

Clear Expression:

Writing from the Technical to the Every Day

WHO: **JHPIEGO**, an international health organization affiliated with The Johns Hopkins University that provides training, health capacity development and support for healthcare providers working in limited resource settings throughout Africa, Asia, the Middle East, Latin America, and Europe.

PROBLEM: This technical organization had existed for 30 years through Federal foreign aid grants. Technical staff focused on subject matter expertise and program delivery. They had never positioned themselves to communicate with audiences necessary to diversify their health portfolio and build a robust organization that speaks to foundations, corporate, and private donors.