

# How to communicate externally ?



## Understand your audience

Understand: **Who** they are

**What** they expect

**How** they prefer to receive information.

Adapt your message/ health information, tone, format, and channel to suit their requirements.

## Define your goals and objectives

Be clear about the purpose of your communication:

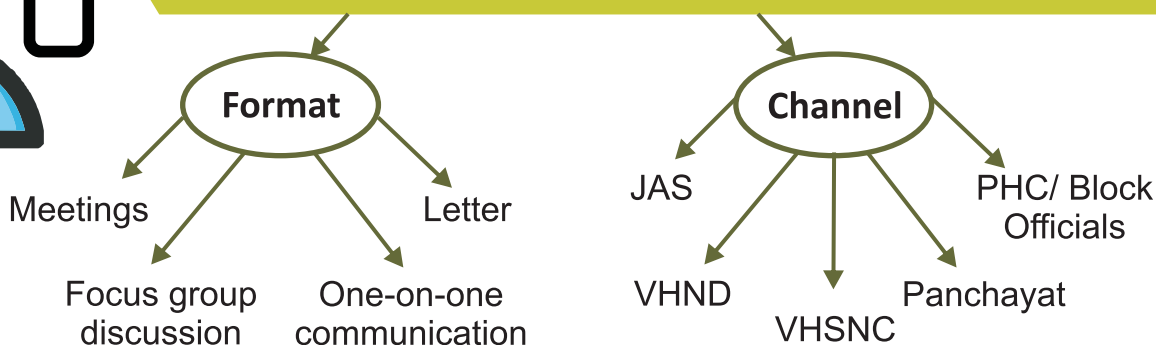
- What do you want to achieve ?
- What action do you want your audience to take?
- How will you measure the results and impact of your communication?



## Choose your channel and format

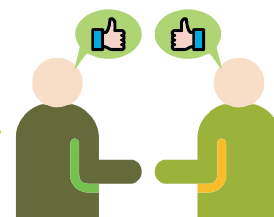
- For effective communications choose the right channel and format.
- This makes it easier for people to understand and respond to your message.

Some channels and formats are listed below:



## Apply the principles of effective communication

- Respect
- Empathy
- Understanding
- Attention to non-verbal communication
- Clear and concise communication
- Avoid communication freezers
- Active listening



## Encourage two-way communication

- When talking to different stakeholder encourage them to share any questions, ideas, or suggestions.