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Over The Counter 22 Apr 2024: Helping Consumers 'Tune In' To Reliable Health Information, With Kaizo PR's Anita Nahal

by [David Ridley](#)

"Consumers are rewriting the rules when it comes to where they are going for information and the type of information they are looking for," reports Kaizo's Anita Nahal, speaking to HBW Insight's Over the Counter podcast about the agency's latest Communicating Health Messages report. Trust in social media has increased, and personal beliefs and lived experiences are playing a larger role in shaping attitudes to health information, explains Nahal, who is director at the London-based PR agency. However, consumers are also continuing to "tune-out" from health messages and be less critical of sources. To help consumers navigate this new reality, consumer health companies need to adapt, rethink and reset their communication strategies, Nahal advises.

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