



## **Communications for NCDs**

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# **Rallying for Action on NCDs**

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# Why Communicate

- Disseminate information (knowledge)
- Stimulate behaviour change (practice)
- Stimulate attitude change
- Stimulate demand for healthy products and services
- Create awareness
- Inspire listeners to change
- To create incentives to change
- To gain an appropriate response
- To enhance a sense of community



## Areas of need in communication

- Create a directory of agencies for each region
- Determining best practice that is evidence-based
- Need to communicate that there are going to be changes to the messages from time to time.
- Need for consistency in the messages
- Sharing resources and expertise
- Market research for communication
- Design messages with the audience in mind
- Partnership with industries (not tobacco) to use their strengths in communication



## Key outcomes

- Create a directory of local and regional agencies
- Identify communications champions
- Consult with experts in communication from academia and media
- Build in monitoring and evaluation mechanisms in communication interventions
- Explain the concept of NCDs and branding of NCDs with improved visual
- Enhance inter-agency local and regional communication



## Key outcomes

- Create consistent messages based on evidence-based best-practice
- Encourage community/civil society/clients participation in designing health messages
- Create bold visuals and messages
- Create regional messages with assistance from PAHO/WHO