

Communicating partnership and project activity

You can communicate the activity you carry out as part of a health partnership in different ways: blog posts, pieces of reflective writing, short updates for social media and activity reports.

Each partnership or project has a page on the CGHP website which acts as the source of truth: this is where all communications should point to for further background and detail. Start by checking whether this page accurately describes the partnership and let the CGHP Communications Lead know if changes are required. Check your page here: [Health partnerships – Cambridge Global Health Partnerships \(cambridgeghp.org\)](https://www.cambridgeglobalhealthpartnerships.org/health-partnerships)

The project and partnership updates you provide are shared on CGHP socials and across partner organisations including Cambridge University Hospitals (CUH) channels. The audience is broad and includes healthcare staff, partner organisations, donors, funders and students. Do not assume technical/ medical knowledge and always explain processes, procedures and terminology that may be obvious to you.

In summary, think about the simplest way to make your point using the guidance below.

What to write about

- What the partnership is trying to achieve and why this is important.
- How the project relates to a key global health topic.
- New approaches, initiatives or collaborations you are trying.
- The different specialities involved and why these are needed.
- The working model and value of different approaches (i.e. in person visits, remote support).
- The similarities / differences between the UK and partner country approach.
- Reciprocal learning / changes in practice / innovations that have occurred or are forecast to happen as a result of the partnership or project activities.
- Why you chose to get involved in global health work.
- Your experiences so far and how your involvement has impacted you personally and professionally.
- A story or interview with an overseas partner, patient or colleague.

For more ideas explore the [CGHP blog](#) and follow CGHP on socials:

Twitter: <https://twitter.com/CambGHP>

Facebook: <https://www.facebook.com/CambGHP/>

Insta: <https://www.instagram.com/cambghp/>

LinkedIn: <https://www.linkedin.com/company/cambridge-global-health-partnerships/>

Planning questions

To make sure your main message is understandable, think about these questions before you start writing/ interviewing:

1. How familiar is your audience with the topic? Do you need to provide background information to create awareness?
2. What is your most important message, i.e. what do you want your audience to do? How can you highlight it?
3. Does your message clearly state the action you want the audience to take?
4. Can you use photos to illustrate the main messages?
5. Are you using uncomplicated language that the audience will be able to understand quickly?

How to write

Think of your audience as non-expert and avoid using technical language. People are more likely to trust and act on information they understand, so be clear about the action you want the audience to take or the thing you want them to remember and get to the point quickly:

- Organise information so the most important points come first.
- Break long and complicated information into understandable portions.
- Use simple language to explain the meaning of technical terms.
- Use subheadings and bullet points to break up the text and make it easy to skim.

Tell human stories

Connect the partnership activity to real-life situations by telling stories about the people impacted. For example:

- Interview patients (if appropriate) who have been or will be positively impacted by a partnership initiative.
- Focus on local healthcare staff who've implemented or who are trying to implement procedure or practice change, or who are delivering or receiving training.
- Reinforce the authenticity of a story by including quotes from the people highlighted.

Top takeaways

- Use short sentences, succinct paragraphs, sub headings and bullet points.
- Use clear and plain language to explain global health issues and approaches.
- Include a human dimension to demonstrate the need.
- Incorporate photos and/or videos to bring the story to life.
- Include your own reflections and personal experiences.
- Fact check as you do your research and include references as necessary.
- If appropriate, add a call to action, for example to a JustGiving page or to further reading.

Next steps

- Send to sarah.bennett@cghp.org.uk (Communications Lead) for help with editing and review.
- Once the blog / publication is live, please share with your own networks.

Photos

Photography and videography are powerful ways to bring the work to life and demonstrate the urgency and importance of global health inequities. Photos and videos can also inspire people to participate in global health partnerships.

- Aim for active, engaging shots where work is being carried out or a team is working together.
- Take photos from a variety of angles and in both landscape and portrait orientation.
- Prioritise photos of partners and partner staff leading the work or training.
- Get informed consent for any images or stories of others (i.e. – ensure they are written/ taken with the full informed understanding, participation and permission of the subjects).
- Avoid images and messages that reinforce stereotypes or sensationalise.
- Be realistic and respectful of people and the complexity of the local/partner healthcare situation and the dignity of the subject(s).

Check the CGHP Film and Photography Guidance for more detail about informed consent, the type of photos to take and where to share them.

Any questions about communicating your work, please reach out to the CGHP Communications Lead, sarah.bennett@cghp.org.uk