

How you can help promote the Evidence Commission report

The Evidence Commission report: A wake-up call and path forward for decision-makers, evidence intermediaries, and impact-oriented evidence producers is under embargo until 27 January 2022 at 12:01am EST, at which time it will be available on the Evidence Commission's [website](#). Once the report is live, we're hoping that you can help us to promote both the report and launch events. Here are some ways you can help capitalize on this once-in-a-generation opportunity to systematize what's going well and fill the many gaps that exist in how we use evidence to address societal challenges:

- **Retweet/share content from the Evidence Commission**
 - Follow us on [Twitter](#)
 - Follow us on [LinkedIn](#)
- **Post/share content promoting the report through your own channels**
 - Share content directly through your own social-media channels (see below for sample posts)
 - Sign up to receive updates via the Evidence Commission [e-newsletter](#) and re-purpose updates in your own e-newsletters
- **Attend and live tweet from one of our launch events**
 - [27 January, 8-9am EST](#)
 - [28 January, 9-10am AEDT \(for advanced time zones\)](#)

Here are some content suggestions to help you extend the reach of the Evidence Commission's report:

General notes

- Tag or mention the Evidence Commission in your posts - [@evidencecomm](#) on Twitter and [@Evidence Commission](#) on LinkedIn
- Use hashtags (but no more than two) – we recommend either [#evidence](#) or [#science](#) and one other that's sector-specific depending on the focus (e.g. [#policy](#), [#decision](#), [#covid19research](#), [#covid19](#), [#climatechange](#))

Twitter

[Launch events](#) (you can also use the visual* at the end of the document)

Register now to join one of the [@EvidenceComm](#)'s webinars for the launch of the Commission's report and learn more about how the world can up its game using [#evidence](#) to address future societal challenges than was the case with [#COVID19](#) <https://www.mcmasterforum.org/networks/evidence-commission/events>

Join [@EvidenceComm](#) for the release of the Evidence Commission report and recommendations. Register now for the launch webinar <https://www.mcmasterforum.org/networks/evidence-commission/events> [#evidence](#) [#policy](#)

Report

A new report, released by [@EvidenceComm](#), finds that decision-makers responding to present-day societal challenges and tomorrow's crises have an unprecedented opportunity to build on what has worked in using [#evidence](#) before & during the [#COVID19](#) pandemic <https://www.mcmasterforum.org/networks/evidence-commission/report/english>

The [@EvidenceComm](#) issues a wake-up call and path forward for relying on [#evidence](#). The world can be better prepared for future societal challenges than was the case with [#COVID19](#). Read the report <https://www.mcmasterforum.org/networks/evidence-commission/report/english>

The 24 recommendations from the @EvidenceComm report call for decisive action by multiple stakeholders to ensure evidence is consistently used to address societal challenges

<https://www.mcmasterforum.org/networks/evidence-commission/report/english>

Longer form posts for LinkedIn/Facebook

‘Slow burn’ societal challenges like educational achievement, health-system performance and climate change have taken a backseat to the global pandemic, now entering its third year. But a global report, released by the Evidence Commission, finds that decision-makers responding to present-day societal challenges and tomorrow’s crises have an unprecedented opportunity to build on what has worked in using evidence before and during the pandemic.

Read the report to learn more <https://www.mcmasterforum.org/networks/evidence-commission/report/english>

Newsletters and blogs

- Expand on the above content or repurpose updates from our [e-newsletter](#)

Direct contact/personal correspondences

We will be reaching out to media contacts and key audiences, but we invite you to consider expanding our reach by contacting influential individuals with whom you have an existing connection.

- Pitch a story to or draft an op-ed for your national news media
 - Please keep us up-to-date with any successful outreach - evidencecommission@mcmaster.ca
- Pitch a commentary in academic journals and other publications
 - Consider collaborating with the Evidence Commission team
 - Please keep us up-to-date with any successful outreach - evidencecommission@mcmaster.ca
- Reach out to your key direct contacts through personal correspondence
 - Please consider copying evidencecommission@mcmaster.ca on outreach emails

If you have questions or need additional resources, please contact the Evidence Commission at evidencecommission@mcmaster.ca and Steven Lott, Senior Lead, Communications at lotts1@mcmaster.ca.

For launch (27 January 2022), our website will make available the English report, an executive summary, and launch announcement, along with additional materials from the report. Our reports in Arabic, Chinese, and French will also be available for launch, while the Portuguese, Russian and Spanish reports will follow on our website within two weeks of the launch.

**English-language launch webinar promotional visual. Other visuals to be available through our social channels*

The Evidence Commission report launch

A wake-up call and path forward for decision-makers, evidence intermediaries and impact-oriented evidence producers

Registration is now open for our two live launch webinars



Launch webinars

we encourage you to confirm the date/time in your time zone



27 January 2022



8-9 am EST | 1-2 pm CET

For advanced time zones:



28 January 2022



9-10 am AEDT

Global Commission on Evidence
to Address Societal Challenges

Commissioners



Andrew Leigh
Government policymaker
(Australia)



David Halpern
Government policymaker
(United Kingdom)



Fitsum Assefa Adela
Government policymaker
(Ethiopia)



Kerry Albright
Evidence intermediary
(Italy)



Maureen Smith
Citizen (Canada)



Modupe Adeseso-Olateju
Non-governmental organization
leader (Nigeria)



Petrarca Karetji
Evidence producer
(Indonesia)

Secretariat



Jenn Thornhill Verma
Executive Lead



Jeremy Grimshaw
Co-Lead



John Lavis
Co-Lead