

Increase awareness and sense of urgency through communication of all determinants of one world, one health (social, economic, political, systems)

Goal

Address strategies to key audiences so they hear, understand, incorporate and act on issue

Overarching principles

- Participatory
- Community-specific
- Dialogue and engagement of all levels (global to local and back, across systems)
- Innovative
- Set priorities
- Non-judgmental
- Ownership of action steps



Action Steps

Identify and prioritize audiences

- Politicians, policymakers, opinion leaders, business, educators, community-leaders, producers, media
- General public as the next step

Define Message

There are a variety of health threats with a variety of origins. It will take different approaches to prevent, prepare and respond to these problems.

- Framing research to help develop message (photography reference – zoom in and zoom out – to help develop context). It would help define incentives for individual audiences and assure cultural competencies, respectful of culture, allow for self-definition of problems
- Need to get input from stakeholders to craft message for their own audience to ultimately assure buy-in understanding different countries will require different approaches therefore must assure global participation
- Test variations of message with relevant audiences and establish mechanism for feedback including on-line blog/wiki, focus group, etc

Identify messengers

Completely dependent on audience but to include

- Respected community/thought leaders - both formal (councilmember) and informal (Miss Jane who is the local elder)
- Bloggers
- Scientists
- Business – everyone from Warren Buffett to local business leader
- Religious leaders
- Formal government leaders
- Educators
- Media

Determine channels

- Channel depends on how community normally receives information
- Forms of media and technology which we can all name: Blogs, TV, radio, newspaper, wikis, magazines, internet
- Channels which are cultural and community specific – storytellers, community health promoters, religious institutions, civic organizations, health care system, workplace

Implement

- Identifying specifics – which is all of the tasks for each of proceeding steps such identifying community leaders, timelines,
- Strong project management

Evaluate/Assess/Retool

- Pre/Post tests
- Use focus groups
- Surveys
- Allow for individuals/communities/cultures which might have own way of communicating feedback
- Periodic and ongoing