Message Design Checklist

1. Keep the message simple:
   - ☐ Make it easy to understand.
   - ☐ Make it short: less is more. Stick to only what is relevant.
   - ☐ Avoid jargon.

2. Know the audience:
   - ☐ Design messages based on the audience's stage of change.
   - ☐ Address the audience's values, norms and beliefs.
   - ☐ Address the audience's needs and priorities.
   - ☐ Consider the tone that most appeals to the audience.

3. Invite the audience to reach their own conclusions:
   - ☐ Do not present every detail.
   - ☐ Allow audiences to use their own thought processes.

4. Present an achievable solution:
   - ☐ Include specific suggestions on the actions the audience can take, either intermediary (calling a hotline, talking to a partner) or ultimate (wear a condom, get circumcised).

Adapted from Advocacy and Leadership Center (2010)