



## FOCUS REPORTING - PURPOSE, MESSAGE, USERS AND ACTION

### 1. WHAT IS THE PURPOSE OF THE REPORT?

### 2. WHAT IS THE KEY MESSAGE?

### 3. WHAT IS THE EVIDENCE TO SUPPORT THE MESSAGE?

### 4. WHO IS THE PRIORITY AUDIENCE?

#### Example stakeholder types to help you come up with ideas

board members - CEO - clinicians - commissioner - community - collaborators  
- department within organisation - director - families - funder - general public -  
government representatives - organisational leaders - partner - patients - potential  
participants - program participants - organisations - seniors - staff members - young  
people

### 5. WHAT ACTION DO YOU NEED THE AUDIENCE TO TAKE?

#### Words to help you come up with ideas

accept - agree - approve - budget - buy - champion - change - collaborate -  
commence - consider - continue - contribute - create - defend - decide - discuss  
- distribute - do - emphathise - engage - establish - examine - facilitate - fund -  
implement - include - increase - influence - invest - keep - know - learn - listen  
- -maintain - persuade - promote - provide - reallocate - recommend - reconsider -  
reduce - reflect - review - share - shift - support - try - understand - validate - verify