

A graphic of a staircase with four steps, colored in orange, blue, green, and blue from top to bottom. The word "STEP" is in red, "UP" is in red, "FOR YOUR" is in blue, and "HEALTH" is in green.

# STEP UP FOR YOUR HEALTH

*Small Steps Lead to Big Results*

# SPOKESPERSON Training

World Health Organization  
Ministry of Health The Maldives



World Health  
Organization

Country Office for the Republic of Maldives



**STEP  
UP FOR YOUR  
HEALTH**

*Small Steps Lead to Big Results*



## Foreword

Spokespeople are the face and voice of an idea, a campaign, or a solution. To be successful – and penetrate the media landscape – the spokesperson should be credible as well as likeable and technically grounded in their subject. The 24-hour media cycle is now the norm. Too many self-proclaimed experts at the push of a button can create confusion and provide misleading information. When the subject is health that erroneous information can lead to disastrous results.

Even without conflicting opinions – planning, preparing, and rehearsing are standard practice for a knowledgeable and credible delivery. For the government of Maldives Ministry of Health’s Let’s Get Healthier campaign the technical spokesperson turns complicated scientific data and terminology into information and do-able actions that diverse audiences understand and will do.

This media training guide has been designed to assist spokespersons through a systematic process plan and prepare how to effectively explain, introduce, and inform Maldivians about the benefits and advantages of adopting a healthier lifestyle.

We appreciate the opportunity to contribute to the Government of Maldives’ Ministry of Health and the World Health Organization’s Step Up for Your Health campaign and immense credit to the spokespersons that are the faces and voices of this important initiative.

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### CERTIFICATE OF COMPLETION

SESSION  
**1**

# GETTING STARTED

## Registration and Pre-Training Survey

**Objective:**

Organize participants and complete the pre-training survey

**Materials needed for the Workshop:** Flipchart, masking tape, markers, notepads, pencils or pens, name tags  
**Equipment:** video camera, sound equipment, and monitor  
**Personnel:** Guest speaker and video crew  
**Participant Handout:** Pre-Training Survey  
*Trainer individual greets each participant and collect surveys*

**Note to Trainer:** Prior to the training select television or radio ads that are examples of good and bad spokespeople, and ads that repeated key message multiple times. Do not have to be related to health or the focus areas.

**Note:**

Ambush Interview should be conducted prior to the Registration Session.  
Make appointments in advance with participants you will interview.  
Not all participants need to be ambushed.



## Welcome and Introduction

### Objective:

Welcome the participants and thank them for their participation

#### Participant Handout:

Frequently Asked Questions on Non-Communicable Diseases  
Ministry of Health's Communication Overview  
Backgrounder on NCD Statistics in Maldives  
Backgrounder on Step Up for Your Health Campaign

### Trainer says in his/her own words:

Welcome and brief introduction of why they have been asked to participate

Provides a brief overview of the ministry of Maldives communication campaign to address NCD: *Step Up for Your Health: Small Steps Lead to Big Results*

Explains their selection as a spokesperson

- They are recognized credible technical expert in non-communicable diseases
- Have experience working with the media, stakeholders, and in many cases the general public
- Understand the importance in addressing the four key health areas highlighted in the campaign

**Note to Trainer:** Having a guest speaker that is an expert on NCD could speak for about 15 minutes on the importance of public awareness and a need for behavior change among key populations. If a guest speaker is not selected then the trainer or one of the participants could speak about it.

## Introduction of Participants

### Objective:

Allow participants to introduce themselves and meet the other participants

### Trainer should lead this Session by introducing him/herself first:

*My name is \_\_\_ and I'm from \_\_\_ (organization, company, government office, geographic location, and a personal note), and I am conducting this workshop today.*

*I'd like for each of you to introduce yourself and tell us something about yourself as well as your name and your organization.*

**Note to Trainer:** Keep notes on what each participant said for future reference.

## Introduction of Participants

### Objective:

Allow participants to introduce themselves and meet the other participants.

#### Participant Handout:

Backgrounder on Non-Communicable Disease Statistics

### Trainer says

*Our objective of the workshop is two-folded:*

- 1. prepare each of you on the techniques and tools to be a confident technical spokesperson for the ministry of Health's Step Up for Your Health campaign*
- 2. familiarize you with the issues and solutions related to non-communicable diseases*

*The rise in health issues caused by non-communicable diseases is growing in Maldives. More than 70 percent of deaths can be attributed to heart and respiratory illnesses.*

**Trainer references the NCD Statistical Backgrounder**

**Trainer asks participants spokesperson and working with NCD**

# SESSION 2

## THE MEDIA

### Registration and Pre-Training Survey

#### Objective:

Organize participants and complete the pre-training survey

#### Participants Materials:

How to do Digital Communication  
Job Aids on NCD

#### Trainer asks the participants

*How do you define media?*

Participants to respond:

Listen to see if responses include

Newspaper

Television

Radio

Magazines

**Trainer should listen to see if participants name social or digital media – You Tube, Twitter, FaceBook, LinkedIn, Instagram**

#### Trainer says

*Media landscape has changed and information travels very fast and answers may only be 140 characters.*

**Trainer asks for a group discussion (name each social media individually)**

*How many of you have Twitter account?*

*Professional Facebook page?*

*Instagram?*

*LinkedIn?*

*How often do you use them?*

*Do you follow others...and if so who?*

Participants to respond.

#### Trainer says

*The media landscape has changed radically. News cycles and information is disseminated in nano-seconds and sources of information have expanded beyond radio and television and print to include digital and web-based communication outlets such as Facebook, Twitter, YouTube, Instagram.*

*Audiences can be segmented by age (younger audiences receive more of their information from digital, social, and mobile platforms) where older audiences rely on traditional media such as radio, television, and print.*

*Experts with the fast-moving media can be anyone with a mobile phone to express their opinions and spread correct or misinformation.*

*Message information or content stays the same. It may be modified to appeal or be understood by specific audiences.*

*Media – traditional or digital – is critical ally to spokespeople and effective communication campaigns.*

**Trainer asks for a group discussion.**

Participants respond.

**Trainer should make sure some of the following points are raised**

*Advantages*

- Media reaches many people
- Media quickly gets out emergency information
- Media can give details and background information on a subject including benefits, and do-able actions
- For an emergency media are public resource for response and action
- Media can be a public forum for discussion to give out correct information or quell rumors

**Trainer ask participants what are the disadvantages of the media.**

**Trainer should make sure the following are reported.**

#### Disadvantages

- Media does not present the story in positive light
- Misrepresent situation or provides misinformation
- Reporting unsubstantiated rumors or incorrect information
- Desire or pressure to get a message out first
- Social media – everyone is an expert and has a wider audience
- News travels very fast through social media

Trainer should ask for examples of how the media has been effective in promoting and informing about health issues and also less successful examples

# SESSION 3

## MESSAGE DEVELOPMENT

### Preparation and Practice

#### Objective:

Develop key messages on the four steps of the MOH communication campaign

**Participant Handout:** #1 Checklist- Preparing for an Interview

#### Trainer says

*In preparing for a media interview or making a presentation there are several things to know:*

- *Who are you talking to?*
- *How are you talking to your audience – in person, in print, or broadcast media, or through digital media?*
- *What are you asking them to do?*

*The answers to these questions will determine your messages or talking points, your media strategy, and how you deliver your messages.*

*To be an effective spokesperson you need to plan, prepare and practice...for all situations and conditions.*

*Messages and ease in an interview or in front of an audience should be second-nature but that does not mean you speak informally or without preparation.*

PLAN

PREPARE

PRACTICE

## Messages = Do-able Actions

### Objective:

Participants understand how to turn do-able actions into messages

#### Participants Handouts:

Messages for Providers  
Messages for Public  
Patient and Provider Agreement

### Trainer says

*Messages should inform and motivate your target audiences.*

*Messages turn science (evidence) and data into understandable behaviors and practices.*

### Trainer ask

*Can you name positive behaviors or do-able actions and behaviors that are included in the **Step Up for Your Health campaign**.*

#### Trainer should listen for:

Exercise – walk, play, be active

Eat fruits and vegetables, cut back on sugar, grill fish and meat do not fry

Do Not Smoke

Use medicines wisely, talk to your doctor about medicines you are taking

## Words. Words. Words.

### Objective:

Understand that words need to be succinct and simple so all audiences can understand what is being said

### Trainer says

*Words carry great weight.*

*Keep in mind who you are talking to, what they may understand, and how you say it.*

### Trainer ask participants

*What are examples of technical language that we should avoid in developing messages?*

*What are examples of non-technical words or terms we should avoid that may be offense in this culture?*

## Group Exercise

Trainer ask participants to turn scientific data into do-able actions

**Note to Trainer:** Make sure the action is realistic. What will the audiences really be able to do based on their lifestyles and schedules but will also give an impact on their health.

## What to Say

### Objective:

Participants understand and apply the process of developing effective messages

#### Participant Materials:

Job Aids for Providers  
Handout #2 Checklist for Developing Messages

### Trainer says

*There are several steps to putting together an effective message*

- Establish objective – What is the key point you want to make
- Define target audiences – who are you talking too
- What are others saying about this issue – negative and incorrect information or correct information
- What data or evidence supports the message

## Group Exercise

Trainer has a participant lead a group activity to see if the participants understand

Participants as a group work through this process to develop messages for one of the key health issues – exercise, eating smarter, not smoking, and use medication's wisely.

Trainer divides the participants into teams of two – each team is given a specific health pillar. The team is to identify the audience they would be talking to; the media outlet or channel; and develop the messages they believe are relevant to the health issue, audience and media.

Each group should use a different media: print, broadcast, and social or digital media.

**Trainer is to:**

- Remind the group that messages will be different for various audiences (especially officials versus health workers versus public).
- Each message must focus on action and take into account points of view.
- Have each group to present their messages

**Trainer ask**

Was this hard to do? What made it difficult?

What made it easier to write the talking points?

What other information did you wish you had to help you write them?

What questions do you have for your audience?

How confident are you that your messages will be accepted by the audience? Why?



# CRITIQUE OF INTERVIEWS

**Objective:**

Review ambush interviews to critique areas of strengthen and where work is needed

**Participant Handout:** #4 Interview Evaluation

**Trainer says**

*Based on what we've been discussing let's watch the interviews we did this morning.*

Play each video and discuss

**Trainer ask**

*What information were you able to convey?*

*Did the interviewer ask for any preventive information?*

*What would the public have learned from this interview if it were broadcast?*

*Did the interviewer ask leading questions? How did the interviewer respond?*

**Note to Trainer:** Participants in general like to see themselves on video because it allows them to see how others see them and they do learn from their efforts. Do show everyone's video but move along quickly and give each video equal time.

# SESSION 5

## TURNING MESSAGES INTO A RESPONSE

### Repetition...Repetition...Repetition

#### Objective:

Understand the importance of repeating a message several times in an answer is a critical teaching tool for audiences to remember

#### Participants Materials:

paper and pen

#### Trainer says

*Rarely does anyone remember a message they hear only one time. We learn by repetition.*

*I want to play a radio spot for you to listen to and I want each of you to write down what the message is and the number of times the message is stated.*

Trainer plays a radio or television advertisement

Trainer ask each participant to state the message and how many times they heard it

**Note to Trainer:** Radio or television advertisements used for this exercise do not have to be health-focused but can be for commercial products. Fast food restaurants, car dealerships, and sales are often the best in repetitive messaging. Ads can be from other countries if language is understood.

### The Four Part Answer

#### Objective:

Participants learn how to craft a response that repeats the message

#### Trainer says

*We now know that we need to be – what?*

Participants should respond with the following

1. Repetitive
2. Succinct
3. Do-able actions
4. Simple to understand
5. Engaged

#### Trainer says

*So how do we get our message out there several times when we have a short period of time and only one question?*

*There is a way – called The Four-Part Answer – that helps us to craft a response that allows us to state our message and repeat it.*

*We do this by breaking each answer into four parts*

1. Restate the question in your own words
2. Give a summary statement with the message that responds to the question
3. Substantiate the message with examples, facts, and data
4. Leave with a positive and restate the message

#### Example

Trainer ask a participant to read the following example

#### Participant reads the following:

You've mentioned that smoking and inactivity are high risk behaviors that can lead to a non-communicable disease. It sounds as if we can prevent having heart or lung disease.

#### [Question Restated]

For a majority of people non-communicable diseases such as heart or lung disease can be prevented by our lifestyle decisions. We don't have to be sick.

#### -Summary Statement-

Research by leading universities and health organizations like the World Health Organization repeatedly show that adopting healthy lifestyle, such as eating smart, being active, and not smoking will prevent these debilitating diseases. If you take small steps in these areas they will lead to big results.

**-Support-**

The actions do not have to be extreme. People's lives are busy and there are other demands on their time, but studies show that small actions such as walking 20 minutes a day, and cutting back on sugary foods and adding fruits and vegetables to the diet makes a real difference. And, if you now smoke, STOP, and if you don't smoke, don't start.

**-Switch to Positive-**

These diseases are preventable. They can be done by small steps. The long-term advantages by taking these small actions are that you will have an active and healthy life. Those are big results.

**-Transition-**

It is important that you understand your behaviors will also benefit your family and contribute to their good health and long-term health behaviors.

## Forming a Four-Part Answer

**Objective:**

Apply the Four-Part Answer for a public health NCD action

**Group Exercise**

Trainer asks one participant to lead the group in drafting a response following the Four-Part Answer



## DELIVERY

**Objective:**

Understand the importance of repeating a message several times in an answer is a critical teaching tool for audiences to remember

**Group Exercise**

Trainer conducts an exercise

Show video clips of well-known experts and critique what they say and how they physically present themselves (good and bad examples for comparison). Does their physical presentation match what they are saying?

**Trainer makes the following points:**

- *Research shows that trustworthiness is established in first 9-30 seconds of an interview*
- *Trust, caring, empathy are shown through body and verbal language*
- *Body language conveys 75 percent of the message to the viewer*
- *Verbal language - you must acknowledge your audience's feelings whether uncertainty or reservations, and also how doable this action is*
- *Simple language - use the words and terms that the public uses, to establish connection*
- *If you establish trust and empathy right away in the interview, the public will be more likely to listen and believe you*
- *Body language for inter-personal communication and interviewing: eye contact (or not?), nodding head, showing attention to speaker, leaning forward*

*These same skills help a person appear confident and trust-worthy when they are being interviewed*

**Trainer ask participants**

*What types of body language in their culture makes them credible and trustworthy?*

**Discussion**

## Preparing for Video

### Objective:

Experience in combining the messages and delivery into an on-camera interview and establishing trust and credibility as well as authority to encourage positive behaviors

#### Participants Handouts:

Guidelines for Spokespeople

### Trainer reviews the key points

*Simplify language and words*

*Add emotion*

*Use statistics and data*

*Be engaged*

### Trainer says to participants

*Take a few minutes to read through your messages and revise where needed*

#### Trainer reviews the Guide for Spokespeople

1. Be calm when talking to the media or the public
2. Use data and facts. Avoid hypothesis
3. If you do not understand the questions, ask the interviewer to repeat it.
4. Repeat the question before you answer to make sure you understand the question
5. Acknowledge there are different opinions and positions
6. Do not ridicule the public's response
7. Do not lie or make assumptions - Aim for total candor and transparency.
8. If you don't know the answer, say you do not know and say you will find out (and then get the answer)
9. Think about what you say or write. There is no off the record.

## On Camera

### Objective:

Participants combine messages with delivery

**Note to Trainer:** Prepare five questions to ask the participants in their on-camera interview. You can use the same questions but you may want to mix them up or rephrase them. Listen carefully to their answers, if they struggle with an explanation or response you may consider repeated that question or issue.

### Trainer conducts the on-camera interviews

Each participant is asked a series of questions in a two-minute interview

Video each participant.

Trainer replays each video and leads the discussion asking:

*How did you do? Did you succeed in being credible, believable, understanding and staying on message?*

*How does the limited amount of time affect what messages you are able to say?*

*Was it difficult to show empathy or easier? Why?*

*What do you need to make this more natural?*

**Note to Trainer:** Participants are often harder on themselves than anyone else is. Do point out positives and negatives. Provide pointers on how to make improvements if they do not know how. Watch for how natural the participants are on camera. You should evaluate each participant and make recommendations to the host on who would make good spokespeople.



## WRAP UP AND POST-TRAINING SURVEY

### **Objective:**

Highlight what they have been taught and answer any questions

### **Trainer says**

*Thank you for participating. It has been a delight and congratulations on your willingness to go through this rigorous workshop.*

**Trainer asks if there are any questions**

### **Trainer says**

*Please complete your post-training survey and thank you very much*

## ANNEX 1

### PRELIMINARY ACTIVITY: AMBUSH INTERVIEWS

(30 MINUTES)

#### Objective:

Demonstrate to spokespeople the value of preparation and practice to better respond to media or the general public.

#### Instructions

On camera interview the participants (tape to be played back later in the training). Prepare for these interviews ahead of time by writing relevant questions that are realistic and timely. Interviewer should interrupt the spokesperson's answers, move the conversation along, and end the interview quickly. Questions should be related to a recent health incident in the community or a health issue being discussed by policy makers or general public and includes misinformation or misquotes.

Include communication challenges, such as "speaking off the record" or asking questions in a leading negative way. Video from this activity will be used later in the training.



## ANNEX 2

### PRE-TRAINING SURVEY

*Please respond with a short answer or circle the appropriate answer provided*

1. Have you ever been a spokesperson for a program or issue previously? Yes or No  
If yes, please explain:

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2. What do you look forward to learning from today's spokesperson workshop?

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3. How do you receive your news or information, i.e., television, radio, print, social media, internet, word of mouth, professional or trade publications?

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4. Have you participated in a spokesperson workshop previously? Yes or No?

5. Do you have your own or professional social media accounts, i.e., Facebook, Twitter, LinkedIn? Yes or No. If yes, what media

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*Thank you for participating!*

