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.

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

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