

# Clear Health Communication (CHC) Principles Integration

## Summary of Lessons Learned

*Several strategies combine to make a successful initiative:*

- *Involve stakeholders early*
- *Tools and support*
- *Goals and measurement*
- *Motivation*

- ✓ **Involve stakeholders early**
  - Identify all key stakeholders in your organisation
  - Create a mechanism to gain input on goal setting, processes, barriers and opportunities
  - Conduct a pilot to strengthen the program before full implementation
- ✓ **Give people the tools and support they need to succeed**
  - Training and ongoing support are critical
    - Show the benefit of CHC for key stakeholders
    - Develop skills and expertise
    - Provide a support system – e.g. HL experts for consultation
- ✓ **Set clear goals and standards for measurement and accountability**
  - Goal must be realistic and make sense in the context of your own organisation
  - Standards for alignment must be clear and understood by all stakeholders
  - Decide early if the process is voluntary or mandatory
  - Good methods of data collection and distribution are critical
    - Data should be used strategically and often
    - Some data is better than no data
- ✓ **Motivate people through leadership involvement and understanding the public benefit**
  - Leadership support needs to be clearly communicated throughout the organisation
    - Statement of goals, expectations and implications need to come from as high level of leadership as possible
    - Needs to be clearly communicated throughout the organisation
  - Leadership support is not a substitute for involving stakeholders from the beginning
  - People are motivated by the potential for their work to have a benefit to society
    - Appeal to people's heads and hearts

- Health Literacy data
- Personal stories

*Build your strategy and plan around the way change happens in your organisation.*

- ✓ **Know your organisation**
  - Understand how change happens in your organisation
  - Understand systems and adapt your process to them
  - Have an ongoing internal communication strategy
- ✓ **Show the benefit to your organisation**
  - Doing it “because it’s the right thing to do” may not achieve your goal
  - Support the social good with arguments for why this will be beneficial for the organisation and for the people who are being asked to implement it
  - Long-held beliefs may get in the way of rational thinking on this issue

*This can be challenging! It asks people and organisations to change long-held practices and beliefs and change systems. No matter how good the strategy, this takes time. Be realistic and be patient.*

- ✓ **Time is needed**
  - For this new idea and approach to work its way through the organisation
  - For people to be convinced the program has value
  - To help people gain skills and confidence
  - For the system to adapt
  - For people to become comfortable
  - To reach the “tipping point”

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