

Sharing Research Findings to Inform Mothers' Health Decision-Making

It can be hard for mothers to make good decisions for themselves and their families when so much information and so many opinions are available.

Here are some tips for sharing reliable, research-based findings.



Keep it clean and simple. Use plain language in bulleted text to make materials easy to read and understand.



Make it accessible. Create materials in multiple formats (e.g., printable text, videos, photos) to convey your message through social media, email, and paper flyers.



Repeat your message multiple times. For information to be remembered, people need to see it more than once.



Present findings in different ways. Incorporate graphics, images, videos, and other media to help explain main points.



Seek non-professional avenues to share your findings. Peers and social networks are important sources of information for mothers.

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