



AUDIENCE	CONSIDERATIONS
Ministers of Health and their Deputies	Ministers of health can become powerful advocates for action on chronic disease, informing other policy makers about the issue. They will need to know the scale and cost of tackling chronic disease and the cost-effectiveness of interventions.
Presidents and Prime Ministers	Enormously influential. Along with their own views and personal experience, they may draw on the advice of ministers or other leaders, and on the views of experts, including their personal physicians.
Budgetary decision makers (e.g. cabinet, ministers of finance and planning). Ministers of related sectors and their deputies (e.g. ministers of education, transport, and agriculture)	Require sophisticated information and detailed arguments. Depending on their area of responsibility, they will want to know how making changes in health policy will affect other areas, such as the economy, education, transport or tourism.
Donors/funding agencies for low- and middle-income countries	Will want to assess the return on their investment. May need information on chronic disease and the impact they could achieve with relatively little investment. Will want to see that their investment will help the poorest members of society.
Private sector employers, such as national and local businesses and business associations, and multinationals	Motivation may be a healthy workforce or desire to be good employers. Can implement cost-effective actions on workplace health, such as smoking bans and physical activity opportunities.
Community leaders	Include local government bodies, city councils, mayors and prominent members of civil society, such as religious leaders. They often want what is best for their community but need information and suggestions for specific actions that they can take.
Opinion leaders within the health-care profession	Often scientists and academics. Extremely influential with strong understanding of the issues. Powerful advocates once convinced of the need for action.
Potential allies such as UN agencies and NGOs, including disease-specific charities	Require compelling arguments about why they should get involved, along with facts, figures and messages. Some NGOs will be emotionally motivated, and focused on the need to generate funds. Consumer/patient groups working at the community level are often very motivated, but will probably require information on the issues.