

“AID” - Three simple steps to improve information use.

1. **A** Available – Make information easily **available**. People need to be able to easily access information that can help.

Questions to ask. Where, and how, can people easily find your information?

2. **I** Interesting. Present information that responds to peoples’ interests and needs.

Questions to ask. Does your information respond to the needs and interests of what the target audience has said they need and want?

3. **D** Doable. People need to be able to easily test and use the information.

TIGRS Principles to increase usefulness of your information.

T - Trust. Build trust in you and your information, to increase user engagement.

I - Integrate. Use a range of approaches to help people learn about and see the benefits of promoted technologies.

G - Good

R – Recommendation(s). Have recommendations that are clear, concise, practical, easy to test and clearly beneficial.

S - Seeing is Believing. As much as possible, let people **see** and experience the technology and its benefits.

Questions to ask.

1. How can you build trust even more?
2. What methods have you used to promote your message? (Make sure the message is consistent, credible, and relevant.)
3. Could someone with the background of your target audience understand the message, see the benefit, and then easily test the method? (In essence, is the information clear, concise, practical, easy to test, and clearly beneficial?)
4. Can people see examples of the technology benefiting others?

