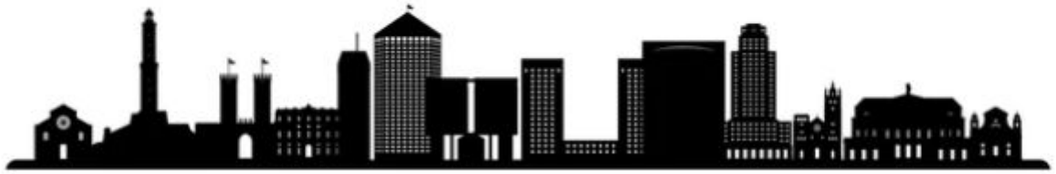
SUMMER SCHOOL ProMIS

5th Edition – Year 2025

“From evidence to *policy* responses: functional connection paths between innovation and *policies* to support the health system”

JULY 1-2-3, 2025 - Genoa, Italy



Ruth Thomas
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PROGRAMMA MATTONE INTERNAZIONALE SALUTE

Communications: it’s as easy as a,b,c… right?

The A,B,C,D of strategic communications

We all must start somewhere, and in communications it all starts with:

A = audience

C= channels

B= behaviour

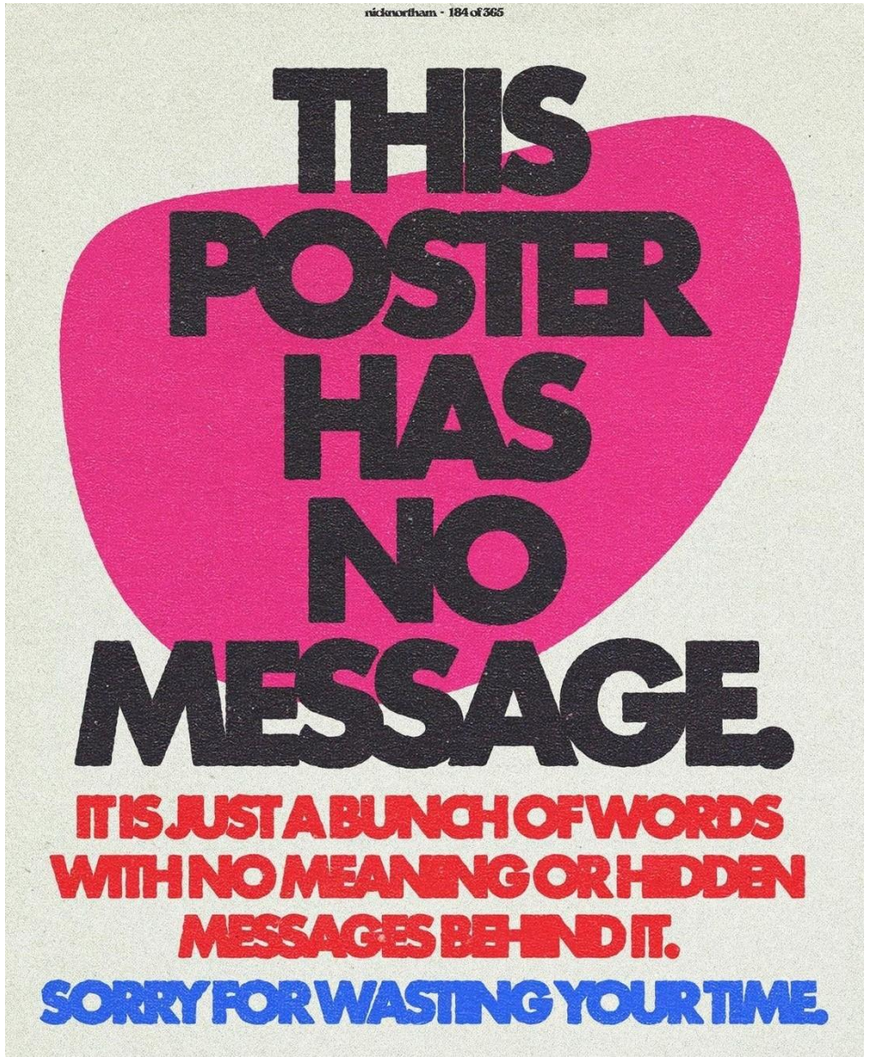
D =data

Mind the gap

- **We anticipate gaps in language, access, and trust, and design around them.**
- **We shape messages for people, not just for "audiences"**
- **Good targeting is listening first, then speaking**

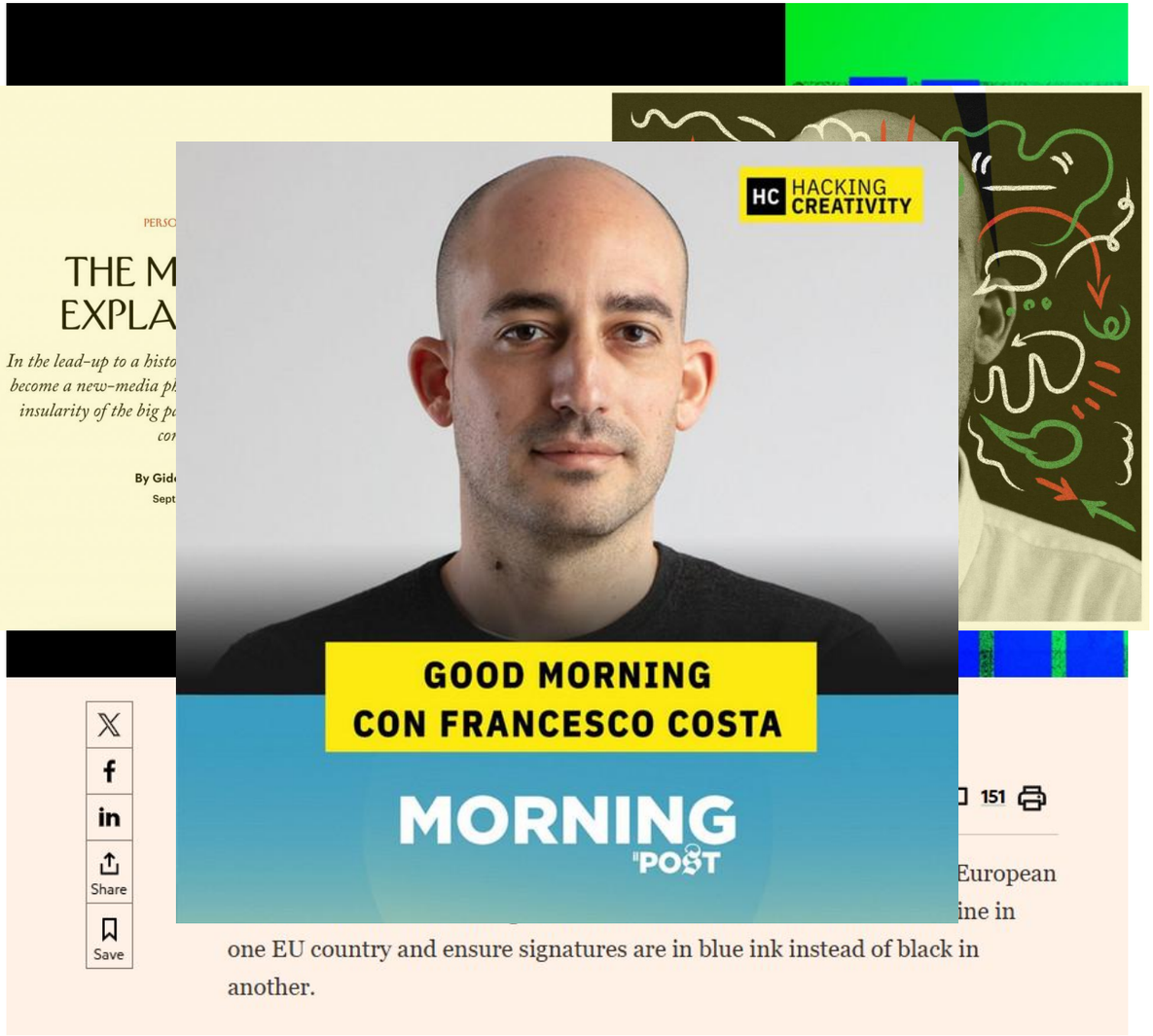
Targeting in public health

- **Tailoring tone, visuals, and tools, not just translating content.**
- **Co-designing with the people affected.**
- **Understanding who people are, what shapes their choices, and how easily they can be reached.**



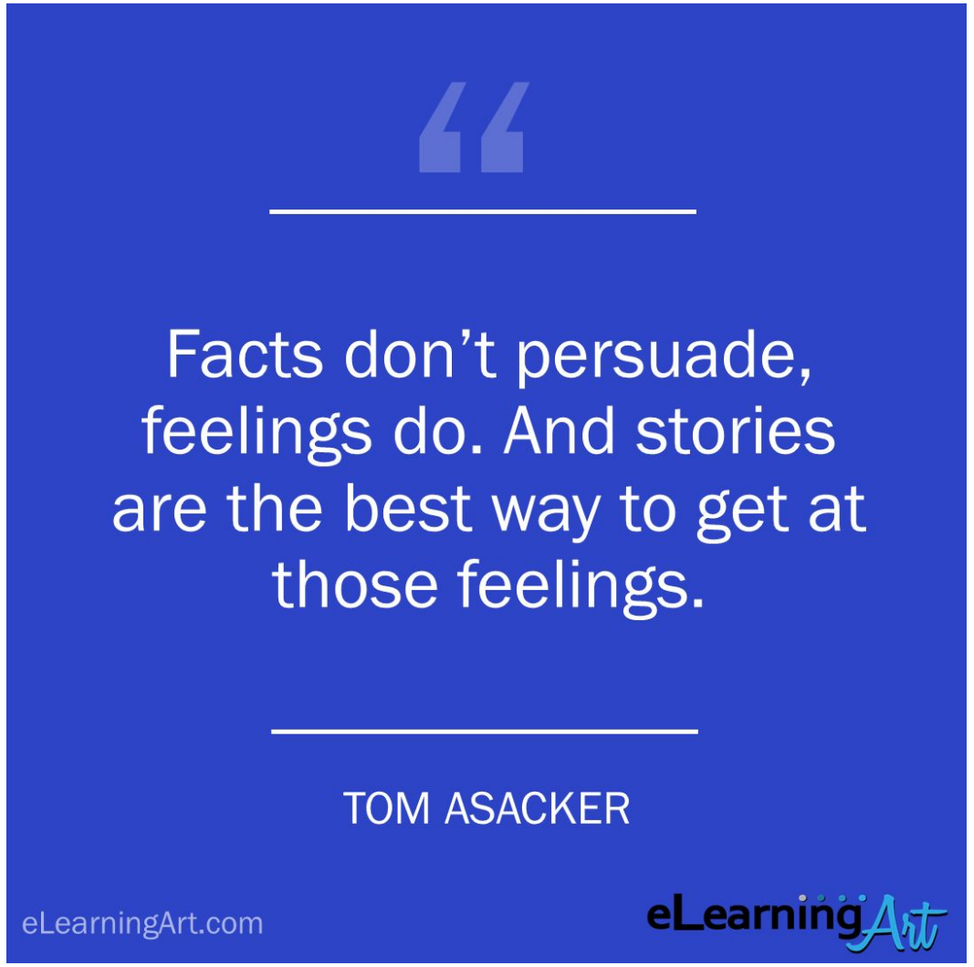
Communication as a tool and its targeting

- Target your message using clear, relatable examples.
- Swap abstract terms for real-world details your audience recognises.
- Visual language helps you cut through noise and connect faster.
- Journalists use vivid examples to engage and include everyone.
- Invest in the right story = bigger impact.



Communication as a tool and its targeting

Brush up your comms: paint pictures with words that stick



The art of conversation

I wasn't fazed the day Mick rolled in

100-year-old recalls Jagger

By RUTH THOMAS

DESPITE living through two world wars and a host of historic milestones, Elsie Hill was remembering Mick Jagger on her 100th birthday.

The former Cavendish House employee spent more than 25 years dressing the well heeled in Cheltenham.

Among the high-fliers she served were the Rolling Stones.

But according to her son Brian Hill, she was never fazed by the rock idols because she wasn't a fan of their music.

She also spent 10 years at former men's outfitters Gillings and Bracey in the Promenade, regularly serving actress Peggy Mount.

Mr Hill described his mother as a feisty battler, and admires the way she has coped with the death of her husband Donald 21 years ago.

She also showed huge courage when his brother John was killed in a powerboat race aged 58.

The Formula One champion powerboat racer, who held the title in 1980, died 15 years ago.

Mr Hill, who lives in Ashchurch, said: "Mum's very lively and stubborn. She always speaks her mind and is certainly strong-minded. Up until two years ago she lived on her own.

"She's done a lot with her life so far and loved travelling in a motor van to Norway and Sweden."

Mrs Hill celebrated her birthday sporting a '100' badge at Grevill Care Home in Charlton Kings on Tuesday.

She said: "There's no secret in reaching the age, but just to simply live a healthy lifestyle."

Staff at the care home say that despite her age there's no stopping her.

Manager Joy Warren said: "She's an active and mobile lady for her age, and is always hungry for knowledge.

"She always joins in and often sits in the staff room for a chat."

Mrs Hill enjoyed her birthday tea with family and friends, followed by a bottle of bubbly and was pleased to receive a letter from the Queen.

> "She's an active and mobile lady for her age, and is always hungry for knowledge."
>
> Joy Warren

STAR: Mick Jagger

Picture: Robert Davis ET605383

CENTENARIAN: Elsie Hill with (l-r) Grevill House's Claire Lee, manager Joy Warren and Mantiza Henry

Communication as a tool and its targeting

EuroHealthNet
magazine.

- **Innovating evidence communication**
- **Creating a tool designed to help move evidence across policy levels (EU → national → local)**

Communication as a tool and its targeting

- **Audience**
- **Access**
- **Authenticity**

Communication as a tool and its targeting

“My daughter and I are not a case study. We are key stakeholders in any discussion around poverty, and the failures of this system. So please, don’t be a mechanism that continues to hide us again and again”.

“As a public health professional, I always feel one step behind manufacturers and distributors. In my opinion, it’s important to have more capacity, marketing, and communication expertise”.

Design it, deliver it, keep your message alive

- **Design**
- **Implementation**
- **Evaluation**
- **Sustainability**

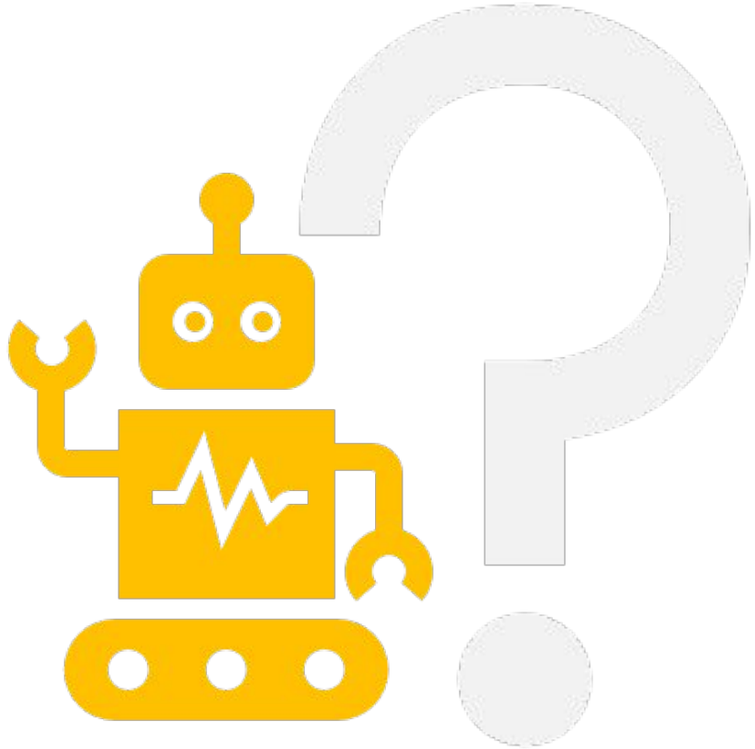
- **Understand who you want to reach, and work with that audience to shape your message**
- **Share your message clearly, using the right channels such as social media, traditional post etc.**
- **Tracking engagement by creating short surveys, focus groups, and observe behaviours**
- **Creating tools such as posters, training materials etc. that last**

It’s crucial to consider the **political, economic, social, technological, environmental, and legal contexts** of the country you are communicating with

The future is bright; the future is AI?

! Technology should serve communication, not override it !

- It needs the right prompts.
- It needs checking.
- It is here to stay, but it is a tool.



Communication as a tool and its targeting

If we get communication right, we get equity right

- **Communication as core infrastructure in public health.**
- **Flip formats, flip assumptions, and flip outcomes.**
- **Communicate for change.**

Thank you

EuroHealthNet
European partnership for health, equity & wellbeing

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