



TARGET AUDIENCE	MESSENGER
General public – when you want to illustrate the human cost of chronic disease.	An individual who suffers from a chronic disease, or a family member who has lost a relative to a preventable condition.
A minister of finance – when you are arguing that investment in chronic disease prevention and control is not only cost-effective but could also provide economic benefits.	A leading international or national economist, or a finance minister from another country, who is able to argue convincingly for the economic benefits of action.
A prime minister considering supporting legislation.	Ministers; current and former aides; political leaders in his or her political party; respected religious and community leaders; leading businesspeople; financial supporters.
General public – when you are seeking to educate and motivate.	Physicians, scientists, academics. Sports figures and celebrities may also be effective messengers for education and motivation.
Physicians – when you are educating about the need for an integrated approach to chronic disease.	Internationally or nationally respected physicians, or physicians who have institutional or economic influence within the medical community. As well as professional contact with their colleagues, such people are often used as expert commentators within the popular or professional media.
Trainee physicians	Medical school professors and lecturers.
Journalists – when you are seeking media coverage of an issue.	Individuals who have personally suffered from chronic disease. If someone from your organization is to be interviewed, it is usually best to have someone who can speak from their own experience – someone who works directly on the issue – as long as (s)he is a good communicator.