

# AID. Turning Information in to Action

**“AID”** - Three simple steps to improve information use.

**1. Available** – Make information easily **available**. People need to be able to easily access information that can help.

**Questions to ask.** Where and how can people easily find your information?

**2. Interesting.** Present information responding to peoples' interests and needs.

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

**3. Doable.** People need to be able to easily test and do something with the information.

Use the principles of TIGRS so your information is used more.

**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 see 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?

