



# PEPSICO

## Translating the Science Worksheet

Use this framework in your day-to-day role to craft effective messages that will resonate with your audience(s).

### Guiding Principles for Communicating Nutrition Science



**Lead with evidence-based information.** What scientific concept are you trying to share?



**Identify your audience.** Who are you trying to reach?



**Determine your objective and call to action.** What is your purpose and desired outcome?



**Know what resonates best with your audience.** Which communication strategies and tools would work best?



**Craft a targeted message.** What is the key takeaway for your audience?