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Cultivating community inclusivity through external communication

PPHF: 11 October 2017

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Make today matter

Objectives of presentation

- **The problem with external communication – disengagement in an engaged society**
- **Health communication models and communication theories: Are they aligned? Which is best?**
- **The importance of communication strategy**
- **Community inclusivity through external communication**
- **External communication and reputation management**
- **Conclusive remarks**

What is communication in the health environment?

- *”It is the relational process of creating and interpreting messages that elicit a response” (and hopefully action)*
- **In the health environment communication is a transaction influenced by a variety of factors**
- *Health is a cultural and social equaliser*



The dilemma of communicators

It seems as though many communicators were trained at the Christopher Columbus School of Management. Just like Columbus, they are generally operationally competent, but they have an uncertain strategic vision if any:

When Columbus left, he did not know where he was going

When he got there, he did not know where he was

When he got back, he could not tell where he had been

Still, he got there and back three times in seven years





**Everything has a hashtag now...
And the hashtag becomes the campaign name**



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The communication theories

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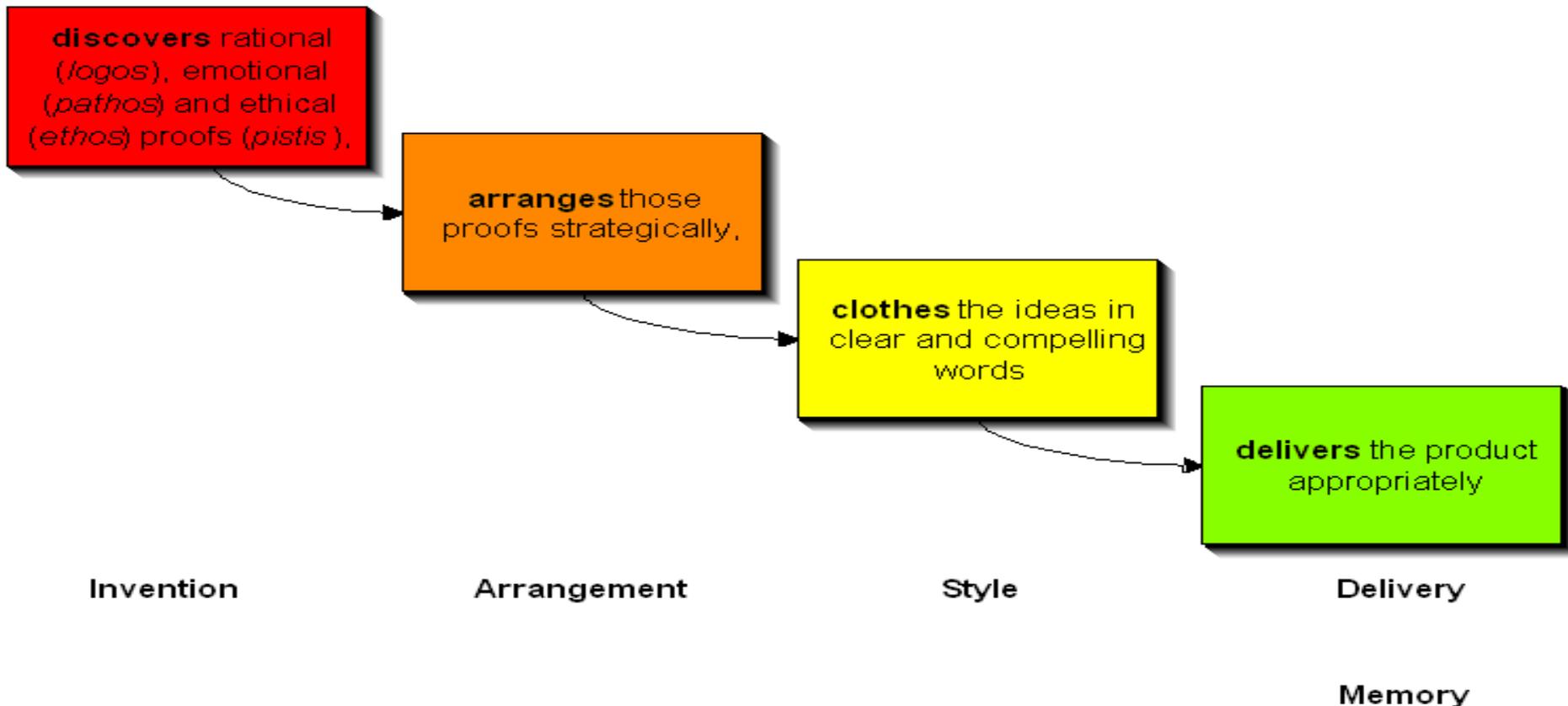
Models of external communication

Aristotle's model of rhetorical communication

Aristotle's Model of Communication

from Ehninger, Gronbeck and Monroe

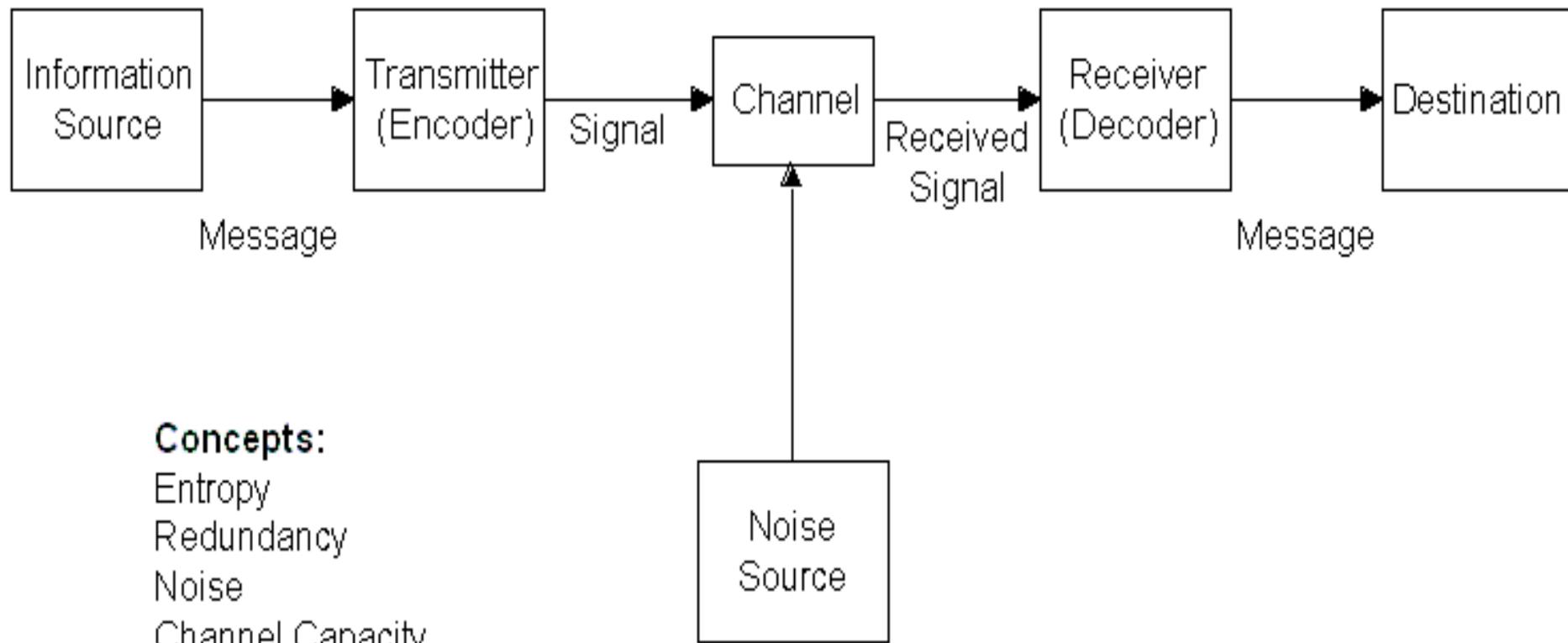
A Speaker . . .



Theories of external communication...

Shannon and Weaver mathematical model

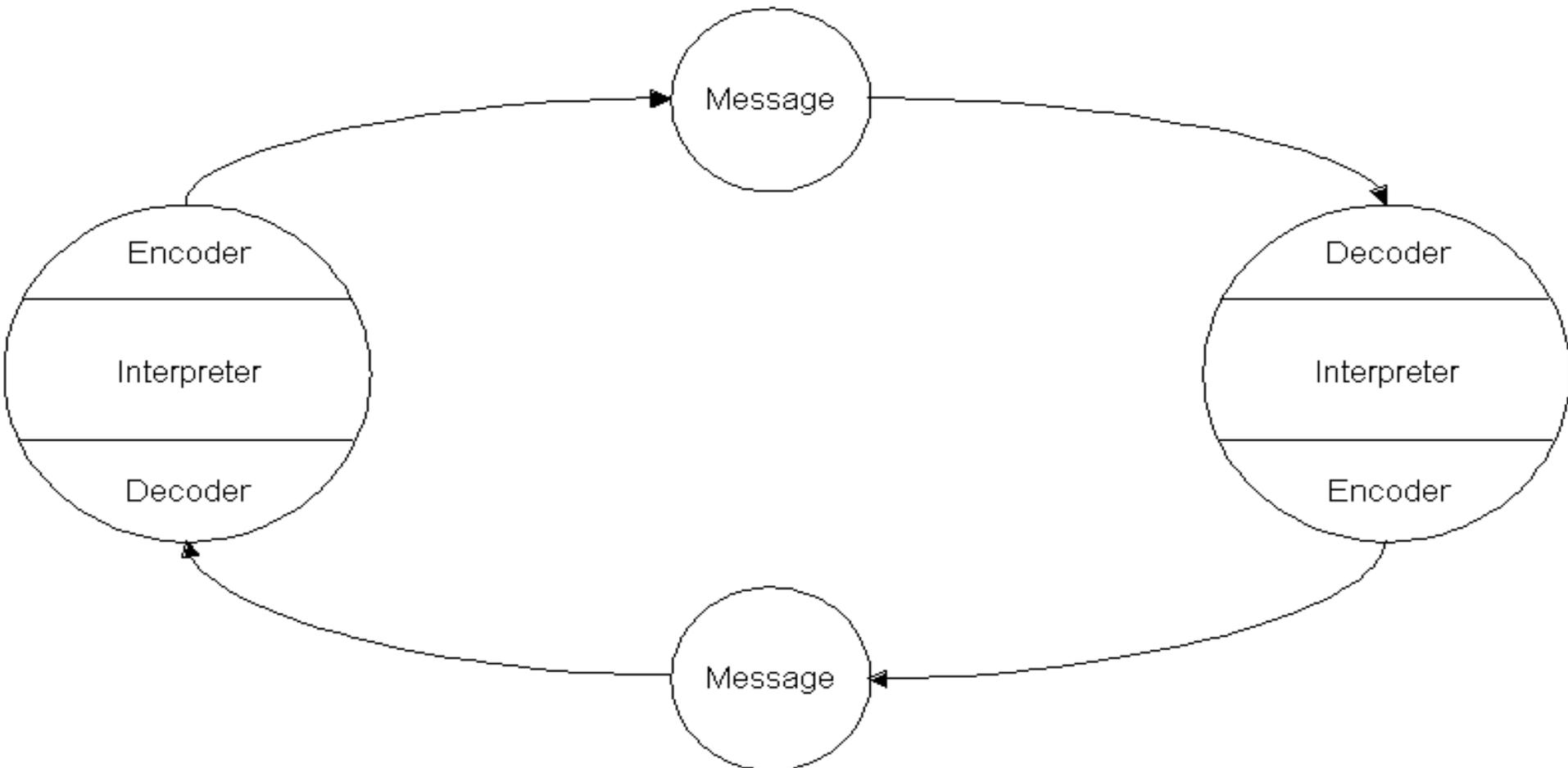
The Shannon-Weaver Mathematical Model, 1949



Models of external communication

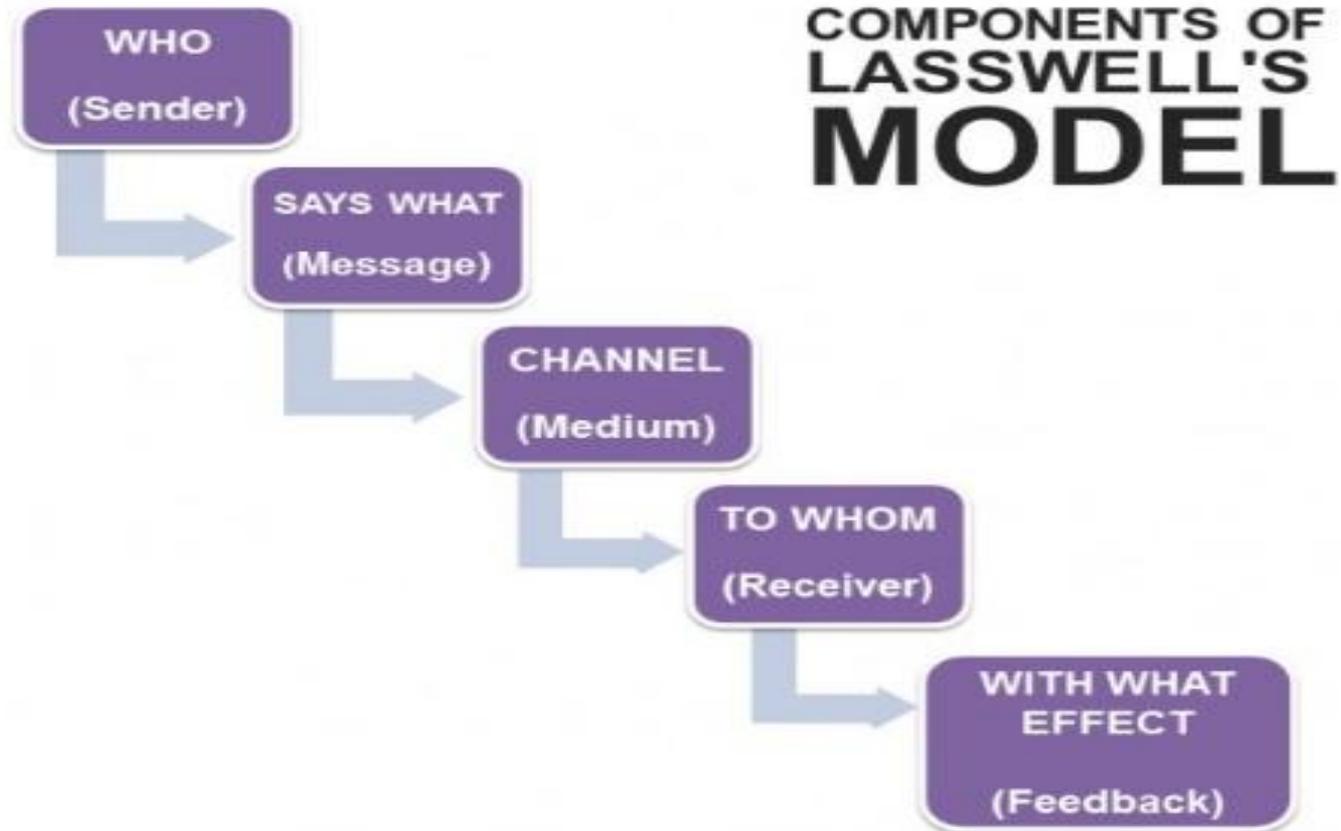
Schramm's model of communication

Schramm's Model of Communication, 1954



Models of external communication

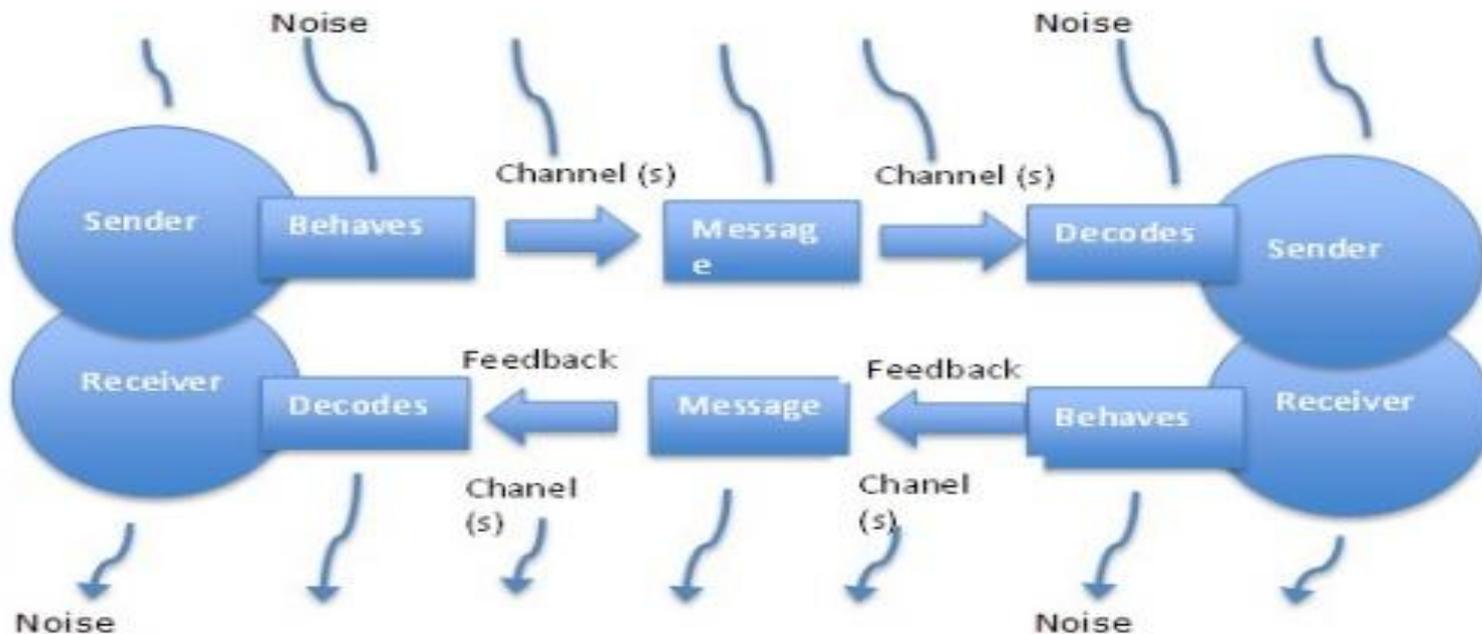
Harold Lasswell's model of communication



Models of external communication

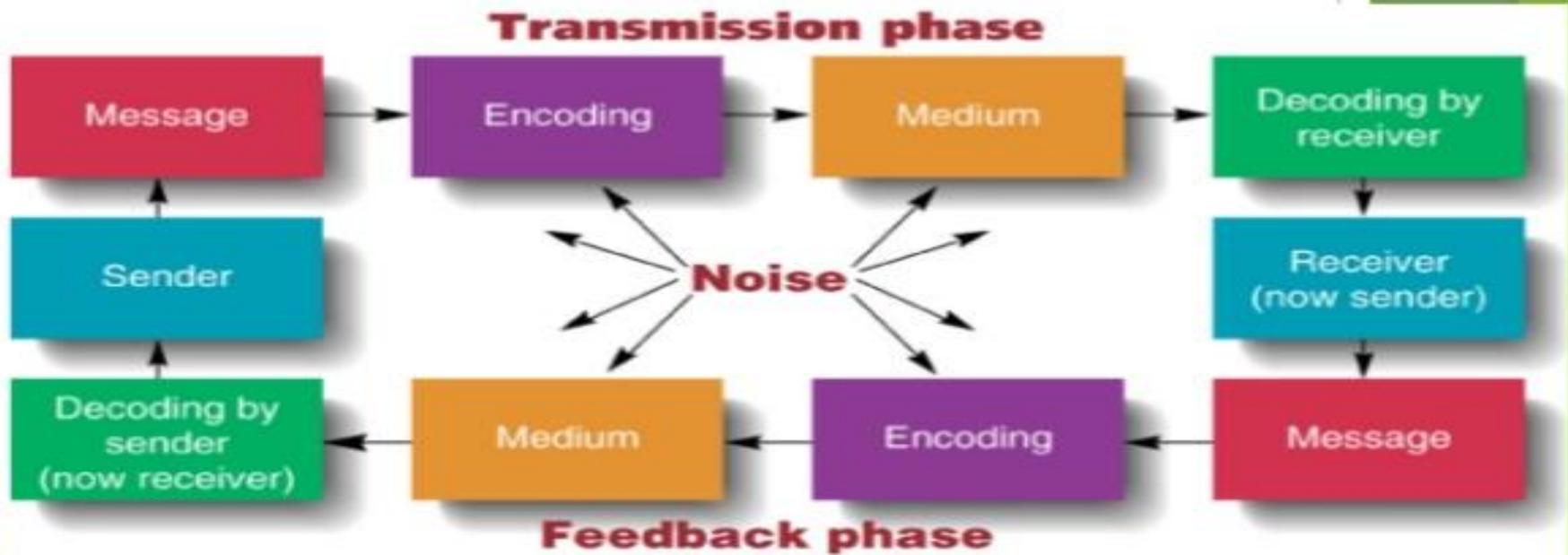
Transactional model of communication

Transactional Model



The communication process

The Communication Process



Health communication models

- Depending whether the health messages are intrapersonal, interpersonal, group, organisational, community and public/mass oriented
- The health issue
- The type of message
- The desired outcome



The health communication models...

- **Addressing belief systems - *Model of planned behaviour; Health-belief model***

- **Stage theories – the public should be informed step-by-step about health issues - *Stages of change model; Communication-persuasion matrix***



Spectrum of external communication in the health environment

1. To make the community aware of something – new products, services, campaigns
2. Inform – provide the community with information to assist them in understanding the problem, alternatives, opportunities and/or solutions. Fact sheets, websites, open houses.
3. Educate – provide factual information to place the community on an improved level of knowledge. Training programmes and seminars.
4. Consult – obtain public feedback on analysis, alternatives and/or decisions. For example public comment, focus groups, surveys, public meetings.
5. Persuade – to in a campaign or programme set out how to change health behaviour.
6. Engage – work directly with the community throughout the process to ensure that concerns and aspirations are consistently understood and considered.
7. Collaborate – partner with the community in each aspect of the decision-making process: community advisory committees, consensus-building, participatory decision making.
8. Involve and empower – place final decision-making in the hands of the community : citizen juries, ballots, delegated decision. Move towards action.



Communication planning and strategy

- Strategic analysis of the issue and environment
- Communication objectives – of communicator and audiences
- What is the strategy? What needs to be achieved?
- *Analysis of the audience – demographics, religious, group, political affiliations*
- *Possible partnerships and alliances - in communities and business (pharmaceutical companies; educational institutions)*
- *Message design*
- *Media selection*
- *Launch the strategy and campaign – on all levels of audiences and platforms*
- *Follow-up commitment (awareness programmes; public participation; interactive events; education and training; policy actions; operational reviews)*
- *Environmental scanning and result tracking (Objectives met? Implementation? Problem solved or alleviated? Outcomes and feedback)*



External communication and reputation

REPUTATION IS EVERYTHING....

- Reputation is the sum total of an organisation's products and services and the organisation's communication about it
- Align internal and external communication
- Identity, image and reputation must align for an organisation to be an effective communicator
- Hunt down facts like an investigative journalist
 - Form alliances with data owners
 - Do solid research and lay these facts down in one place – the landing channel
 - Translate the core ideas for all audiences in a simple message
 - Listen. Listen...listen – therefore arrange for feedback and feedforward



Thank You

