

# Talking point development and the 7Cs of communicating

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# Once you have your foundations... you can develop your messages

Even if the pressure is on you, taking some time to prepare is crucial!

**Your SOCO**



**Your Audience**



**Your Point**

Tailored key messages



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for Animal Health  
Founded in 1924



# Making the difference...

Today, a person is subjected to more information in a single day than a person in the middle age was in its entire life



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# ... by meeting your audience needs

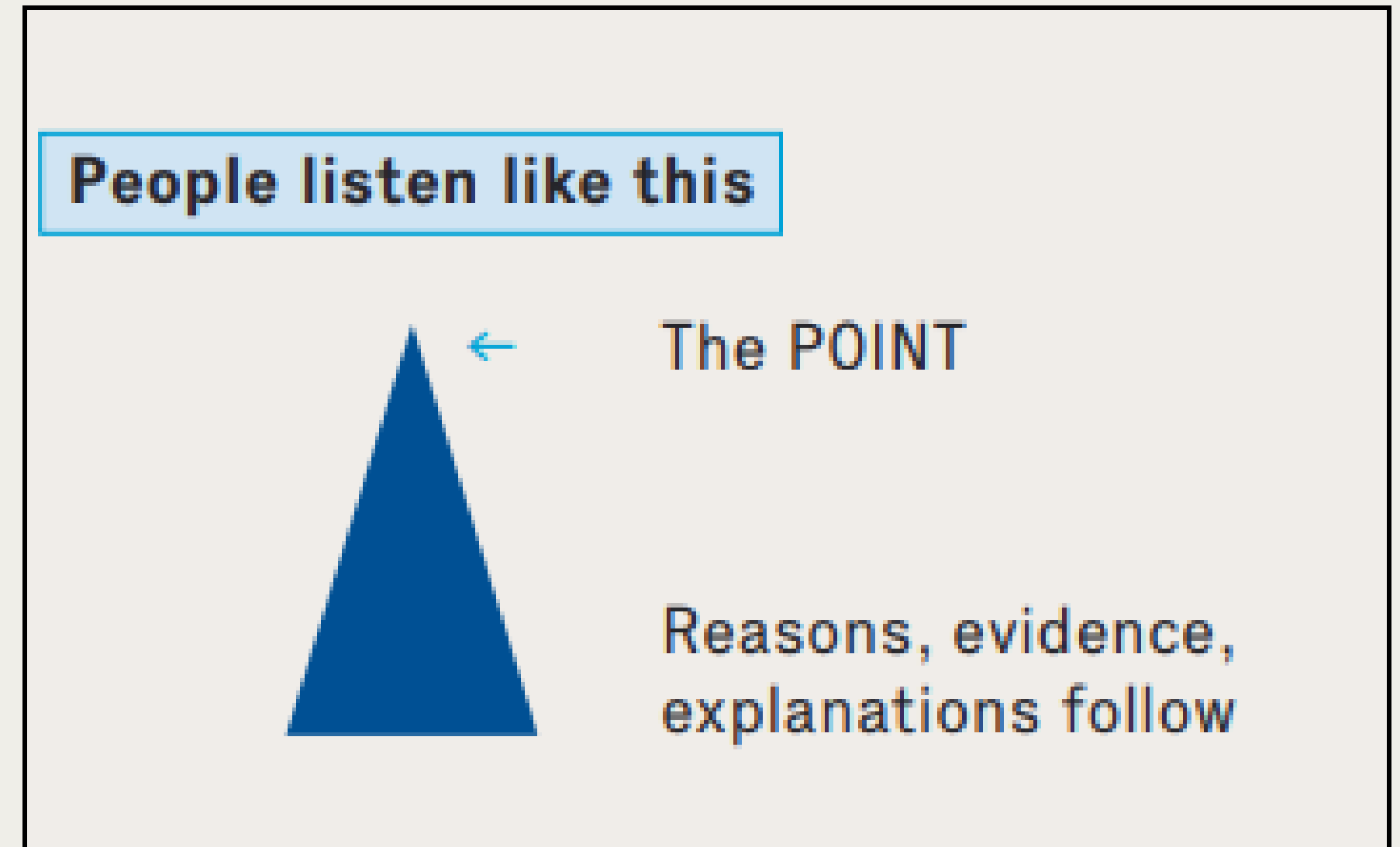
## What your audience thinks:

- Why is this important for me?
- Why should I care?
- How will this benefit me and my family?



# Get to your POINT... as fast as possible

- Once you know where you are aiming, you must get there as fast as possible
- We tend to listen when our attention is grabbed quickly and focus is achieved



# Make your message stick

## What Neuroscience tells us about adult brains:

- **Our brains are wired to forget, not to remember.**
- **Multisensory communications increases understanding and retention of information.**
- **When people have something to do, even if it is to call a number, visit a website, be vigilant, etc., they tend to remember messages more.**
- **A call to action helps to boost memorisation**
- **People remember what is outstanding or things that have particular meaning to THEM.**
- **Your messages must be adapted to your audiences and channels**

# Make your message stick

## What Neuroscience tells us about adult brains:

- The human brain chunks information into manageable sizes.
  - Most people cannot retain more than 7 +/- 2 pieces of information.
  - It is safe not to expect people to remember more than 5 things. 3 is optimal.
- People understand and retain information if there are regular “breaks”.
  - Present one idea at a time.
- Great educators, entertainers and salespersons know that people remember the beginning and the end. The middle is often a vast cognitive wasteland.



# 7 Cs of Veterinary Services' communications

1. **C**ommand attention
2. **C**larify the message
3. **C**ommunicate a benefit
4. **C**onsistency counts
5. **C**ater to the heart and head
6. **C**reate trust
7. **C**all to action





1. Command attention

2. Clarify the message

5. Cater to the heart and head

3. Communicate a benefit

4. Consistency counts

**RABIES STILL KILLS**

**>59,000** people a year

1 person every **9 minutes**

Mostly **children**

In **2/3** of the countries worldwide

**AND YET, IT IS 100% PREVENTABLE!**

**99%** human rabies cases originate from dog bites

**NO MORE DEATHS FROM RABIES! VACCINATE DOGS!**

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Founded as OIE

[www.woah.org/rabies](http://www.woah.org/rabies)

The infographic features several red circles highlighting key elements: the title, the statistics on deaths and time, the world map, the '100% preventable' statement, the '99%' statistic, and the 'VACCINATE DOGS!' call to action. A black arrow points from the '100% preventable' section towards the 'Call to action' label on the right.

7. Call to action

6. Create trust

# 7 Cs of Veterinary for Messaging

**1. Command attention**

Taylor your communication as: First and frequent, timely is crucial  
Transparent and honest, be open about uncertainty

**2. Clarify the message**

**3. Communicate a benefit**

Care and empathy, acknowledge fear and suffering

**4. Consistency counts**

Credible and understandable, accuracy, clear, short

**5. Cater to the heart and head**

Committed and engaged with the population

**6. Create trust**

**7. Call to action**

Based on listening, address concerns, collect feedback and adapt

# Take away messages

- Never start messaging without a SOCO.
- Having your SOCO in mind, get to the point as fast as possible.
- Put yourself in the feet of your audience
- What are they thinking?
- Consider levels of outrage!
- All health communication is about communicating risk.





# Thank you



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