Improve Information Use

Many of us develop information, but how do we make it more useful and used? Here are three simple steps:

1. Raise awareness – People need to know there is information that can help.

>   **Questions to ask.** How do people know about your efforts and your information?

2. Make it interesting. Present information responding to peoples interests and needs.

>   **Questions to ask.** Does your information respond to the needs and interests of what the target group have said they want?

"TIGRS"
Success Factors

See the TIGRS poster for additional information

3. Make your information <u>actionable</u>. Use the principles of TIGRS to create the **desire** to **test** the information.

>   **T - Trust.** Build trust in you and your information, so they will listen more.
>   **I - Integrate.** Use a range of approaches to help people learn about and see the benefits of promoted technologies.
>   **G - Good**
>   **R – Recommendation(s).** Have recommendations that are clear, concise, practical, easy to test and clearly beneficial.
>   **S - Seeing is believing.** As much as possible, let people <u>see</u> the technology and its benefits.

>   **Questions to ask.**
>   1. How can you build trust even more?
>   2. What methods have you used to promote your message? (Make sure the message is a consistent, credible and relevant.)
>   3. Could someone with the background of your target audience, understand the message, see the benefit and then easily test the method? (In essence, is the information clear, concise, practical, easy to test and clearly beneficial?)
>   4. Can people see examples of the technology benefiting others?

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