



Apply the Science of Narrative to Reach Your Underserved Audiences.



Given the inequitable impacts of our current crisis, it's more important than ever that we communicate with vulnerable populations.

- ✓ Older Adults
- ✓ Low Income People
- ✓ Lower Literacy Adults
- ✓ People Of Color
- ✓ The Uninsured
- ✓ Caregivers

How do we reach these audiences when in-person contact isn't possible?

We've learned it's not just a question of finding people online — we also need to build lasting relationships to sustain their engagement attention over time. In our work building message frameworks to recruit 340k+ older adults to health programs, we've learned several lessons

that can help with this challenge. We applied the science of narrative to engage regular people in the fight to end a major disease and have tested health-related messages with diverse populations 55 and over.

Here's what we've learned through our work with clients focused on aging and health:

- ▲ When communicating directly with **older adults on any topic, or communicating about ending disease:**
 - △ **Minimize the number of steps involved**
 - △ **Simplify visual complexity as much as possible**
 - △ **Provide all necessary knowledge and resources about each step in the process** (e.g., *if asking for sensitive information, let people know why*)
 - △ **Put credible people out front with affiliations to well-known institutions.**
 - △ **Craft language for the “head and heart”**
- ▲ Make sure to include **lower-literacy populations in your communications.** Forty-three percent of adult Americans are “lower literacy,” according to the National Assessment of Adult Literacy. Improving the accessibility of your comms for these readers improves access for everyone.
- ▲ Think about moving from a transactional to relational to transformational dynamic with your audiences. Be prepared to build trust over time, so that when your audience is ready to take action, you're ready and waiting.
- ▲ Despite its challenges, Facebook remains the most successful platform for reaching older adults — **46% of Americans 65 and older use the platform regularly.**
- ▲ Older adults see themselves as younger than they may appear to others. Whatever the age demographic of your target audience, use photos of people at a younger age than you might have expected.
- ▲ Scientists and researchers can be compelling storytellers. **Consider putting them at the front and center of your messages.**
- ▲ Coronavirus is scary. Language can help us overcome our fears and confront the challenge. Read more about language that can help bring people into health programs **here.** Some highlights:
 - △ **Adopt clarity and transparency to achieve trust.**
 - △ **Emphasize action and create a sense of momentum.**
 - △ **Use language that cues hope and optimism.**

Some areas where we can help:

- ▲ Creating clear, credible content that older adults will turn to, over and over again, to stay informed about complex topics.
- ▲ Making sure your online communications meet the needs of the 43% of adults who are “lower literacy,” according to the National Assessment of Adult Literacy.
- ▲ Optimizing strategies for Facebook, which remains the platform most heavily used among older adults.
- ▲ Developing content based on narrative strategy specifically designed to attract people into health programs.
- ▲ Developing, testing, and refining messages targeted to hard-to-reach populations, particularly communities of color
- ▲ Increasing conversion rates by researching how actual users navigate your site and understanding what they need and want but aren't getting.

Insights in Action

SMALL EDITS, BIG IMPACT

Simple adjustments, like foregrounding logos from highly-respected institutional partners, helped increase home page conversions for Banner Alzheimer's Institute's Alzheimer's Prevention Registry to 20-40%.

TRUST BUILDS OVER TIME

Ongoing communication through email with list members helps move relationships from transactional to transformational. By building trust with our audience over time, we achieved a sign-up rate of 27% for an at-home genotyping program.

SMARTER TOGETHER

Bringing together experts and foregrounding their work, Provoc gave the Leadership Council of Aging Organizations new visibility and traction with online audiences through a bright new brand identity and revitalized web presence.

For more information on how Provoc can help you meet the challenges of this moment, please contact us today.

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