BCHW MEMBERSHIP DEVELOPMENT

ELEVATE PUBLIC AWARENESS

OF BCHW AND ITS MISSION

WHAT RESISTANCE TO THE INFORMATION

DO WE NEED TO OVERCOME (4)

What are the reasons people give for not accepting information about BCH?

In most instances people are receptive to general information as long as they have the opportunity to digest it at their speed and the method most comfortable to them. If they perceive it to be negative toward them they are more likely to be less receptive.

Which of the following forms of resistance to receiving information have you encountered and how can we address them?

* Poor time to receive information
* Poor place to receive information
* Distractions
* Cannot see relevance to them
* Format of information (i.e. written, verbal, etc.)
* The amount of detail (i.e. too much or too little)
* Fear of having to make a commitment