

Whole Person-Centered Health Messaging

For Physical Health Conditions

Innovative Health Communication for Whole Person Care

In today's ever-evolving healthcare landscape, it's crucial that we focus on effective communication and care that extends beyond treating physical conditions. Our approach emphasizes "Whole Person Care," addressing the physical, emotional, and social aspects of an individual's health. In this issue, we'll explore the importance of tailored health communication strategies and delve into Social Determinants of Health (SDOH) to ensure our network delivers the best care possible.

Effective messaging strategies

Finding the right way to communicate can prove to be a complex endeavor. When we engage in conversations and absorb new ideas, we strive to integrate this information into our pre-established mental frameworks. Given the profound nature of some of our work, even seemingly harmless expressions can carry significant complexities. Even individuals with a high level of self-awareness may struggle to convey this contextual understanding. To facilitate effective communication with patients, let's explore some examples of antiquated messaging as well as contemporary health messaging.



Antiquated (Statements to Avoid) **Physical health is the only way to better health.**

- "Regular exercise is important to live a healthy lifestyle."

Weight is the end-goal of health.

- "Balance your calorie intake with physical activity to manage your weight."

Contemporary (Best Practice Statements) **There are multiple dimensions of health** **The Language of Health.**

- "Taking care of your physical, emotional, and spiritual needs is important to your wellbeing."

Health is weight neutral.

- "Nourish your body with foods and activities you enjoy."

One message does not fit all. We must emphasize that understanding your audience is paramount. Our diverse patient population encompasses a rich tapestry of cultures, beliefs, communities, and environments. Crafting meaningful and effective messages begins by considering these aspects. Always engage with your audience to ensure that your message resonates and aligns with their beliefs and needs.

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an treatment tools visit www.Bannerheath.com/bhpprovider-PIT**