

Public Involvement Panel (PIP) Activity: What Makes Effective Public Health Messaging?

Background

- On the Coronavirus Discourses project, we are interested in exploring the trajectories of public health messaging during the COVID-19 pandemic. As part of this research, we worked with members of a Public Involvement Panel (PIP) to design a survey to be delivered to 1000 nationally representative respondents ages 16 to 75.
- One aspect of the survey investigates perspectives on what makes public health messaging effective. To design a survey question on this topic, we invited six members of our PIP to contribute their ideas about what makes effective health messaging in a live Google Jamboard activity (jamboard.google.com).
- For this activity, the PIP members were given the prompt: 'Effective public health messaging is...'

The Results of the Activity

We used the following results to identify **ten key features of effective public health messaging** according to our PIP

realistic	Scientifically accurate	Culturally aware	"Take home message"	emotive	Good spacing of information	Catchy slogan	simple	clear
Culturally sensitive	highlight - one or two key words	Politically Correct (PC)	personalised	Good fonts and colours draw ones attention to messages	Does not contain jargon.	Not too wordy	Relevant	Has anticipated questions from public
A good image to provide context for the message	Uses catchy phrase or #hashtag	memorable	Captivating e.g. #doyourbit	Tells a story	Relevant and current information	Concise	informative	Knows the audience
responsible	Concise - possibly has a strap line	Employs the use of Active Verbs	Achievable.	makes people reflect	relatable	informative	Visually representative	Not intimidating
Encouraging	Impartial	from a reliable source	timely	Memorable	Eye catching	QR codes	Progressive	Respectful request rather than demand/command to obey.

10 Key Features

1. Reliable
2. Informative
3. Accurate
4. Relatable
5. Concise
6. Memorable
7. Eye-catching
8. Achievable
9. Encouraging
10. Timely

The Design of the Survey Question

- We used this list of ten key features in the design of the following survey question: 'Which of the following, if any, do you think would be most important in making COVID-19 public health messages effective? *Please select up to three.*'
- The results from 1000 survey respondents will be aggregated across all features to provide a ranked overview of which characteristics they consider to be most important. It is vital to consider a range of perspectives in survey design and we recommend drawing on PIP knowledge to facilitate the design process. Results from the full survey will be available on our website shortly. Check the resources tab for updates: c19comms.wp.horizon.ac.uk/resources/