WHAT IS the ISSUE, WHY WAS IT an ISSUE & FOR WHOM IS IT an ISSUE?
• Connect to timely topics.
• Make people care.

WHAT WAS DONE?
• Describe major program/project activities.
• Who was involved?
• Be brief and clear
• Were innovative tools used?
• Don’t give too much detail about methods.
• No jargon.

WHAT WERE the IMPACTS?
• Why do the project/program results and outputs matter?
• What kind of impact?
• How big was the impact?
• Where did the impact occur?
• Who was impacted?

WHAT WAS LEARNED or PRODUCED?
• Share major findings, but don’t list a ton of data.
• Share important tools, products, workshops, and other outputs.

IMPACT =
▲ condition*  ▲ behavior  ▲ knowledge
*economic, environmental or social/health

PUBLIC VALUE
• Go beyond program participants or a study site.
• How does the project/program affect the general public or a broader area?

Still having TROUBLE?
• Plan to measure project impacts. What will you measure and how? Build in program evaluation from the beginning.
• Think about potential impacts.
• Explain how your research creates a foundation for future impacts.
• Describe the ripple effect of small and/or early impacts over time.
• Share anecdotes and success stories as examples.
• Show how your work is playing a part in certain impacts.