



# DEVELOPING AND USING KEY MESSAGES

<http://diabetesinitiative.org>

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Consistency in messages is central to any communication effort. Important learnings from a program are developed into a set of core messages and supporting points to aid grantees and partners in communicating with potential partners and supporters, news media, and others about a program.

**Key Messages:** Key messages are general concepts that will be incorporated into all communications materials and discussions. Key messages are umbrella statements that may require additional supporting points and examples for context.

**Supporting Points:** The supporting points provide detail for the key messages and enable users to further explain the key messages.

**Examples:** Users are strongly encouraged to use local and regional examples to place the key messages and supporting points into context for their audiences, connecting with them on a personal and emotional level.

## How and When to Use Messages

Once a set of key messages has been developed, the concepts should be incorporated into all communications materials. From quotes in press releases to pamphlets and presentations, well crafted messages can be incorporated in many different ways.

When composing a document or even speaking in front of a group, grantees and partners can refer to these key messages and use them to create a cohesive and consistent communications approach.

**NOTE:** Key message/supporting point documents are for internal use only. They are NOT intended to be shared in this form with media, publics, or other external audiences, but instead used to shape your communication messages.

**This is not a script.** These messages are intended to serve as a platform for information sharing. Users are encouraged to put these concepts into your own words and use relevant concrete examples wherever possible.

See *Diabetes Initiative Key Message Platform\** for key messages and supporting points used in the Diabetes Initiative.

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\*<http://diabetesinitiative.org/support/marketing.html>