

Descriptive Headline For Your Research

Additional subtitle text here



*Be sure to include captions that explain the relevance of any pictures or figures you use to your content, and provide attribution. All visuals should be high quality and large enough to interpret easily.
Image by Sarah Sunu, 2017.*

Issue

Define your issue here in a concise paragraph or using bullet points (this can be adapted from the Issue & Problem sections of your Message Box).

- Key points are good
- Frame the issue in a way that matters to your audience
- Keep it concise
- Avoid jargon (throughout the leave-behind, but especially in

Impacts

Explain how the issue impacts your audience here in a concise paragraph or using bullet points (this can be adapted from the So What? section of your Message Box).

- Make sure the impacts are relevant to your audience
- Consider context and scale of the impacts you include—are they things your audience cares about/can do something about?

Why You Are Sharing This

What are the benefits of addressing the issue and impacts above (this can be adapted from the Benefits & Solutions sections of the Message Box). This is also where you will want to think about your comfort level with advocacy, and whether you want to support a specific course of action.

- What does your audience have authority and jurisdiction over (i.e. what *can* they do)?
- What do you hope they will do with this information?
- What additional context might be helpful as they are making a decision?

You may want to include your institutional logo here.

Your Name
Your Title & Affiliation
Your Phone Number
Your Email

If you want to use the back...

Using the back doubles the amount of information that you can share. However, remember that just because you have more room, that doesn't mean that you can include whatever you want—and often the front page will get read, and the back will get just a glance. The back is a good place to have an additional graphic if it needs to be larger than what will fit on the front with the other key information.

The back can also be a good place to share:

- How you can be helpful in the future
- Any anecdotes or facts involving people and places your audience cares about
- A few additional details about your research or relevant research in your field
- 3 or so key references/sources for what you've shared
- Any additional broader context that is relevant to your audience but may not rise to the level of the front page.

Bottom line: don't put anything on the back that you absolutely want them to read and remember, but do feel free to share additional information that is useful for when they have time (which they may not).