

HOW TO COMMUNICATE YOUR IDEAS

Steps to help you design a video with a health focus and a social message on helping New Zealanders to become Smokefree by 2025.

KNOW YOUR AUDIENCE

Who are you talking to? To get your message across you have to know more about your audience. What do they like? What do they hate?

WHAT IS YOUR MESSAGE?

Every aspect of your message, from colour to music will affect the way people receive it.

Things to consider:

- How can you get their attention?
- How do you show them you know what you are talking about?
- Show what change you are trying to achieve.
- Inspire your audience to do something!
- Show them what's in it for them.
- Be positive!

COMMUNICATE CLEARLY

You want to communicate to people, and get them on the same page. If you want people to listen to what you have to say they, tell them something that is honest, and talk to them with respect.



COMMUNICATION THEORIES

INNOCULATION

Thinking in advance about how we can prepare ourselves to defend attitudes against our own. So for example, if you want to show someone how to say 'no' when a cigarette is offered, they need to have thought in advance about how the person offering the cigarette might try to persuade them.

SOCIAL JUDGEMENT

People's attitudes don't change straight away, they only change a bit at a time. If you are showing them something new and different, they find it easier to agree with things that are still in their range of beliefs.

ELABORATION LIKELIHOOD MODEL

Don't expect to make change at once, people need time to adjust to new ideas the more time they have the stronger their new ideas will be.

SOCIAL EXCHANGE

People will only change their attitude or behaviour if there's something in it for them. They want a return in exchange for their effort. So what is the benefit people will gain if they do what you want them to do? Make it clear.

