

# Tips for Clear Health Communication

Planning

Content

Writing

Design

Tailoring

## Creating Engaging Documents

One of the keys to effective health communication is engaging your audience. Readers are more likely to respond to a document if they can relate to its style and message. Follow these tips to tailor your message and engage your readers.



### Tips for Engaging your Audience

- Think about your content from the reader's perspective as you plan your document.
- Write in a tone and that will appeal to your audience. For example, when targeting Latino elders, you may use different language and examples than for Caucasian new mothers.
- Create relevant titles and headings that draw your readers into the document. Use check boxes or a question and answer format to engage your readers.
- Use relevant examples from readers' experiences.
- Illustrate messages and recommended actions with pictures or graphics.
- Personalize documents with the reader's name and other relevant information when possible and appropriate.
- Involve readers in the development of documents. This will ensure that the documents are interesting, interactive, and demographically appropriate.

### Connecting with Readers

1. Does the document list the most important information first?
2. Put yourself in the reader's place. What would you want or need the document to say?
3. Do you engage the reader through the use of personal pronouns like "you" and "we"?
4. Are specific directions clearly outlined in the text or shown in the graphics?
5. Is there space for your readers to write down notes or questions?
6. Are examples age, gender, and culture appropriate?

### Want more ideas?

To learn more about clear writing, materials assessments, and on-site health communication trainings for your staff, please contact **Beccah Rothschild** at [beccah\\_rothschild@berkeley.edu](mailto:beccah_rothschild@berkeley.edu) or (510) 642-0415.