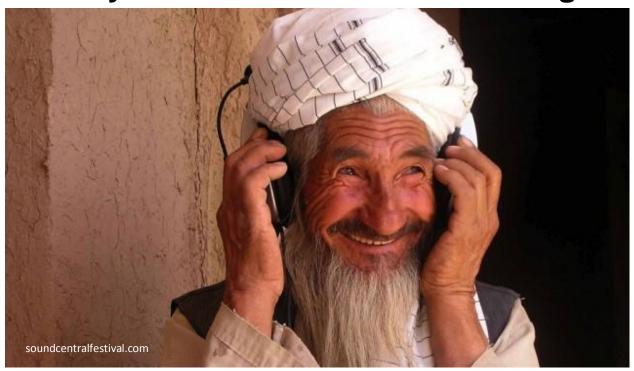
# Does Your Material Engage People?

# Does your information lead to change?



Help people want to act on your information.

### Make your information:

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☐ Is the information easily accessible?

### 2. Interesting

☐ Is the information relevant?

(Does it deal with the audience's needs and interests?)

#### 3. Actionable

Is the information:

- ☐ Clear, concise and practical
- ☐ Clearly beneficial
- ☐ Easily tested?

