

Build Trust and Reduce Friction

A guide for identifying what may stop someone from engaging and how your message can help.

Support Can Be Available and Still Feel Hard to Access

Someone may understand that help, education, or prevention resources exist and still hesitate. They may be afraid, unsure, overwhelmed, or unclear about whether they are in the right place.

Your communication can reduce some of that friction by answering concerns before they become barriers.

Common Friction Points

- Fear of judgment or stigma
- Cost or eligibility concerns
- Privacy worries
- Not knowing what happens next
- Not knowing whether a family member or referral source can call
- Unclear contact information
- Not understanding which service, program, or resource is the right fit



Trust Signals to Make Visible

- Credentials, accreditations, or licensing
- Community partnerships and referral relationships
- Years served or local experience
- Outcomes, impact data, or program results when appropriate
- Clear explanations of process and next steps
- Supportive language and consistent information

Friction Exercise

Write down one concern your audience may have. Then write one sentence that would reduce that concern.

Example

"When you contact us, our team will listen, answer your questions, and help you understand what options may be available."

Reach Out

If you would like help identifying communication barriers and building trust into your messaging, the Dail Digital Team is happy to connect with you.

Visit www.daildigital.com and click 'Reach Out' or email support@daildigital.com today.

