



Share4Rare

Tools & Templates

Evidence Based Secondary Messages

Purpose

Core messages have a great power to compel people to act. They often speak to the emotional and humanist layer of people, to evoke a strong emotion. To follow up and add credibility to this message, there are secondary messages that explain the core message and how it can be achieved. Secondary messages are targeted to the needs, perceptions and preferences of your target audience.

Secondary Message Roadmap

There are multiple ways to add credibility to your secondary message: by incorporating up-to-date data, scientific studies, or relevant research. If you allocate time and effort in crafting strong, evidence-based key messages, you will convince regulators and decision-makers with a call to action, and influence patient advocates and other influencers. By creating a message map, you have a template for sharing information that is quickly and easily understood, and represents your key messages in a concise format.

Research

First, you need to map where you can find relevant and up-to-date data. Oftentimes, you use existing research, and complement it with new evidence to show the timeline or progress of it.

- Subscribe to scientific news update mailing lists of PubMed and the Lancet, and create a list of websites that share publications and scientific articles regularly
- There are closed Facebook groups that share news in your field. Invest some time in asking around and ask to be invited to one of them
- Plan a fixed time each month to review all new research or insights
- Follow or like researchers, other organisations and clinicians to stay as close to the source of information
- Many researchers are happy to share their publications with you, if you ask kindly

Message development

When you have information from the research review, you (and your team) can brainstorm collectively on key elements you want to include in the message map. These are the guidelines and core messages that you want to build your communications on. This message map is your template and can be used for advertising, website copy, and conversations and can be used for all types of audiences.

Approach the message from multiple perspectives: as a researcher that can fact-check, communication expert that knows how to craft a compelling message, and a target audience that understands the need of it.

Checklist for message development:

- It's true and the source is listed
- It's easy to understand language
- It's relevant for your target audience
- It's clear how this will impact the current business/future
- It's supported by a visual, narratives, pictures or other material

Implementation

When the message map has been evaluated and supported throughout the organisation, you determine the best media platform to share the message. Define your communication strategy using Lasswell's 5 W's Communications Model:

- **Who** will spread the message? This can be the organisation, but also a patient advocate or other ambassador.
- **What** is the message the sender spreads?
- **Which** channel are we spreading the message to receivers as effectively as possible?
- **To whom** is this message meant? How are they best reached/influenced?
- **Which** effect do we want to achieve based on knowledge, attitude, behaviour?

Evaluation

After disseminating the message, you evaluate what the response on it was. Use Lasswell's model as an analysis tool for evaluating the entire communications process. Use your insights for an iteration on your messages, keeping them up to date.

References & Resources

<https://www.toolshero.com/communication-skills/lasswell-communication-model/>

<http://advocacy.vaccineswork.org/create/how-to-develop-evidence-based-messages/>

<https://www.ncbi.nlm.nih.gov/books/NBK195426/>