

EFFECTIVE HEALTH COMMUNICATION

When working with library patrons, It is important to keep the following guidelines for effective health communication in mind.

CLEAR



- Use clear communication
- Use plain language
- Simple messages
- Need to know information (3 - 5 items)
- Anticipate misunderstanding
- Confirm understanding
- Clarify
- Objective, judgement free



LESS CLEAR

- Use medical jargon
- Complex messages
- Provide nice-to-know information
- Assume understanding
- Infer understanding
- repeat the same thing (louder)
- Inadvertently Shame

