



## ***MESSAGING***

HOW TO...set and channel clear messages?

See below our TOP TIPS to write and channel key messages as part of your advocacy activities.

**Step 1:** Identify who you will be speaking/writing to: policy maker, patient organisation, public authority, professional association, the general public

**Step 2:** identify what you want to achieve by reaching out to this stakeholder? (partnership, sharing information, getting information, political move, concrete action from the person(s) (tabling an amendment, making a public speech, etc.), what do you want your interlocutor(s) to think, say or do after you've met him/her/them

**Step 3:** gather facts and figures that will add some weight to your messages – you can use the Gift of Life infographic for this purpose as well as other data available.

**Step 4:** Formulate your messages taking into account what you want to achieve, your audience and the channel. Eg writing messages to raise awareness of families on social media will be different than writing a letter to an MEP to table an amendment or a nephrologist making a speech at an event.

### **TIPS:**

- Ensure that the messaging used in any correspondence links to **current** national political goals/concerns or on-going policy debates.
- Try to use similar “language” to that used by your targeted audience.