



GETTING YOUR MESSAGE OUT: Health literacy tip sheet

Reaching more people with your messaging during COVID-19

Writing tips

- Write for the people who will struggle to understand and you'll increase your reach
- Use plain everyday language to speak to the widest possible audience
- Consider the cultural meaning of your information
- Add simple images that support your message
- Make sure your information is CLEAR and ACTIONABLE – you want readers to take action!
- Use social media to spread your message



Speaking tips

- Assume the person in front of you may struggle to understand
- Acknowledge and work with clients' cultural knowledge, prior experience and how they might understand what you're discussing
- Break information into smaller chunks and check understanding regularly
- Use the teach-back technique to check understanding: ask the client to explain what you said in their own words



Resources and training

- Centre for Culture, Ethnicity & Health (CEH): <https://www.ceh.org.au/>
- VicPCP online training: <https://tinyurl.com/y45wyhsp>
- Easy English resources: <https://tinyurl.com/y2carula>
- Culturally competent services: <https://tinyurl.com/yxwu8ztr>

- Health translations: <https://tinyurl.com/y9yeun4f>
- DHHS: <https://tinyurl.com/vl5kvzx>
- Teach-back technique: <https://tinyurl.com/y4el6aqv>
- Cohealth example of a cultural bridge: <https://tinyurl.com/y6da5rwj>

