



## 7 Tips for Developing Key Messages

### 1. Know your audience

**Who is your audience?** You may have to adjust your key messages, or add new ones for various audiences. Here are some common audiences for Divisions of Family Practice work:

- Patients/public.
- Media.
- Physicians/division members.
- Stakeholders: health authorities, community partners.

- ✓ Be short and concise (20-second sound bites).
- ✓ Use plain language.
- ✓ No acronyms.
- ✓ Say the message aloud.

### 2. Cover basics

**Who** is doing **what**, **where**, and **when**? **Who** is impacted by your work and **how**?

### 3. Be memorable

What is the **most important thing** you want your audience to **know** and **remember** about you? What is **unique** about this work?

### 4. Answer the “why?”

**Why** are you doing this work? **Why is your message important to the specific audience you are targeting**: what is in it for them? The “why” will be the main reason an audience will engage in your story. You can use a problem or solution, statistic, etc. too, to support this message.

### 5. Anticipate other big questions

Is there another question that your audience is likely to ask that relates to this work?

### 6. Remember the big picture messages

Have you included the provincial funder key messages (if applicable)?

### 7. Include a call to action

How do you want the audience to respond? Is there something you want them to do?