

# How to Write a One-Pager

One-pagers are effective communication tools in public health, to provide clear, concise, and tailored messaging.

## Background

**What:** A one-pager is a tool to deliver information and/or a call to action in a brief, visually appealing format.

**Why Care:** One-pagers allow you to share specific information and/or craft a specific ask to your audience.

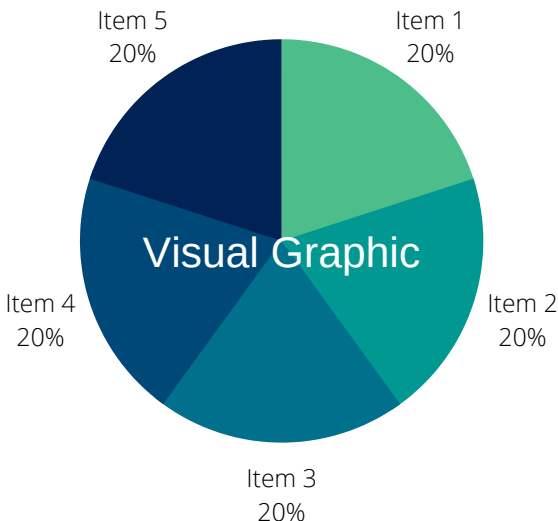
## Components of a One-Pager

**Title:** Convey your one-pager topic to your audience.

**Title Sentence:** Describe who you are and the purpose of this communication.

**Background:** What's the problem? Why address it? Using examples and statistics, lay out the evidence.

**Information/ Solution:** What should be done? Why? Outline next steps.



### Intended Impact:

One-pagers can influence community members, partners, even policy makers on important topics.