## AID - Does Your Information Lead to Change?



Will people act on your information?

"AID" - Make your information:

- 1. Available
  - □ Is the information easily accessible?
- 2. Interesting
  - ☐ Is the information relevant?

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

3. Doable (Actionable)

Is the information:

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

