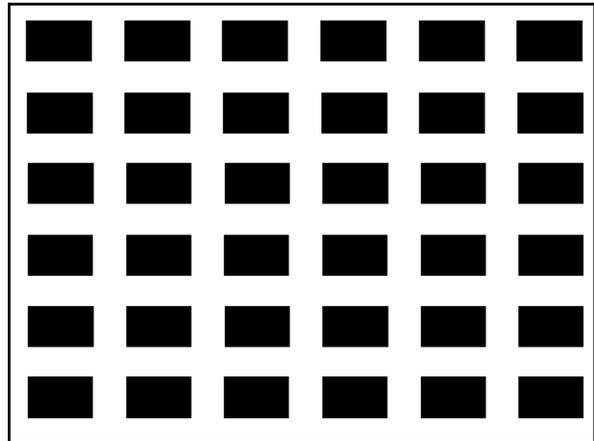


On one of the pieces of paper hanging on the wall, list 2 groups of people that you consider "Hard-To-Reach"



- ### Communication Styles
- Oral Culture
    - Natural state
    - Attuned to our senses
    - Relationships, spontaneous, repetitive, emotional, holistic,
  - Print Culture
    - Learned way of relating to the world
    - Process and analyze information
    - Linear, time, self-disciplined, ability to strategize, ability to delay gratification

### Communication Styles

To be effective, we must use both oral and print cultures together.

**Oral + Print+ Hands-On+ Pictures+ Listening= Successful Message**



**How** you say it is just as important as **what** you say

- 3-5 key messages
- 5-8<sup>th</sup> grade reading level
- Spoken reinforced with written – use the senses
- Be positive
- Repetition
- Communication goes beyond words



Different techniques and challenges for different groups.

**Communication Techniques**

- Clear message
- Relates to lived experience
- Rally help from community
- Know your audience
- Set goals, gain feedback, reflect/review

**Communication Techniques**

Take the question posed to you and answer it with a key message

**BENEFIT:** Steers people back to relevant topics and key messages

**Communication Challenge**

My 10-month-old is 28 pounds. I would really like to turn him around so that I can see and reach him.

KEY MESSAGES:

- Rear-facing as long as possible
- Body isn't developed to withstand crash force
- Distracted driving is unsafe

**Communication Techniques**

"You have some good concerns and I do understand why you want him forward facing. We know that his neck at 10m is not quite strong enough and rear-facing would protect him from withstanding serious injuries. Besides, I can't think of anything you could safely do for him while driving."

### Communication Techniques

Use a word/phrase to signal to your audience that a particular point is critical.

**BENEFIT:** Reinforces your key message

### Communication Challenge

“When our family goes on a bike ride, my wife and I make sure our children are using a helmet, however as adults, we do not.”

KEY MESSAGES:

- What happens to the child if something happens to the adult.
- Parents and caregivers are role models.
- What they learn as children, they will do as adults.

### Communication Techniques

The **reason it is so important** for you and your wife to use helmets is it protects your heads; what will happen to your children if something happens to you?”

The **most important thing** for you to do is set a good example for your children.

The **ultimate goal** is to protect everyone’s head in a crash.

What do you mean you don’t understand, I just told you what to do?

**Bucket seat**





Bobbi Paper  
Injury Prevention Coordinator  
Sanford Children's  
Safe Kids Fargo/Moorhead  
[bobbi.paper@sanfordhealth.org](mailto:bobbi.paper@sanfordhealth.org)  
701-234-7233