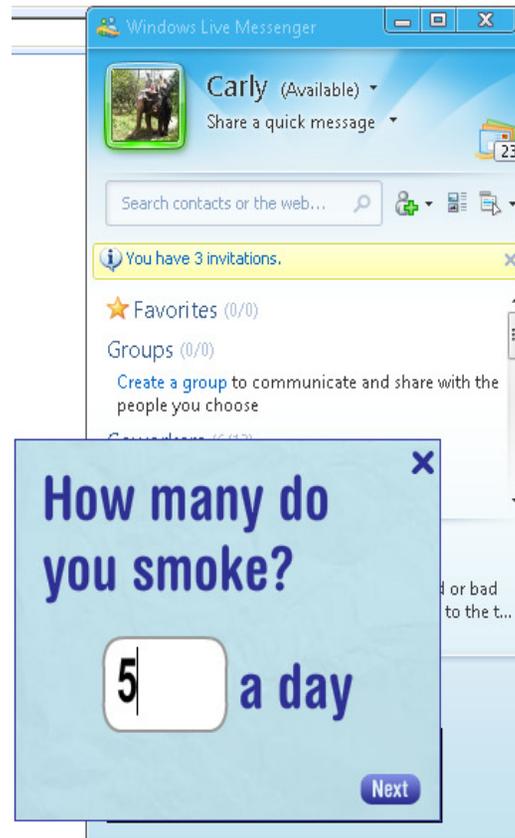


Order now ✓

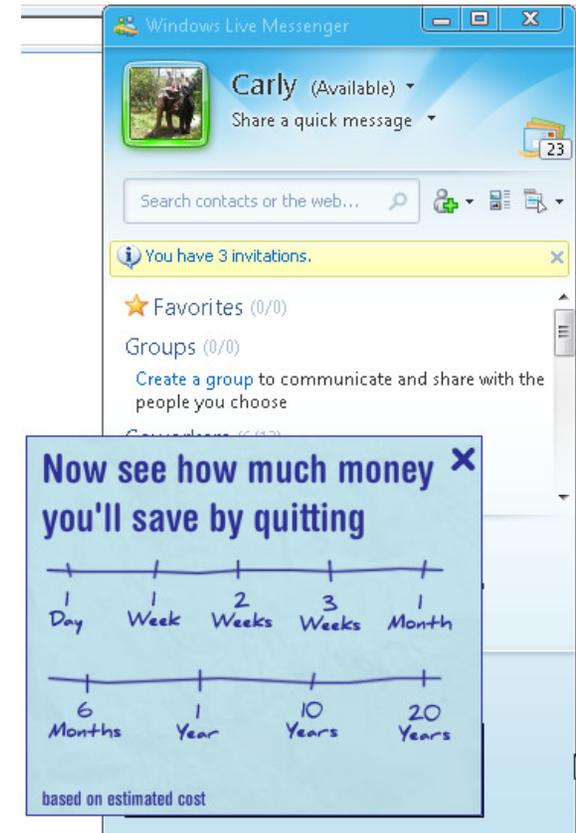
# Online



Windows Live Messenger window showing contact 'Carly (Available)'. Below the contact list is a toolbar with social media icons (Twitter, Facebook, YouTube, etc.). A blue box with white text asks: "How many do you smoke?" Below it is a button that says "Click here to find out how much it costs".



Windows Live Messenger window showing contact 'Carly (Available)'. A blue box with white text asks: "How many do you smoke?" Below the question is a text input field containing the number "5" followed by "a day". A "Next" button is visible at the bottom right of the box.



Windows Live Messenger window showing contact 'Carly (Available)'. A blue box with white text asks: "Now see how much money you'll save by quitting". Below the question is a horizontal timeline with tick marks and labels: "1 Day", "1 Week", "2 Weeks", "3 Weeks", "1 Month", "6 Months", "1 Year", "10 Years", "20 Years". At the bottom of the box, it says "based on estimated cost".

# Support materials



# Insight is the key

- Know your audiences
- Listen to them
- Communicate in their language
- Communicate on their terms
- Communicate through their preferred channels of information



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