Communication (from Latin "communis", meaning to share) is the activity of conveying information through the exchange of thoughts, messages, or information, as by speech, visuals, signals, writing, or behavior. It is the meaningful exchange of information between two or a group of person.

One definition of communication is “any act by which one person gives to or receives from another person information about that person’s needs, desires, perceptions, knowledge, or affective states. Communication may be intentional or unintentional, may involve conventional or unconventional signals, may take linguistic or nonlinguistic forms, and may occur through spoken or other modes.”[1] Communication requires a sender, a message, and a recipient, although the recipient doesn’t have to be present or aware of the sender’s intent to communicate at the time of communication; thus communication can occur across vast distances in time and space. Communication requires that the communicating parties share an area of communicative commonality. The communication process is complete once the receiver has understood the message of the sender.

Successful Communication: A toolkit for cancer registries

NAACCR Annual Conference, June 2013, Austin, TX
Communication...

I speak well,
I write well,
so what’s the fuss??
Why is communications important?

- media interviews
- presentations to policymakers
- engaging with patient advocates
- making cancer registries clinically relevant
Data alone are not enough!

momentum

collaboration

readiness to hear
Successful Communication: A toolkit for cancer registries

NAACCR 2013 – Thinking Big: The future of cancer surveillance

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Introducing the audience...
**Successful Communication:**
**A toolkit for cancer registries**

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Setting the Stage

Dr. Donna Turner, PhD
Epidemiologist
Provincial Director Population Oncology
CancerCare Manitoba
A Communications review: three words

- Prepare
- Perform
- imPress
What’s your story?

And they all lived happily ever after.
Hook them with a good title.
Keep it simple.
Illustrate your story.
Plan for the time you have available.
Dodge the bullet(s).
A Communications review: three words

Prepare

Perform

imPress
Prepare to perform

Edit, edit, edit.

Practice, practice, practice.

Test, test, test.
A Communications review: three words

Prepare

Perform

imPress
Speak clearly,
write clearly,
listen!
Do not read your slides.

It is really not a very good idea to read your slides, because most people can read pretty well and they might actually be so busy reading that they are not listening to the fabulous things you are telling them. [40] And besides, it’s really very boring to have a lot of words on a slide and it gets back to another point: if you have too much text on the slide it just makes your audience tired. Then they don’t listen to you because their brains have already left the room and you are alone. Just you and a wall of text. Especially when the text is so small that you can hardly see it with a pair of binoculars or even the Hubble telescope. To read it you would have to press your face up against the screen and squint. Why do some presenters assume that the audience can read a 10 point font at 150 paces? If it’s important enough to put on the slide, people should be able to read it!!!!
A picture is worth...you know.
Be aware of how you look and sound.
Q: What’s the best medium / approach?
A:
A Communications review: three words

Prepare

Perform

imPress (engage your audience)
imPress (engage your audience)

Know your audience, and know you are not them.
The Reverse Golden Rule:

Do unto others as *they* would have you do to them.
The eyes have it.
Be clear,
be passionate!

Frankly my dear, I’ve never seen a better presentation!
Anticipate the challenges.
Be flexible, and adapt.
Humour?

Tee hee, or not tee hee: that is the question.
A prime directive ...

It’s not about you.

*It’s all about them.*
A Communications review: three words

Prepare

Perform

imPress
Who are *they*?

- define your audience (who are you talking to?)
- know your audience (what format do they require?)
- tailor messages to your audience (make them care)
they are...

public

peers

press

physicians
Any questions? Thank you!
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