



Alliance &
Partnerships *for*
Patient
Innovation &
Solutions

APPIS 2022

Asia Pacific, Middle East, and Africa

ENGAGE IN HEALTH LITERACY INTERVENTIONS FOR BETTER PATIENT EXPERIENCE

A Guidance Document
For Patient Organizations

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Executive Summary

Background

This guidance document is part of the **Alliance and Partnerships for Patient Innovation and Solutions (APPIS) 2022** initiative, which is funded and organized by Novartis and aims to enable the convergence of perspectives between patient communities and key stakeholders in the healthcare ecosystem, such as policymakers, payers, physicians, members of academia, and digital innovators, to improve health outcomes in the Asia Pacific, Middle East, and Africa.

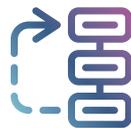
The APPIS initiative identified **Health Literacy** as one of its themes in 2022, along with digital health and communications and health policy shaping, as an enabler for sustainable development and inclusion of patients and patient organizations in the funding, collaboration, and development of healthcare in the hope of enhancing the patient voice in the creation of health literacy interventions and solutions.

Purpose

Patient organizations are recommended to use this document as a jumping-off point to work with stakeholders and customize plans to improve patient engagement in the development and improvement of health literacy interventions. Patient organizations who wish to begin this process of becoming more involved in the development and providing of feedback on health literacy material for patients and caregivers are welcome to seek advice from the authors on how to move forward with any of the action items outlined in this guidance note. By using this guidance document, patient organizations will be able to:



Identify and understand the role of key stakeholders to engage them in the process of implementing health literacy interventions.



Prioritize which intervention area(s) to be part of and implement to make the most impact in improving patient experience.



Foster partnerships and collaborations with organizations, institutions, and stakeholders to be more involved in health literacy-related content design, skill building, training, and feedback.



Content Overview

The **first part** of this report introduces the APPIS initiative on health literacy. This section defines “Health Literacy” and its value and applications, in addition to pointing out the importance of diverse stakeholders in its development. This section explains the role of patients in the process of design and development of communication material used by patients and caregivers and why it is important for patient organizations to be part of the design, development, and use of health literacy solutions.

The **second part** of this report highlights the main barriers to information for patients. This section touches upon the critical aspects of challenges such as lack of access to information and limited digital literacy, prevalent misinformation on the internet, and the downsides of technical jargon by health practitioners while communicating with patients.

The **third part** of this report recommends action items for each of the corresponding

challenges identified in part two. The third part provides guidance on improving access to information through improvements in the system for information dissemination and diversifying communication channels for patients. This section also provides guidance on how patients can understand the information better and contribute to providing input and feedback to the content created for patients and their caregivers. The section recommends working with various stakeholders ranging from print, digital, and social media partners, digital device and application developers, healthcare providers, writers, and journalists to develop and disseminate patient-centric, easy-to-understand content.

The **fourth part** of this report recommends a countrywide communication and advocacy strategy to be discussed within the patient organizations to address all the suggested action items.

PART I - Introduction

Health literacy is the capacity to make decisions about one’s health using the information available. Health literacy for patients and patient organizations plays a critical role in the comprehension of written and digital health-related material. Investing in health literacy can be considered an important step in improving public health outcomes and allowing people to make better, more informed choices.

“Knowledge is the antidote to fear, and we need to try to make this knowledge [easier to understand, so] we can help more patients to overcome their disease[s]”

– *Wai-Fai Lo, APPIS Summit 2022*

Health literacy has been discussed in research through the lens of providing health information to patients and caregivers. It is important for any health education material to be comprehensible to readers and should contribute to their capacity to make well-informed health decisions, whether for themselves or the people they care for. Health information should be standard and cross-translatable by minimizing technical or linguistic barriers so that all healthcare system stakeholders can understand each other. Such a definition necessitates the participation of different stakeholders in the system, including healthcare professionals, caregivers, patients, patient organizations, policymakers, healthcare providers, pharmaceutical companies, and others.

The aim of improving health literacy amongst patients is not just to allow healthcare providers to communicate effectively but also to facilitate the patient’s articulation of their own problems and issues. In addition, an exchange of information between better-developed countries and low-middle-income countries (LMICs) in terms of health literacy will allow for integrated solutions and the application of health information toward more positive behavioral changes.

Health literacy is something that can be achieved only if the patients are able to convey their true problems. Thus, patient voices need to be included in the design and development of health policies.

”

Health Literacy goes beyond providing information to patients and caregivers. It involves empowering every stakeholder in the healthcare ecosystem with credible information which can be accessed, understood, and acted upon by everyone.

*Ranjit Kaur, President, Breast Cancer Welfare Association, Malaysia
APPIS 2022*

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Health literacy skills allow patients to take control of their own well-being by making smart healthcare choices, improving their communication with doctors and equipping them with information to advocate for themselves in a medical setting.

Carrie Mesrobian, freelance copywriter at Collegis Education

PART II - Gaps and Challenges in Engaging Patients in Health Literacy Interventions

Deliberations from the APPIS 2022 summit highlight some of the major barriers which prevent patients from accessing, comprehending, and using information to make well-informed decisions about their own health.

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Understanding the pivotal roles that culture, beliefs, societal norms and the healthcare environment play in health literacy is critical if we are going to be effective in elevating health literacy among patients and patient organizations.

Ruth Kuguru, Executive Director, Communications & Patient Engagement, Novartis, Asia Pacific, Middle East, and Africa (APMA), APPIS 2022

1. Lack of access to information

Patients can lack access to pertinent information regarding their care for the entire period, from pre-treatment to post-treatment. Participants at APPIS 2022 highlighted the **lack of a health promotion and outreach strategy** by the patient organizations as one of the main challenges in accessing information. Low-income populations living in rural and urban areas with lower literacy levels lack not only health awareness and information about healthcare delivery services but also other support services offered by patient organizations. Up to 48% of lymphoma patients worldwide felt they were not given enough information at diagnosis (*Lymphoma Coalition Global Patient Survey, 2020*).



Another problem during this period is the lack of time clinicians devote to their patients. This could contribute to, if not exacerbate, how uninformed the patient feels after their diagnosis. It is of utmost importance that healthcare professionals provide as much information as patients want to know, especially regarding the treatments that are not available through the normal healthcare system or clinical trials. It is this lack of dedicated, quality clinician time that necessitates patients to seek information from the Internet, which may not be accurate or reliable.

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Misconceptions can be caused due to the lack of medical awareness about serious diseases such as breast cancer. For example, the misconception about breast cancer being a female condition is still rampant among patients, which leads to invalid expectations that men shouldn't be present at breast cancer consultations, or that men shouldn't get check-ups for breast-related abnormalities. Females are also afraid of undergoing mammograms, including various other hesitations to undergo check-ups.

*Joy Khoury, Country Communications and Patient Engagement Head,
Novartis Gulf, APPIS 2022*

2. Barriers to comprehending information



Patients face issues not only with the amount of information provided but also with the amount of understanding that the information provides. Participants at the APPIS summit 2022 highlighted the challenges of excessive usage of medical jargon by healthcare professionals during their diagnosis and treatment.

Healthcare professionals' preference to use technical language over plain language creates a system-wide challenge. Using technical language demands literacy among the healthcare professional community as well. In the case of children, parents are often ill-equipped to explain medical procedures to them, which naturally causes children to be more fearful. Explaining the process to children undergoing treatment in child-friendly language presents a wonderful opportunity to improve information comprehension.

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Medical jargon may miss out thinking from the child or users' perspective. We must really remember our end goal is not to inform; our end goal is to empower. Therefore, we must ensure whatever information we are transmitting is something they (patients and caregivers) can absorb and apply.

Esther Wang, Founder, Joytingle, APPIS 2022

3. Barriers to evaluating and navigating information



Patients with low health literacy often find it difficult to process and navigate information from available sources. This can especially be the case among patients with low digital literacy who are challenged to navigate the information available on the internet and other public domains such as online blogs and publications.

Patients with low digital literacy may not be able to access digital services, most importantly, the elderly patient population. Patients are often unable to differentiate correct from incorrect information available on the internet. The vast number of unverified articles and data on the internet cause patients to falsely believe in incorrect information and harbor mistrust toward conventional medical therapies. For example, when a family is looking for credible sources about their child’s cancer journey, their navigation of information on the internet often extends beyond the country and the specific disease, which results in information fatigue and heavy reliance on external support to look for the right information. Personal anecdotes or experiences of influencers/bloggers is a hit-or-miss thing with patients. What may work for one may not work for another.

4. Lack of education, communication and language barriers

Patients and caregivers who engage in health literacy interventions often face communication-related challenges due to the language and medium used. There are challenges with information made available in different and local languages as compared to only being provided in English and French. There are barriers to addressing the socio-economic status of patients and their cultural levels, which is



critical for the patients to understand the information. There are challenges with educating patients and sharing information with healthcare providers in hard-to-reach rural areas. There is an existing gap between the terminology used by patients and doctors, and sometimes, even the information on the internet is unvalidated. Standard information in an easy-to-understand language and accessible channels should be used to deliver the information to patients and caregivers. Information must be communicated to patients in the best accessible manner in print and digital media.

Healthcare providers and nurses play an important role in addressing barriers related to the packaging of information and language used for a disease and its treatment. It is essential to educate healthcare professionals and the patient community to bridge the gap. They must know how information should be communicated and in what form it is easy to understand. Other stakeholders, such as writers, authors, and publishers of health education material and content and journalists, also play an important role in ensuring the use of easy-to-understand language and emphasizing the importance of communicating information to patients and caregivers in the simplest terms.

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A physician recounted her exasperation when a mom hushed her child to be cooperative by depicting vaccination as a punishment instead of explaining it as a preventive care treatment. A Tanzania hospital noted their caregivers' unfamiliarity with treatments and appreciated how Joytingle's designed experience has acquainted families on blood draws and oncology transfusions, thereby overcoming the low literacy levels and enabling children to understand, anticipate, and mentally prepare themselves.

Esther Wang, Founder, APPS 2022

PART III – Guiding Principles and Suggested Action Items for Patient Organizations

How can all partners, including patient organizations, use better communication channels and relevant content that is easy to understand for multisectoral engagement in health literacy projects?

The greatest consensus among APPIS partners was to improve the patient experience by strengthening their participation in health literacy interventions. There are multiple barriers to achieving health literacy, and it may not be possible or advisable for healthcare providers to do all the work in solving these issues, as they only comprise a portion of the healthcare ecosystem. To ease the burden of healthcare professionals who may not have the capacity or time to intervene, patient organizations can step in to facilitate improvements in the below focus areas through interventions that bring together stakeholders in the ecosystem.

A social-ecological framework¹ can be adopted by any country or patient organization strategizing to improve health literacy for patients and caregivers. Social-ecological models foster health literacy initiatives using the skills of all stakeholders. It can include factors at multiple levels:



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When patients are going through a disease, they feel like they’re at the mercy of groups and organizations. However, it is important to remember that patients do possess certain elements of control, and it’s important to be able to use those outlets because they need to feel empowered in some ways. Patient organizations can be the channels of information to educate, provide support, connect peers, empower, and create the opportunities for outlets.

Dr. Emily Isham, Consultant, Rare Cancers Australia, APPIS 2022

¹ The Social Ecological Model is a framework put in place in order to understand the multifaceted levels within a society and how individuals and the environment interact within a social system. Different factors and determinants exist at all levels of health, making prevention, control, and intervention most effective when the model is addressed from all levels. Many model designs are made so that the different levels overlap, illustrating how one level of the model influences the next. According to the Centers for Disease Control and Prevention, in order to prevent certain risk factors, it is necessary to take action with multiple levels of the model at the same time (CDC, 2018). When approaching a potential problem, it has been proven that in order to best sustain prevention efforts, action should be taken at multiple levels of the model at the same time.

In this context, patient organizations can lead interventions in the areas defined below to bring about a change through engaging patients in the design, process, and dissemination of health education information for patients as it may be suitable. The action items are derived from the discussions and consensus of the participants from the APPIS summit 2022.



1. Increase access to information

Two facets that can be used by aspiring patient organizations to channel information through different mediums of communication are:



(i) Use of multi-channel and media

Take advantage of multiple communication channels to reach out to patients and the public.

- a. Newspapers, radio, podcasts, e-learning modules, and mobile applications are some channels to begin with. These channels need to be used regularly to bring awareness about a particular disease at a community level. For example, [Pinktober](#) for breast cancer awareness and [Movember](#) for prostate cancer awareness are well-known global campaigns. Another example is the [Queen Sirikit Centre for Breast Cancer \[QSCBC\] Awareness Campaign](#) engages public figures from all walks of life – from celebrities to slum women to business women to become a QSCBC ambassador to create awareness. The campaign also features men, and children to alert them to their risks of breast cancer. Campaign photos are shot by a nationally acclaimed photographer and educational messages are printed on each photo and circulated for free across Thailand and internationally to be displayed in physical venues as well as social media.
- b. Awareness campaigns might develop a lot of social media traction, but that may not mean that the right patient population is seeing the message. Diversify channels to communicate content aimed at a specific patient population. Use podcasts and social media for the younger population or radio and newspaper coverage for the elderly population, or e-learning modules and mobile applications for the working population.

The [Indian Cancer Society \(ICS\)](#) devised an impactful multimedia strategy to disseminate information on cancer care and treatment to the remotest parts in the country. ICS uses radio as a force multiplier for their coverage in remote areas, coupled with a free e-learning module on fundamentals of cancer for the general public to learn about cancer fundamentals in their own time and at their own pace. This multimedia strategy helps ICS approach the uneducated, rural, or older populations as well as the educated, urban, or younger populations. The multimedia campaign, titled **'Raho Cancer se do kadam aagey'** (Stay two steps ahead of cancer) films launched in 2019, are meant to spread awareness that prevention is the best way to cure cancer. The one-minute video is dubbed in 8 languages and will be screened in over 4000 cinemas across India.

(ii) Develop strategic partnerships and collaborations

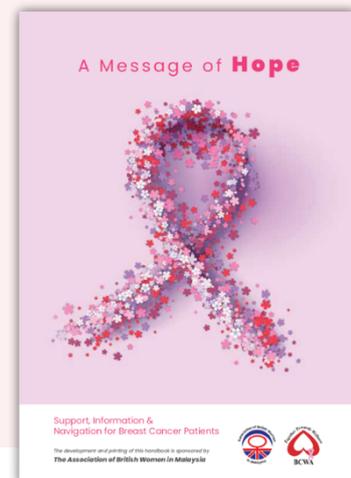
- a. Collaborate with local units, such as hospitals or municipal halls, to strategize education, promotion, and outreach activities for patient awareness in conjunction with the development of easily accessible tools such as websites, chatbots, and other channels discussed above.
- b. Partner with bigger, “mother” Non-Governmental Organizations (NGOs) and institutions working in the targeted geographies (rural and remote areas or secluded urban areas) who can help make patients aware of existing support with treatment, doctors, and peer support information they can seek from patient organizations. For example, Chronic Myeloid Leukemia (CML) advocacy groups in 93 countries are constantly seeking the support of the global CML Advocates Network in terms of lobbying for needed assistances in their quest for access to medicines and latest R&D.

Taiwan Young Patient Association has deployed a multi-level collaboration strategy to work with various stakeholders such as doctors, hospitals, medical societies, governments, or regional supporting groups to develop digital tools such as websites, applications, or LINE chatbots to offer convenient choices to the rural population. They also co-create educational content and disease awareness program[s] to help patients understand more about their disease by collaborating with doctors and medical societies and communication experts in Taiwan.

2. Improve comprehension of information

There are two avenues of intervention: material development and skill development.

Click here or on the picture to download the ‘A Message of Hope’ handbook



(i) Develop material

Support and co-create easy-to-understand, comprehensible patient material.

- a. Co-create disease-area-specific content in collaboration with healthcare professionals. The co-creation needs sufficient knowledge from communication specialists and writers who can translate technical language into plain language and patient organizations to validate these materials for patients to use.

”

‘A Message of Hope’, is a guide for patients, caregivers, and healthcare professionals. It promotes how to keep the message simple and straightforward by using understandable, positive, and personal language, using warm and welcoming colors and images, validating the information from providers, and ultimately developing content that converses with the reader and is user-friendly, provides tips and solutions, showcases patient voice and explains medical terms.

Wai-Fai Lo, Freelance Editor, Breast Cancer Welfare Association and Ms. Ranjit Kaur, President, Breast Cancer Welfare Association, Malaysia, APPIS 2022

- b. Explore and identify patient-appropriate health education products and patient engagement devices which can be used in a hospital or care settings to educate patients about their health and related medical procedures simply and easily. One such example shared during APPIS 2022 was [Joytingle’s Rabbit Ray](#), a medical device which explains medical procedures through the universal language of play, for children in both resource-rich hospitals and rural clinical settings. Rabbit Ray helps healthcare professionals explain procedures to children through play-acting the medical medical process instead of explaining through words. Rabbit Ray also acts as a gender and race-neutral object – a vessel for friendliness.



(ii) Develop skills

Raise patient literacy and skills of patient organizations to guide patients regarding the information needed related to their disease and healthcare system-related support.

Novartis has developed the **Peer Navigation Program** to address the unmet needs for supportive care amongst metastatic breast cancer patients by raising their health literacy. As part of the program, Novartis equips patient communities and organizations through the development of training materials and implementation of the training program. Novartis aims to empower patient communities and organizations to roll out local programs that train peer advocates, who can then provide support to patients in the form of emotional, informational, or logistical support through this program. As part of the program, Novartis undertook this activity with the “Advanced Breast Cancer Global Alliance.” Novartis has organized three workshops on the program and trained 75 patient advocates across the Asia Pacific, Middle East, and Africa, and helped them to apply the program in their respective countries. [Ms. Ranjit Kaur](#) was one of the Peer Navigator Leaders of the program.



Another example from the European Patients' Forum refers to the [Patient Empowerment Campaign](#), which aims to develop self-efficacy, self-awareness, confidence, coping skills, and health literacy for patients.

3. Evaluate and navigate information

To evaluate and navigate health information, the following options are suggested.



(i) Assess, engage, collaborate, and contribute

Review the most-used digital health tools and most referred and read content material by patients in a specific disease area. Identify digital health device companies or application developers to provide input on content used in the applications and tools for better user engagement. Identify authors, writers, and publishers of books, manuals, and communication material for patient health literacy to provide feedback and input on the relevance and usability of the content.

- a. For example, quoted from the APPIS 2022, is a mobile application developed by the Indian Cancer Society, [mShakti App](#), on the fundamentals of breast and cervical cancer in the country, its signs, and symptoms. The purpose is to bring awareness about the disease to women in the country. Patient organizations can be instrumental in providing input on the development of such digital educational material, feedback on existing applications, and their usability. Another example is the [Know My CML](#) app which was developed by the CML Advocates Network which specifically acts as an electronic diary and encyclopedia for patients undergoing their journey with leukemia.
- b. Create networking opportunities for applications and digital health device developers to share patients' and carers' personal health journeys to incorporate essential aspects useful for patients and also capture users' experiences while navigating through the digital health devices/tools.
- c. For example, [MyT1DHero](#) uses input from adolescent Type 1 diabetes patients and their parents, taking their feedback into account when addressing major development concerns. [MyT1DHero](#) is intended to help 10–15-year-olds manage their diabetes. Integrating patient feedback into the development process for chronic care mHealth apps can improve usability and satisfaction with digital health tools.

(ii) Conduct health literacy workshops

Identify relevant stakeholders, such as healthcare providers and staff, content writers, digital application developers, government departments responsible for health promotion, media, communication specialists, journalists, and others to host health literacy workshops to bring awareness, identify the best channels to navigate patient-related information, and provide feedback and contribute to health literacy solutions. Workshops can be enablers to not only identify and engage the right and relevant stakeholders, but also to advocate for the importance of patient education and how patient organizations can play a crucial role in making the patient experience better by supporting and standardizing the existing processes.

4. Education and communication

To address the barriers of linguistics and communication channels, patient organizations can step in as peer navigators or translators familiar with the treatment or disease. Overall, though, there needs to be a unification of stakeholders such that efforts to break these barriers to improve health literacy are coordinated and synergized.



(i) Develop communication material using the “KISS” principle

One of the principles is to apply the KISS (Keep It Simple and Straightforward) principle to develop communication material that can be easily understood and comprehended by the patients.

- a. Design a concept with warm and welcoming colors and images.
- b. Consider the target audience and reader and use an empathetic tone.
- c. Use a language that everyone can understand, has a positive tone, and is warm and personal (avoid cold, clinical language).
- d. Use content that speaks to the reader, is user-friendly, provides tips on issues and concerns, includes patient quotes, and explains medical terms.
- e. When using pictograms, avoid country-specificity. For example, a health document once used a picture of a snow-skier going down a mountain slope to signify a patient’s quest to lower his disease level. Not all countries have snow-covered mountains so not all patients can relate to the idea directly.

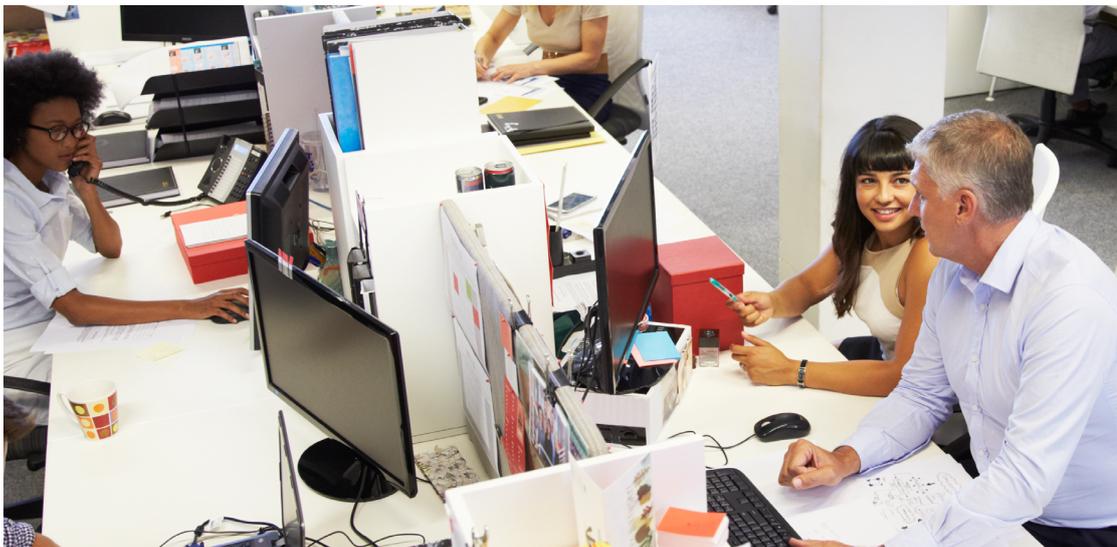
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Some interventions can target multiple barriers at once. For example, content development can be linked to information dissemination to target both accessibility and comprehensibility of information. *A guidebook for breast cancer developed by the Breast Cancer Welfare Association* is available online, and it has been developed by keeping patient approachability and comprehensibility at the center of development. Messages of empathy and emotional validation are interspersed through the text, a glossary is provided to explain the jargon—which has been minimized—and warm colors such as pink, associated with both the disease (breast cancer) as well as health and wellness, are used for visual appeal.

Wai-Fai Lo, Freelance Editor, Breast Cancer Welfare Association, APPIS 2022

(ii) Use print and digital media for awareness and information dissemination

Engage with media (journalists/editors) and content creators (writers/publishers/digital health tool developers).



- a. Develop newspaper articles for education and awareness on specific disease areas.
- b. Disseminate information about the importance of using simple and easy-to-understand language for patients and caregivers on patient organization websites and newsletters, which can be shared with providers and healthcare professionals regularly.
- c. Establish relationships with media personnel, digital health tool developers, and content creators to educate and bring awareness about a specific disease area and the support system made available by patient organizations.

(iii) Forge partnerships and collaborations to co-create content

Collaborate with healthcare providers in specific disease areas, specialty healthcare organizations, and government departments responsible for health promotion to co-create educational content for disease awareness programs while developing disease education initiatives.²

For example, [The Georgia Cancer Awareness and Education Campaign](#) was launched in September 2002 with the goals of supporting cancer prevention and early detection efforts, heightening the awareness and understanding of the five leading cancers among Georgia residents, as well as enhancing awareness and education about the importance of proper nutrition, exercise, and healthy lifestyles. A strategic and integrated communications campaign, using tactics such as paid advertising, public service announcements, local community relations, media releases, a documentary film, and special events was used.

[Cognitant](#) is a global provider improving patient outcomes through personalized, patient-centric health information and experiences. Their [co-creating content with patients: A Best Practice Guide for the Life Sciences](#) whitepaper, refers to all the steps which need to be considered.

[Pints for Prostates \(PFP\)](#), a not-for-profit organization in the USA, aims to raise awareness and fundraise by making appearances at beer festivals, through social networking and pro bono advertising.

A final note: Launching an advocacy campaign requires securing the needed funds, so always learn about the annual budgetary cycle of the sponsor for a better chance of getting approval from their compliance and management team at the right time.

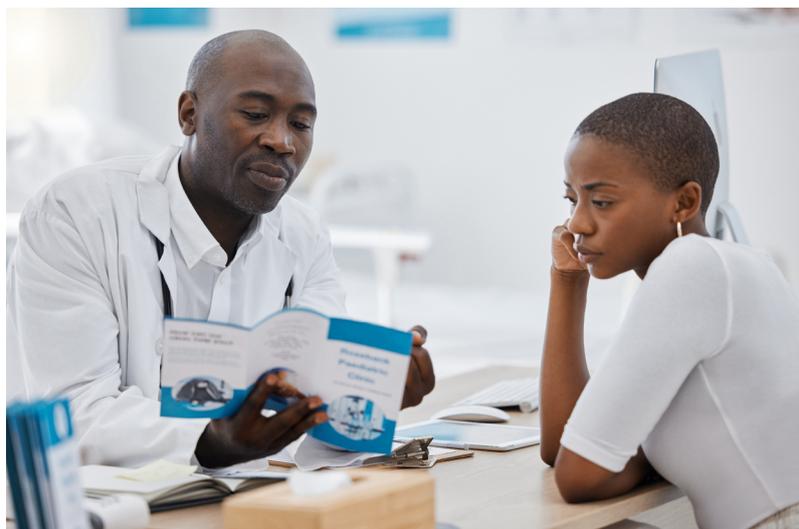
² https://www.cognitant.com/app/uploads/2021/10/Cognitant-whitepaper_Cocreating-content-with-patients-min.pdf

PART IV – Guidance for Launching Disease-Specific Communication and Advocacy Campaign

To provide guidance to patients at an organizational and country level, one of the strategies suggested to address all intervention areas is to launch a **Communication and Advocacy Campaign** for a particular disease area. Convene a disease-specific in-country patient organization consultation to plan and execute a communication and advocacy campaign that has the following attributes as per need and priority:

To address any or all of the suggested action items in part III, it is proposed to follow the preliminary steps to design a communication and advocacy campaign.

A communication plan for an advocacy campaign is different from any other information campaign because it aims to go beyond raising awareness and providing information to encouraging people to take action and sometimes change their mindset. The campaign will have to raise awareness on important issues and stimulate groups or individuals to seek information and services.



Features of a successful health advocacy campaign:

- A campaign is purposeful – you intend specific outcomes from the communication efforts.
- A campaign supports a policy or amendment of an existing policy or law or build recognition for an issue.
- A campaign is aimed at a large audience – to persuade enough people to make a difference.
- A campaign often has a specifically defined time limit – by a deadline when the window for any further action will close.
- A campaign involves an organized set of communication activities – evident in the construction of campaign messages and in efforts to educate and/or mobilize different constituencies.

Preliminary Steps to Design A Communication and Advocacy Campaign



Research and Plan: In addition to the above, research and planning, both in terms of time and money, are critical. Patient organizations must start with the basic questions of who, what, and how. Research is the basis of communication, and getting the right advocates is the key.



Define Goal: The goals need to be clear, measurable, doable, and unambiguous. Identify which action item needs to be of priority as part of the campaign and in what order. The long-term communication goal will be to raise the issue of health literacy for patients and carers on the political agenda.



Identify and Engage Target Audience: For an advocacy campaign to be effective, your messages must reach the right people. Ask the right questions to help patient organizations map the target audience.



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 with each stakeholder. Choose the right person—authentic, credible, and knowledgeable—to deliver the message. Identify stakeholders and people who can influence the kind of change that is required. These include donors, policymakers, activists, human rights defenders, the media, bloggers, celebrities, social influencers, citizens, voters, and community groups, among others.



Articulate Message: The messages must be simple and designed to achieve a specific goal. A successful advocacy campaign will most certainly involve simple messages that resonate with stakeholders and garner support for the campaign. This does not mean restating the goals – it simply means building a compelling case with your target audience. Show the target audience how behavior change is possible.



Identify Communication Channels for targeted Activities and Opportunities: Special Interest Groups, formal meetings, informal corridors, networking during events, public campaigns, online campaigns, street action, media interviews, and press conferences. Communication channels should provide a credible message, have empathy, and be able to influence. Engage journalists, celebrities, scientific experts, and other influential stakeholders.



Monitor and evaluate success: What worked, and how well? What did not work, and why? What could be improved, and how? How and where have your partners/stakeholders been helpful? What messages have resonated, and have they helped to achieve the campaign objectives? What were the barriers to success (external and internal)? What facilitated success, including scenarios which were not anticipated?

Examples of a couple of successful communication and advocacy campaigns are: [Estee Lauder's "Hear Our Stories"](#) and [Know Your Lemons](#) on breast cancer awareness.

A detailed handout for guidance on developing a communication and advocacy campaign can be viewed [HERE](#).



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