

Effective Message Checklist

Use the chart below to rate the effectiveness of your message.

Message Content Checkpoint	Yes	No
1. Is the message clear? (easy to understand and free from jargon)		
2. Is the message consistent? (conveys what science tells us about the risks and what we do not yet understand)		
3. Is the message focused? (covers most important points; avoids extraneous information, clauses, and caveats)		
4. Is the message constructed with appropriate tone and appeal? (creates a sense of urgency for action; reassures the audience that answers are being sought; does not confuse or frighten)		
5. Is the message responsive to audience concerns? (information is relevant and important)		