

In addition to recognition of the awesome obstacles to communication mentioned above a communicator must be aware of certain principles of effective communication.

1. The first of these principles is to assume non-compliance from your audience. In the case of physicians, we know that they are bombarded with literally thousands of messages in the course of a month that deal with technical drug information, new drug introductions, new research findings on existing drugs, new Food and Drug administration regulations, etc. We should assume that these physicians will not necessarily do what the messages ask them to do or even listen to the messages.
2. A mistake commonly made in communications is to assume that information is enough to produce behavioral change. If information were enough, very few people in this country would still be smoking. On the side of every pack of cigarettes sold in this country there is a warning from the Surgeon General stating that cigarette smoking is harmful to health. We can assume that every smoker has been informed. Many, however, have not yet been persuaded.
3. It is unwise to assume that a need is recognized by the intended consumer of a product or program. Personal hygiene is a self-evident need from the point of view of health departments everywhere, yet in country after country that need has had to be explained, or, if you will, sold. And very few