

Key considerations for **doing** KMb



Offer more

- People consume information in different ways.
- Using multiple strategies to reach your audience is generally more effective.

Actively engage

- By actively engaging your audience you can help to bring about change.
- Consider how you can interact with and involve your audience in shaping your message.

Keep it real

- Think about what knowledge your audience needs.
- Package your message in a way that is easy for people to apply in their day-to-day lives.

Reach out

- Consider developing a communications strategy to plan out how you'll deliver your message to your audience.

Think BIG

- Consider the potential of mobilizing this knowledge.
- With an effective message, you can generate awareness, challenge old ways of thinking and inspire action.