

the **BIG IDEA** worksheet

Identify a project you are working on where you need to communicate in a data-driven way.
Reflect upon and fill out the following.

PROJECT _____

WHO IS YOUR AUDIENCE?

- (1) List the primary groups or individuals to whom you'll be communicating.

General Public
Countries with High Vac Rates

- (3) What does your audience care about?

- (4) What action does your audience need to take?

help them get resources to these countries

- (2) If you had to narrow that to a *single person*, who would that be?

Government Official with Neighboring Countries that have lower vac rates

WHAT IS AT STAKE?

What are the *benefits* if your audience acts in the way that you want them to?

stop the spread
herd immunity
safer world
resume to fully normal life

What are the *risks* if they do not?

death / sickness
stop of activities

FORM YOUR BIG IDEA

It should:

- (1) articulate your point of view,
- (2) convey what's at stake, and
- (3) be a complete (and single!) sentence.

As a country with enough resources we should outreach efforts to neighboring countries with lack of vaccinations to help stop the spread and help more countries return fully normal (life before covid).