



Meaningful Messages: How to write to your audience

Evidence Matters *Capacity Building Series*

Meaningful Messages

Creating a written document that others will be invited to read and use is like creating art.

Once it is created and released for others to engage with, *how* others engage is no longer in the hands of the author. The author disappears, leaving only the set of messages they chose to share. So how do you release your writing with confidence that your messages will not only reach the people you hope will read them, but also make sense, be inviting, and meaningful to them? In this workshop, we will explore strategies people can use for understanding and tailoring their messages in meaningful ways. We will use evidence-informed strategies for plain language and knowledge translation.

Participants will have time to apply strategies to a short piece of writing and receive feedback from facilitators and other participants. We will also provide a list of recommended resources to support writers' efforts to develop tailored messaging.

Join us on March 14th from 1200-1400

Participate in person (Kelowna) or by WebEx

Facilitators

Kim Peake, Research Navigator

Katrina Plamondon, Regional Practice Leader, Research & Knowledge Translation

Registration

- Space is limited with registration on a first-come first-served basis
- Registration fee of \$40 (either cheque, cash, or IHA cost centre transfer for internal folks)
- Participants need to bring a short example of their writing (1-2 pages, can be an excerpt of a larger work)
- Register by emailing [Kim Peake](#), Research Navigation Coordinator