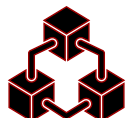


Sharing Research Findings with Mothers

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.



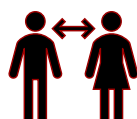
Avoid jargon.
Replace scientific terms with everyday words.



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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