



[Step 1: Visualise](#)

[Step 2: Package](#)

Step 3: Communicate: present and follow-up

TOOL: Checklist: Communicating science and health research to the public

First, review this [checklist](#) (for Communicating Science and Health Research to the Public) to ensure your communication product meets the criteria described therein.

TOOL: General best practices: Presenting information

Then, here are general best practices to present information:



General best practices to present information include creating a hierarchy, simplifying the communication product, focusing on the findings, linking with external content for further information, and adding a call to action to motivate the reader to react.

- a. **Create a hierarchy**
Put the most important information first for people who are short on time.
- b. **Be concise**
Reduce the length of your communication product until you can simplify no more.
- c. **Focus on your findings**
Some of the most effective communication products have one clear message. If you have multiple messages to share, try breaking them up into a series of communication products.
- d. **Link it out**
Link readers to external content (if you have more information to convey, link to a page on your website or detailed report where they can learn more) and then;
- e. **Add a call to action (CTA)**
What course of action do you need from the stakeholders/users (be clear on the decision-maker's actions). Ask them to do something (add a short and clear CTA that motivates the reader to act).



TIP: Producing well designed communication products is only one part in the puzzle of increasing the use of research evidence by decision and policy makers. There is need to look at other parts including facilitating interactions between researchers and policy-makers to foster relationships that increase chances of greater use of research findings and evidence in policy-making. More in [this article](#).