

Communications & Broader Engagement Toolkit

This toolkit guides synthesis teams on how to communicate research to a variety of audiences.

We recognize that, along with actionable science, synthesis research exists along a spectrum: from advancing an academic idea to informing decision makers and changing behavior.

- A communication strategy will also exist on a continuum, too, to communicate results and translate findings to a variety of audiences and only you and your team can determine what level of engagement is necessary.
- No matter where your research and communication goals fall upon the spectrums, a communication strategy can be tailored to your specific needs.

Table of Contents:

- [Introduction](#) [1]
- [What are your Goals](#) [2]
- [Who are your Audiences](#) [3]
- [How to Reach Your Audiences](#) [4]
- [Crafting a Clear Message](#) [5]
- ["And, But, Therefore" Statement](#) [6]
- [Elements of a Story](#) [7]

Download the Toolkit (coming soon)

