


MISSOURI DEPARTMENT OF
**HEALTH &
SENIOR SERVICES**

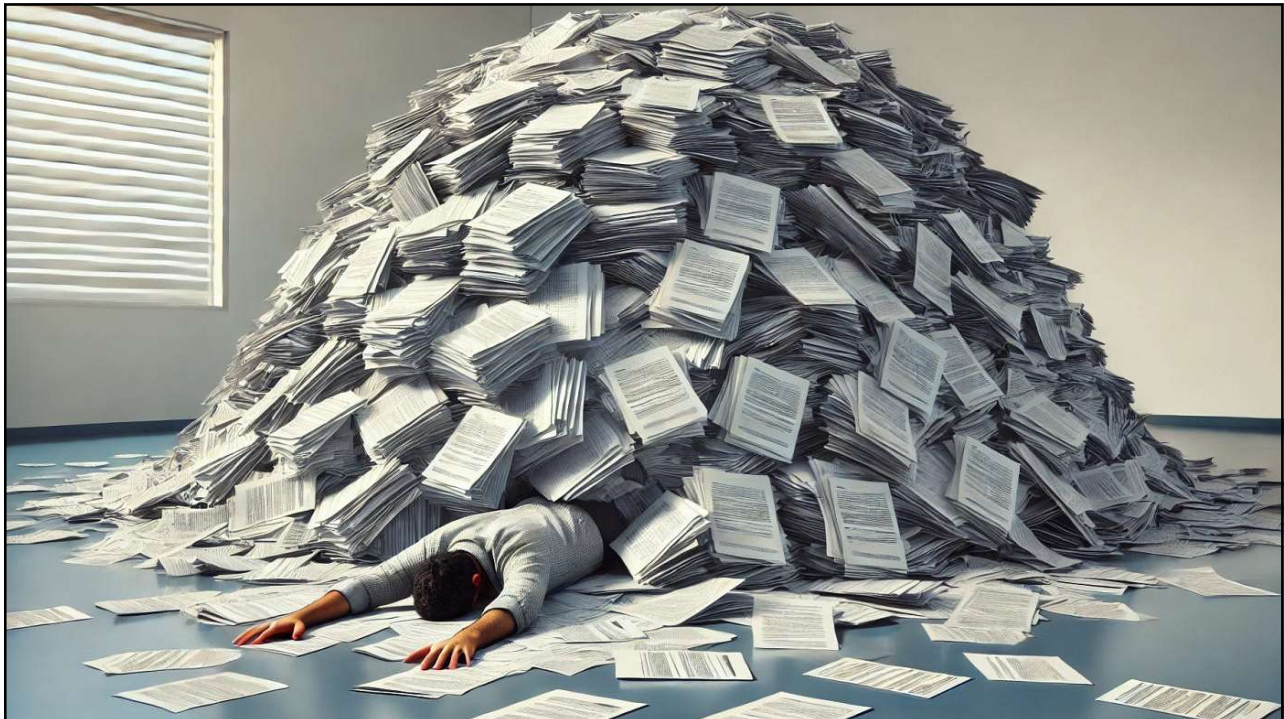
ENHANCING COMMUNICATION FOR PUBLIC HEALTH

Jaci McReynolds
Public Health Communication Liaison
Ozarks Public Health Institute



OPHI
OZARKS PUBLIC HEALTH INSTITUTE
MISSOURI STATE UNIVERSITY

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6 Tips to Enhance Communication

- 1 Know and Understand Your Audience
- 2 Deliver Consistent, Inclusive Messages
- 3 Use Messages to Connect
- 4 Speak Clearly Using Plain Language
- 5 Maximize Social Media
- 6 Plan Ahead

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Know and Understand Your Audience

Photo by Keith Birmingham

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Mennonite Audience Considerations

- Range of beliefs
- Variance in how principles are applied to life choices
- Value of acting in the best interest of neighbors
- Respect for medical and scientific standards



Source: <https://www.mennoniteusa.org/menno-snapshots/measles/>

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Deliver Consistent, Inclusive Messages

Photo by Keith
Birmingham

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Message Mapping

Core message:

Vaccination is the best protection against measles.

Inclusive messaging is “a way of communicating that respects and values the diversity of your audience, and avoids stereotypes, biases, and assumptions that might exclude or harm anyone.”

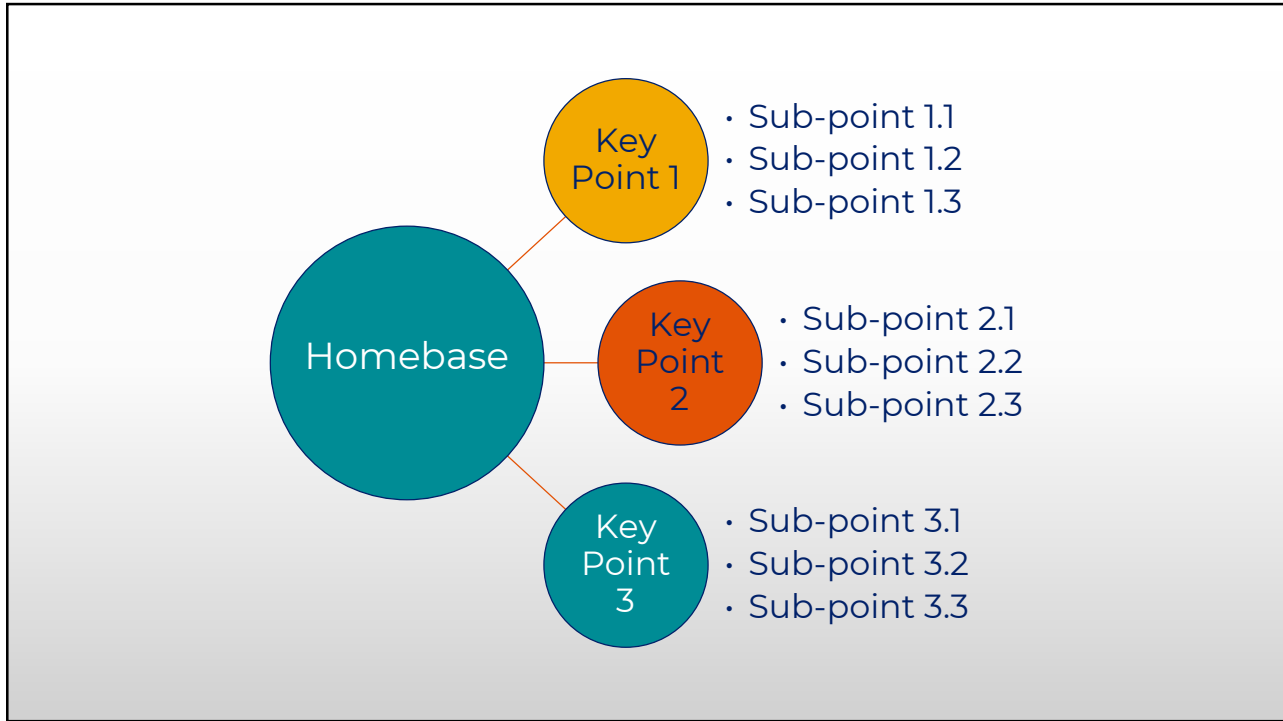
Source: LinkedIn

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Inclusive	Not Inclusive
A person who is disabled	Disabled person
A person experiencing housing insecurity	Homeless person
A person who has limited financial resources	Poor or poverty-stricken

Source: https://www.acteonline.org/wp-content/uploads/2024/06/Inclusive-Language-Guide_-Techniques-ACTE.pdf

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Use Messages to Connect

Photo by Keith Birmingham

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Measles Is Coming Back. My Sister Marcie Isn't.

“At the end of February 1960, my healthy, precocious sister Marcie was halfway through the fourth grade when she contracted measles from a classmate who lived down the street.”



Source: <https://www.statnews.com/2024/05/07/measles-outbreak-stirs-memory-victim-devastating-disease/>

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Measles Is Coming Back. My Sister Marcie Isn't.

“I wonder what Marcie’s life — and mine — would have been like if the measles vaccine had been available in 1960 and she never contracted the virus. Would she have become a mother, a musician, a scientist? I will never know.”



Source: <https://www.statnews.com/2024/05/07/measles-outbreak-stirs-memory-victim-devastating-disease/>

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**Speak Clearly
Using Plain
Language**

Photo by Keith
Birmingham

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Plain Language

You've suffered a contusion to the soft tissue below the fourth thoracic vertebra, exacerbating the proximal sternum.



You have a bruised rib.

Limiting your sodium intake will reduce your risk of hypertension and cardiovascular disease.



Eat less salt to be healthier.

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Learning Styles



Listening

Tell them about it.



Reading

Let them read about it.



Watching

Demonstrate it for them.




Doing

Let them try.

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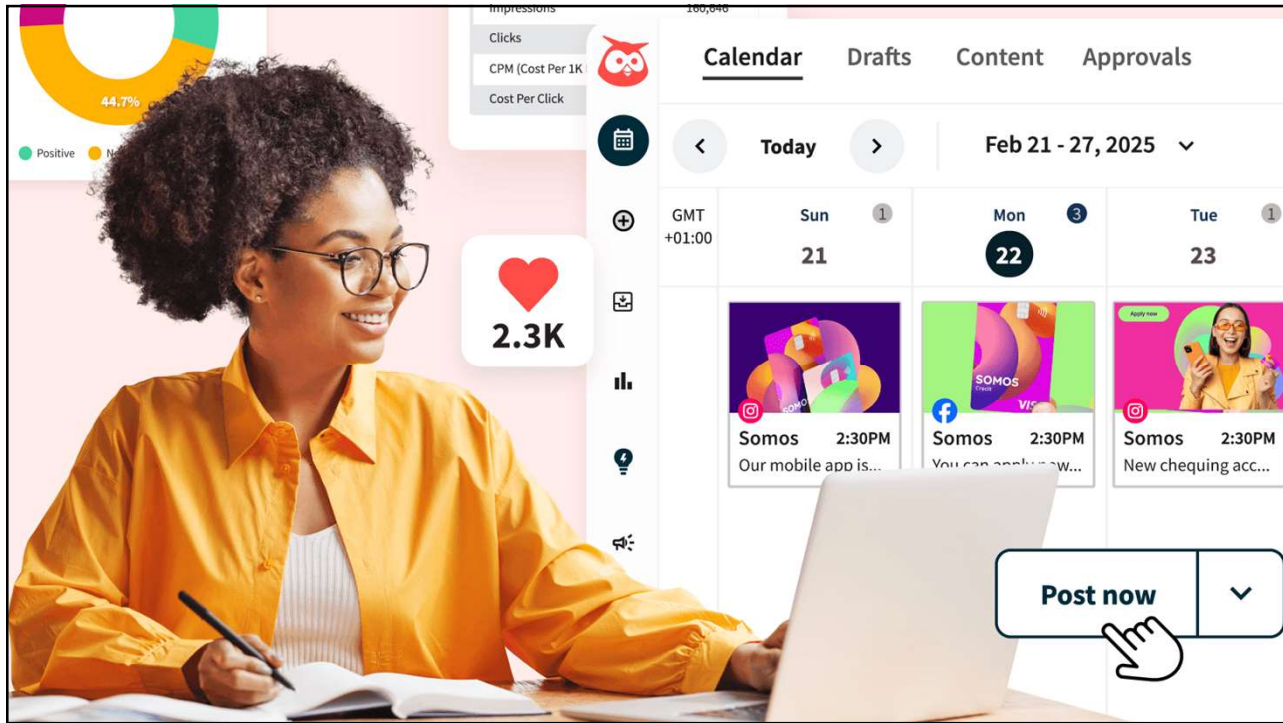
Maximize Social Media

Photo by Keith Birmingham

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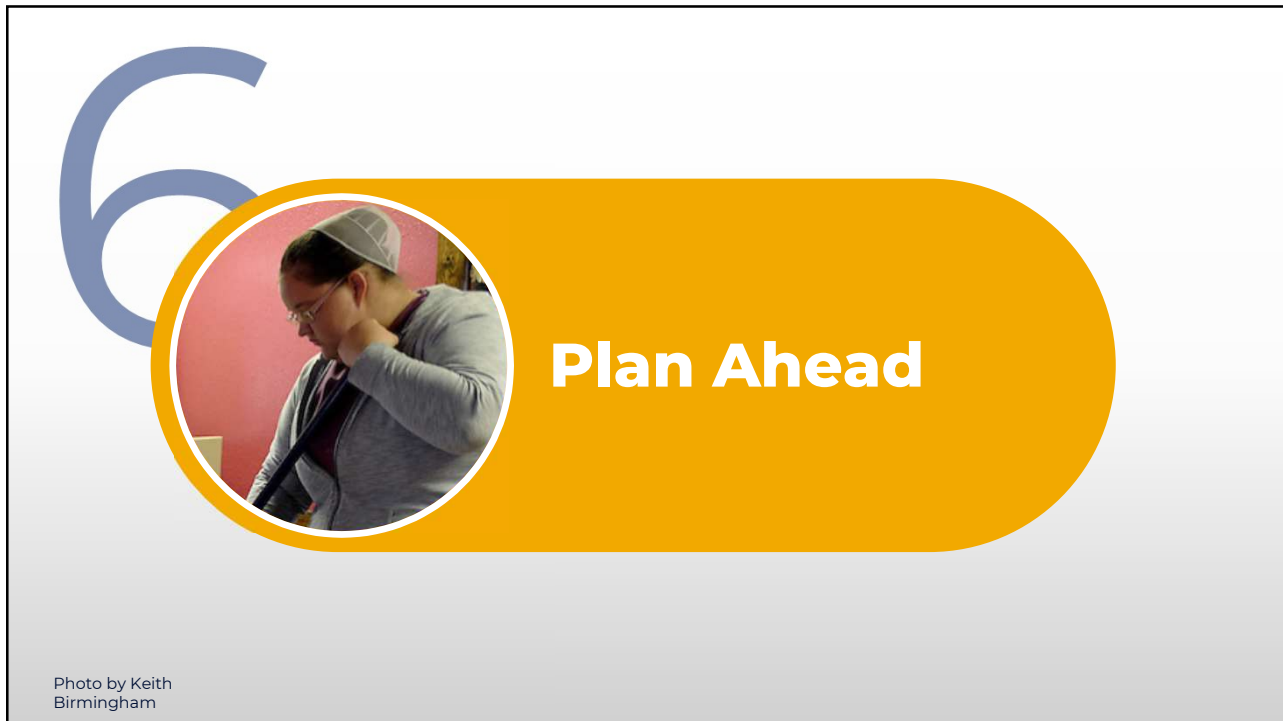


Photo by Keith Birmingham

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Enhancing Communication Lunch and Learn Series

May 14, 2025

Know Your Audience

July 9, 2025

Create Key Messages

Sept 10, 2025

Power Up Messages

Nov 12, 2025

Speak Clearly

Jan 14, 2026

Maximize Social Media

Mar 11, 2026

Communicate Effectively

Register:



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Communication Tools



**Weekly
Communication
Bulletin**



**LPHA Hub
MO-LPHA.com**



**GovDelivery
Listserve**



**Lunch & Learn
Series**

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**Questions?
Ideas?**

 jmcreynolds@missouristate.edu

 417-836-3271 office
417-839-2579 cell

 MO-LPHA.com



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