In Case You Missed It!
An Evidence-Based Communications Resource Round Up

Happy 2019! In the spirit of looking back to move forward into the new year, we bring you this round up of evidence-based communications resources that we have shared over the past year and a half.

We launched this email series in July 2017 as a way to sustain shared learning and spark new thinking about evidence-based communications for social change. The idea was to provide some bite-sized pieces of information along with links to useful resources on a regular basis.

Did you miss some of these emails? Were you just too busy to take a look? (Or perhaps you're new to this email list?) Here's your chance to read through at your leisure, to go back to something you found interesting or to discover a new, helpful idea.

Each of the emails—linked in the section below—provides a basic description of a concept in evidence-based communications, how it could be applied, and links to further reading and resources.

We tackled questions such as:

- [What are the cognitive biases we all hold and how do they influence how we understand messages?](#)
- [What strategies can we use to help audiences retain and recall social justice messages?](#)
- [How can we tap into shared morals and values to help how get our messages heard?](#)
- [What is framing and how should we consider it in our communications?](#)
- [Why are stories so powerful and how can we harness them for social change?](#)
- [Why does it matter which words we choose for our messages?](#)
- [Do messages based on fear motivate change?](#)
- [How should we think about who our audience is and narrow it down?](#)
- [How does the Cambridge Analytica scandal provide a real-world example of ethics concerns?](#)

This last one links to our *Basic Guidance on Research Ethics and Permissions*, a two-page synthesis of insights and helpful references that we gathered from communications research colleagues.

We also worked with experts to create *How to Find Love—Or At Least a Good Partner for Evidence-Based Communications*, a guide about what to consider about if you want to find an external partner to help make your communications for social change more effective—and to build your capacity along the way.

We hope you find this round up useful, and we welcome your feedback and suggestions for future topics.