

LUCY



Photo by Joshua Tsu @ Unsplash

Lucy is in her first year of nursing practice. She's brilliant, but shy.

In the North, a big issue is rural men who never go to the Doctor and only present when its life-threatening. Lucy has been asked to rectify this by fronting an outreach campaign for her local Trust. It's her first big solo project.

The trouble is, the grumpy farmers are dotted all over the countryside and Lucy can't drive. Despite producing three 'professional-looking' callouts, not a single man has replied. She's even used her own money to post an ad on a Farmers website. Nothing! They're too busy trudging through the mud.

Her friends think it's hilarious (asking farmers to check their bits!) but for Lucy, it's not just embarrassing, it feels like the death of her career. Help!

- What would *you* do?
- What is a low-cost, high-impact way for Lucy to communicate?
- What format? What language? And most importantly, *where*?
- How do you contact people who are not online?