

Clear Communication Can Help People Take the Next Step

A guide for organizations in drug, alcohol, gambling, prevention, and related support spaces.

Why It Matters

Communication is not just promotion. In this field, your message can help people understand what support is available, feel safer asking questions, and know what to do next. The work your organization does may be meaningful, evidence-based, and community-centered. But if someone cannot quickly understand who you help, what you provide, or how to start, the message may not move them closer to support.

What People May Not Understand Yet

- Who your organization helps
- What services, resources, or prevention programs are available
- Whether they are eligible or in the right place
- Whether a family member, school, provider, or referral source can ask questions
- What happens after they call, email, fill out a form, or attend a program
- Whether their question will be handled with privacy, dignity, and respect



Use this Quick Lens

- **Find:** Can people locate the information they need?
- **Understand:** Can they explain what you provide in plain language?
- **Trust:** Do they see signs that your organization is credible and safe?
- **Act:** Is the next step obvious and realistic?

Try This with Your Team

Choose one audience you serve or educate. Write down what they need to know before they feel ready to act. Then identify one piece of communication that could make that answer clearer.

Reach Out

If your team wants a second set of eyes on your messaging, website, outreach materials, or communication strategy, the Dail Digital Team is happy to connect with you.

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

