#### **Key messages**

Handout for session 2.1

# Find the core of the message

- Who is the target audience and what are they interested in?
- What overarching message do you want to tell the audience?
- o Research finding
- o Recommendation
- Research activities
- o Research impact

### Make it stick

- Why is the message important to the audience?
- Why should they care about it?
- What about the study/findings is unique or different?
- Does it offer a solution to a problem?

#### Prove it

- What information substantiates the messages?
- What facts, figures and statistics can you use?
- Are there any statements that can be quoted from the research(ers)?

## REFINE TEST FINALISE UPDATE

Overarching message	
Frame the message	
Supporting information	