**

**CRAFTING EFFECTIVE MESSAGES IN MATERNAL & CHILD HEALTH**

1. **What is your primary message (three key points)?**
2. **Who is the target audience?**
3. **Who do they trust? Why are you a trustworthy messenger?**
4. **Consider potential conflicting messages or barriers to implementation.**
5. **Where does your target audience go to access information? How will you disseminate the message?**

**Craft your final message!\***

**Remember to keep it simple, clear, and positive.**

***\*consider key partners and allies in message alignment and dissemination***

***\*consider the feedback loop – how will you gather feedback and iterate the message?***