
Messaging for Trust in Health & Science Communication



1. Understand your audience: tailor messages to their beliefs, needs and values.



2. Start with a single clear and focused message, even if the subject is complex. Be accurate but not more precise than necessary.



3. Back up your message with three fact-based points that will resonate with your audience without overwhelming them with numbers or other data.



4. Bridge back frequently to your main point.

Find out more: <https://qualityhealthcommunication.org/>