

FACT SHEETS

Description

Fact sheets are used for a variety of purposes. They may be used for background information by reporters, they may provide program details, or they may be used to provide answers to common questions. A good fact sheet breaks complicated information into pieces to facilitate understanding. The sections should be well organized and provide enough information for the reader to gain an understanding of the topic. Data should be displayed in easy-to-read charts or graphs. When presenting several different but related topics, it is best to make separate fact sheets, enabling easy updates and improved understanding.

Target Market

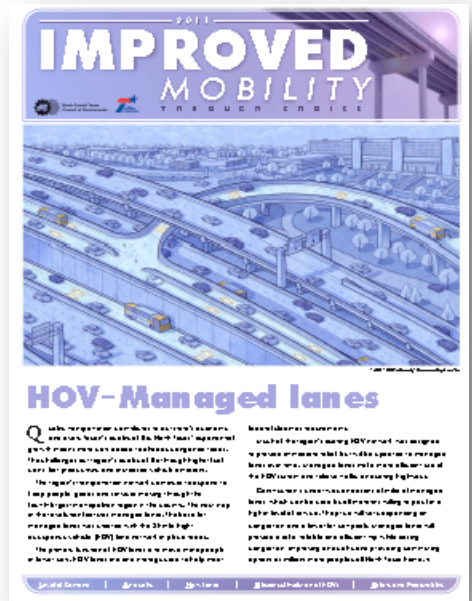
Project fact sheets can be tailored to address specific interests of a target audience. The use of graphics can help communicate complicated ideas, or a series of fact sheets can be used for large projects. Content may include a variety of subject matter throughout the life of a project from concept through construction.

How Will This Help?

- A clear, concise way to provide information to the public that is current, accurate, and relevant.
- Keeps busy professionals and public officials informed, and can be translated into other languages as needed.

Implementation Issues

Fact sheets are an economical, time-saving communication tool. These sheets can provide meaningful information to a broad range of audiences. Project fact sheets must be clear, concise and available in paper copy or electronically in languages common to the project area.



Cost:	Moderate
Time:	Short
Impact:	Local/Region
Who:	Lead Agency
Hurdles:	Language Barriers, Time, and Cost

Success Stories

These examples of fact sheets provide useful information such as schedule, scope, and contacts:

- http://whittierbridge.mhd.state.ma.us/PDFs/WhittierBridgeFactSheet_vfnl.pdf
- http://www.eot.state.ma.us/acceleratedbridges/downloads/ForeRvr_factSheet.pdf