

Explain and Motivate: Delivering Key Messages

Key Points

- The information you include on the first page of your report is critical, as your audience will use this information to decide whether they want to look at the data in your report.
- The initial content should communicate your reasons for providing quality information and how your audience will benefit by using this information. Vignettes can help make these key messages accessible and inviting.
- The first page should be clear about the subject of your report and the type of data you are presenting. It should also make it easy for the user to get to the comparative quality data (e.g., through a link on the first page or a table of contents).
- A simple framework can help your readers understand quality information, which is new and complex for most people.
- It is useful to include content that builds the trust of your audience (e.g., by emphasizing your mission, expertise, and independence and/or by receiving endorsements from different organizations in your community).

To learn more, go to [Communicating Key Information Upfront](#).

Questions and Tasks

- List the kinds of information and motivational messages you will include in the initial pages of your report to grab and keep the attention of potential users.
Type your response here.
- What do you want your audience to understand about the health care organizations included in your report?
Type your response here.
 - What aspects of this do they really need to know?
Type your response here.
 - What messages can you use to convey those points succinctly?
Type your response here.
- How will your audience benefit from the information in the report?
Type your response here.
 - What messages can you use to convey those points succinctly?
Type your response here.
 - Identify one or two stories or examples that illustrate how quality information can make a difference to people.
Type your response here.

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- What information can you include to enhance your reputation as a reliable source of quality information and to gain the trust of your audience?

Type your response here.

- Learn more about developing the content of a report in [Explain and Motivate](#).
- List [all topics in the Checklist](#).