

Effective Message Checklist

- Is the message **clear**?
 - Is it easy to understand?
 - Is it free of jargon?
- Is the message **accurate**?
 - Does it convey what science tells us about the risks?
 - Does it explain what we do not yet understand?
- Is the message **focused**?
 - Are most important points covered?
 - Are extraneous information, clauses, and caveats avoided?
- Is the message constructed with **appropriate tone and appeal**?
 - Does it create a sense of urgency for action?
 - Does it reassure the audience that answers are being sought?
 - Does it avoid confusion or unnecessarily frightening people?
- Is the message **responsive** to audience concerns?
 - Is the information relevant to the audience's concerns ?
 - Is the information important for the audience to know?