

Engaging your audience with effective messaging

The Long Term Workforce Plan emphasised the importance of retaining our valued NHS workforce. Employers should be looking at their wellbeing offer and critically evaluating the experience of staff through all stages of their careers.

A positive staff experience and a rounded support offer are vital to encouraging staff to remain in the workplace. Our guide provides practical tools that will help NHS health and wellbeing and staff experience leads deliver successful communications campaigns and initiatives to support their colleagues.

Clear, simple, honest messaging works. It is important that your strategy is respected, and people are most likely to respect information that is well presented, easy to understand and is without any spelling or grammatical errors.

Keep it short and simple - Using simple language and keeping your sentences short and punchy will help people in your organisation to digest information easily. Avoid jargon where possible and always remember that you're writing for your reader, not for yourself. So, get creative, be original and think about ways in which your messages can stand out from the crowd.

Use facts, figures and statistics - Think about how you can incorporate figures and statistics into your messaging, as they are an effective way of getting the reader's attention. It is beneficial to use localised data to make your messages relevant to your audience. Modifying your communications can engage those who are hard to reach in any particular group. Find out what local data is available to you to make your messages more interesting to your audience. For example, you could use the exact amount of stairs in your organisation and how many calories they would burn walking up rather than getting the lift.

Use personal stories - Asking for quotes and testimonials to use on materials is a good way of allowing your audience to see how the health and wellbeing initiative have impacted on other people. It is often the personal stories that help people to understand the benefits of a programme.

Further reading:

- [Using technology to communicate your reward offer](#) these examples give you a snapshot of how some NHS organisations are using technology to make staff aware of their reward and benefits.
- [Improving deaf awareness in the workplace](#) - Sam Penney is a staff nurse with severe hearing loss. Sam shares some of the challenges she has faced and encourages everyone to be more deaf aware.
- [Seven suggestions for sustaining engagement in tough times](#): we've captured top tips from some of the best performing organisations in the 2021 NHS Staff Survey.
- [NHS staff wellbeing needs poster](#) - This resource highlights the importance of basic needs to help ensure our NHS people feel healthy at work.