External Communication Preparing to better communicate with communities

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The practical elements for external communication in the risk communication plan

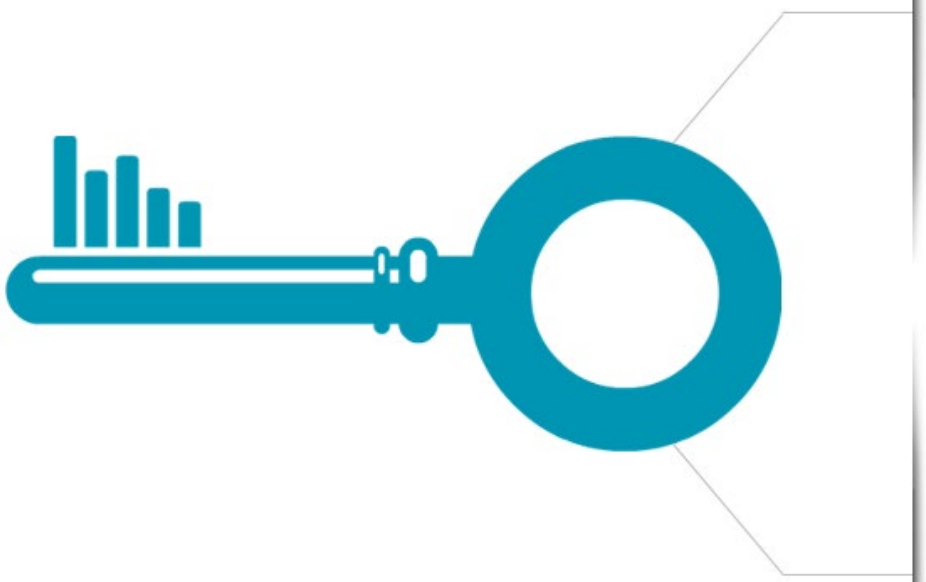
1. Establishing actors
2. Establishing responsibilities
3. Establishing coordination
4. Establishing the information flow

What does SOCO mean?

1. Single Overarching Communications Outcome means: A single overall communication result.
2. What change do I want to generate with my message?
3. What is the expected outcome of my communication?

Important aspects to consider for developing the SOCO

Facing the two main challenges for behavioral change in the community



- Telling people what to do, even if it is scientific, doesn't always work. Involving them is more effective.

- People live in unique sociocultural contexts, with relationship dynamics and their own perception of risks, and trusted sources of advice will influence whether or not they accept health advice.

Build trust and rapport

Why building trust in the community is a role of health professionals?

1. Establishing communication in the routine facilitates the process during a public health emergency
2. Establishing reliable communication channels once they already exist before the emergency.
3. Implementing sustainable mechanisms within the health service itself for feedback and social listening

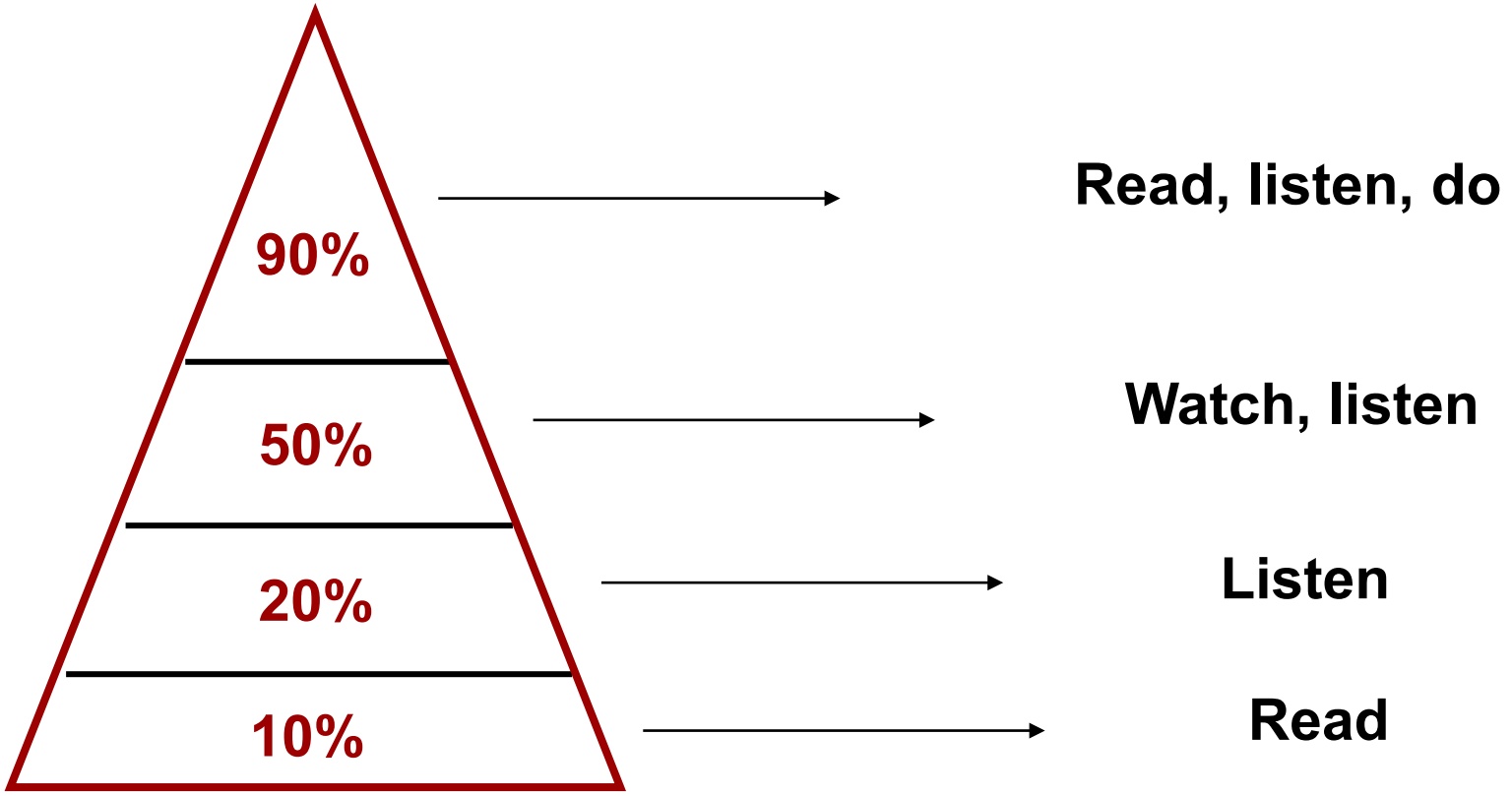
Analyzing the public

	SOCO	
Investing energy	Actively resistant people	Active supporters
	Passively resistant people	Passive supporters
	Common interest	

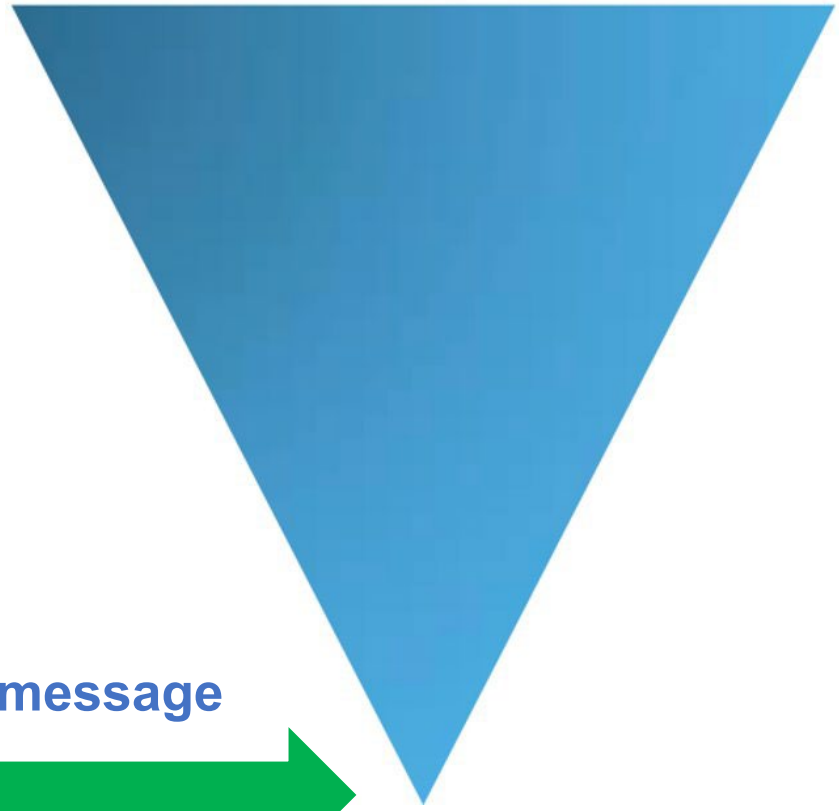
Analyzing the public

Actively resistant people Monitor what they say and who is listening. Ignore if not influential Confront whether your influence is significant Neutralize	**Active supporters** Give them information Thank them for their contributions Let them plead your cause
Passively resistant people Report or ignore Gain critical mass of active supporters to influence this group	**Passive supporters** Educate, inform, motivate Energize them by engaging active supporters they admire.

How do people retain more information?

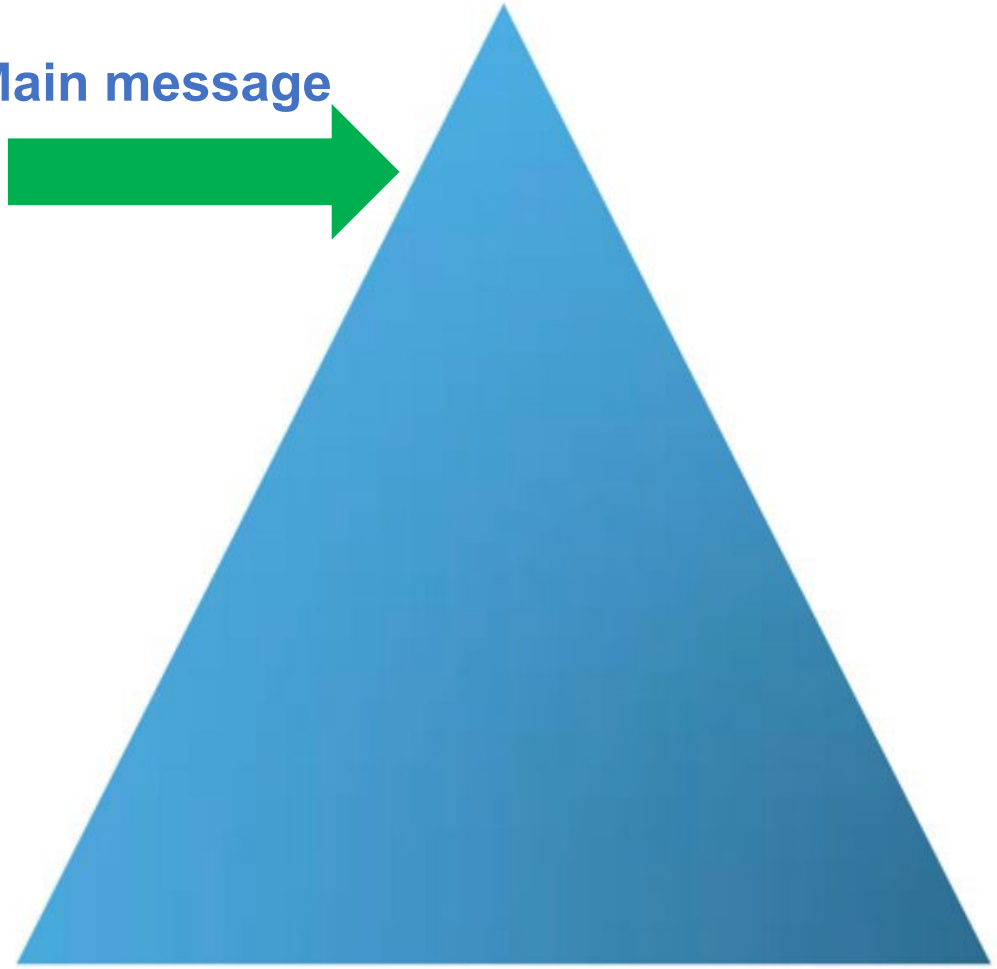


Scientists and experts speak that way



Go right to the point !

Main message



Strategies for Effective Community Engagement

Help create a receptive condition

Generate other communication channels

Listen to concerns and perceptions first to build trust and then be able to make recommendations

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1.Ask what they would like to know about vaccinations or the health event

2.Try to listen to what they say and don't rush to get answers

Strategies for Effective Community Engagement

Help create a receptive condition

Generate other communication channels

Listen to concerns and perceptions first to build trust and then be able to make recommendations

1. Social media, conversation circles, community radios, community where you live.

2. Mechanisms for listening and updating the community in health posts and centers

Strategies for Effective Community Engagement

Help create a receptive condition

Generate other communication channels

Listen to concerns and perceptions first to build trust and then be able to make recommendations

1. Create messages that answer the questions.
2. Share them with the community and check that the messages are clear and if there is a need for changes.

Developing the SOCO to change behaviors

1. What is your problem?
2. Why do you want to focus on this problem?
3. And why now?
4. Who needs to change their behavior (target audience)?
5. What change (or result) do you want to see as a result of your communication?

(THIS IS YOUR SOCO)

Developing the SOCO

5. It should be expressed from your audience's perspective.

6. It must be realistic and doable

7. It should be the main point in your communication message

8. The SOCO of your message is only defined after considering your audience's need and profile.

To take into account when you create the message!

To be avoided!

1. Overly technical terms

2. Fear-based communication: Sensational images, dead people, full hospitals, etc.

3. Negative message! -Our brain tends to register the opposite. Be direct in the message

Remember!

1. Information about person, time and place.
2. What can be done or what is being done?
3. Do not commit without first reaching an agreement with the authorities and involving the local media.
4. Promote action. Define your message.
5. Reinforce positive behavior!
6. You have a key role in health communication.

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GRACIAS!
THANKS!
OBRIGADA!

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