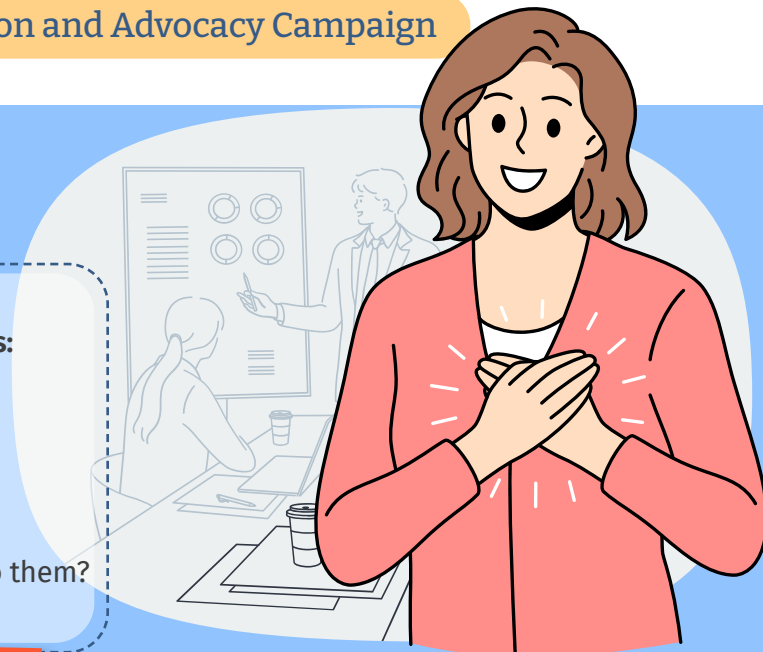




7 Steps To Organize A Campaign



01

PLAN AND RESEARCH

Questions to help patient organizations:

- ? What are you trying to achieve?
- ? Who can do it?
- ? What does the data show?
- ? Who are we targeting?
- ? What needs to be communicated to them?
- ? Who should persuade them?

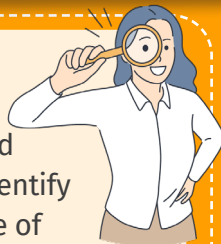


Research is the basis of communication, and getting the right advocates is the key

02

DEFINE GOALS

Clear, measurable, doable, and unambiguous goal-setting. Identify which action item needs to be of priority as part of the campaign and in what order.



03

IDENTIFY AND ENGAGE THE TARGET AUDIENCE

Questions to help patient organizations:

- ? Who are the target audiences?
- ? What are their priorities and thoughts?
- ? What are their key values that drive them to take action?
- ? What's in it for them to listen and take notice?



04

MAP AND ENGAGE STAKEHOLDERS

Create a list of stakeholders who are best placed to be engaged in the campaign. Design the roles for stakeholders to bring clarity to the engagements and discussions to be held.



05

ARTICULATE MESSAGE

Messages for the campaign should be simple, action-oriented, and goal specific. Messages should resonate with the stakeholders, garner support, and build a compelling case with the target audience.



06

IDENTIFY COMMUNICATION CHANNELS FOR TARGETED ACTIVITIES

Communication channels can be: special interest groups, formal meetings, informal corridors, networking during events, campaigns, street action, media interviews, press conferences, and social media fora.

Communication channels should provide a message which is credible, have empathy, and can influence.



07

MONITOR AND EVALUATE SUCCESS

Questions to help patient organizations:

- ? What worked, and why or why not?
- ? What could be improved, and how?
- ? How have your stakeholders been helpful?
- ? What messages have resonated and helped to achieve the campaign objectives?
- ? What were the barriers and enablers for success?





PATIENT COMPREHENSION CHECKLIST¹

A significant challenge in healthcare communication is ensuring that patients understand both verbal and written health information, including clinical explanations, recommendations, instructions, educational materials, and more. The following checklist can help patient organizations evaluate the healthcare professionals' current approaches for ensuring patient comprehension and identify potential gaps and opportunities for improvement.

S. No.	Checklist Questions	YES	NO
1	Does the healthcare professional provide verbal health information and instructions in lay language and use words that are well-known to individuals without medical training (e.g., "shortness of breath" instead of "dyspnea")?		
2	If no common term exists for a medical or technical term, does the healthcare professional explain the term the first time they use it?		
3	Are patient forms and educational materials easy to read, and do they adhere to the principles of plain language?		
4	Is information presented in a simple and organized way, for example, through pictures and drawings?		
5	Is the most important information discussed first? Do discussions and written materials focus on what the patient needs to know and what they might want to know?		
6	Does information exclude complicated details that could distract the patient and potentially inhibit understanding?		
7	When possible, and with the patient's permission, does the healthcare professional include the patient's family members and significant others in discussions about the patient's care?		
8	Does the healthcare professional consider the patient's overall capacity to understand, language barriers, cultural beliefs, and disabilities as part of communication strategies?		
9	Does the hospital have access to language services, interpreters, and assistive technologies to meet patients' diverse needs? Are patients made aware of these resources?		
10	Does the hospital's philosophy on informed consent reinforce the belief that patients must fully understand the information provided to be truly informed?		
11	Is the informed consent process tailored to each patient, and does it include a clear explanation of risks, benefits, and alternative options?		
12	Does the healthcare professional use open-ended questions rather than closed-ended questions to facilitate more meaningful communication?		
13	Does the healthcare professional use a technique such as teach-back or show-me to gauge patient comprehension and reduce the risk of miscommunication?		
14	Does the healthcare professional encourage patients to ask questions and has ample time allotted for questions and review of materials during patient appointments?		
15	Does the healthcare professional provide follow-up instructions verbally and in writing to reinforce the information?		
16	Does the healthcare professional provide patients with updated written instructions if changes in their care plans occur?		
17	When patients are nonadherent to treatment plans, does the healthcare professional consider and assess whether they might not understand information or have health literacy barriers?		
18	Do the healthcare professionals and staff members at the hospital receive training about health literacy barriers and techniques to improve communication and patient comprehension?		

¹ <https://www.ahrq.gov/health-literacy/improve/precautions/index.html>