Sharing Research Findings with Mothers

Mothers are busy. Here are some tips to reach them effectively.

- Start with the most important takeaway message. Highlight key points.
- Connect to existing knowledge. Start with familiar ideas to build on what mothers already know.
- Use examples to describe complex ideas. Provide anecdotes or references to everyday life.
- Describe the potential impact. Suggest ways findings can inform mothers’ lives and decisions.
- Avoid jargon. Replace scientific terms with everyday words.
- Check the reading level. Use 6th to 8th grade reading levels for maximum clarity.
- Keep it brief. Summarize your message in easy-to-read bullet points.
- Be respectful. Speak to mothers as you would a friend or neighbor.

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