



MISSOURI DEPARTMENT OF
**HEALTH &
SENIOR SERVICES**

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SENIOR SERVICES**

KNOW YOUR AUDIENCE

The Foundation for Effective Public Health Communication

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Why it Matters

- If we don't understand who we are talking to, we could cause:
 - Confusion
 - Resistance
 - Distrust





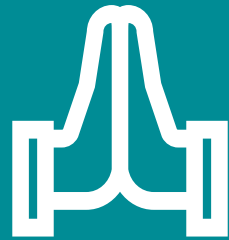
Accreditation
Informing & Educating the Public

Key Dimensions of Audience Analysis



Demographics

Age, education,
language



Psychographics

Values, interests,
personality traits



Communication Preferences

Visuals, social media,
newspaper



Barriers

Literacy, language,
access



Who do you serve?

Audience → Communication Plan

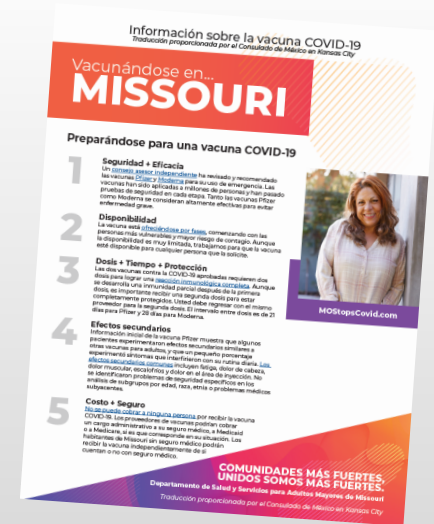
Once you know who you are talking to, you can build your plan around them.

- Who are you reaching?
- What messages work?
- Where will you meet them?

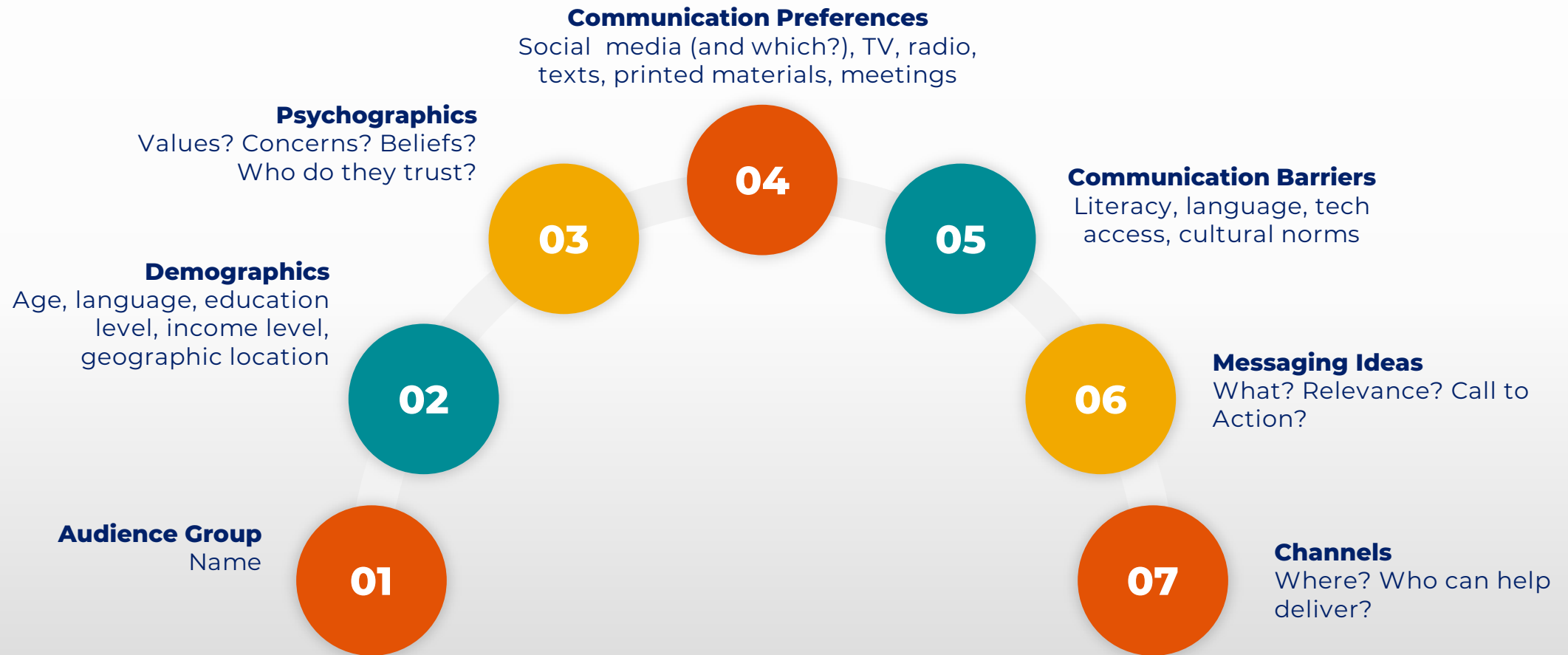
Example

Audience: Spanish-speaking parents

Topic: Getting kids vaccinated before school starts



Build Your Audience Persona



Resources



- US Census Data
- Missouri County-level Studies
- MOPHIMS
- SproutSocial social media data
- Your own social media analytics
- Nielsen.com
- Hemingwayapp.com
- AnswerThePublic
- Local institutions
- County-led surveying
- Boots on the ground, local conversations, active listening
- And us!



Meaningful messages



Accessibility



Accreditation



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QUESTIONS?



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PROMOTING HEALTH AND SAFETY