Consortium of Universities for Global Health
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CUGH Launches Evidence to Impact Toolkit to Help Scientists Communicate for Impact

November 10, 2026 – Washington, D.C - The Consortium of Universities for Global Health (CUGH) today released the *Evidence to Impact* Toolkit, a collection of practical tips and resources to help global health professionals connect with journalists, the public and politicians, to craft a compelling story, and challenge disinformation that can be deadly and widen health disparities. The release coincides with CUGH events in Africa and Asia to launch the World Health Organization's Together for Science & Health, a global movement to strengthen the connection between science, health and society and build trust and support for evidence-informed policies and programs.

"Scientists are trained to produce evidence but rarely trained to communicate its importance to the public," said Dr. Keith Martin, the Executive Director of CUGH. "Even the most exciting breakthroughs can get stuck in a journal or put in a drawer if researchers can't tell the story about why it matters."

The *Evidence to Impact* toolkit helps fill that gap in communication training for researchers, students, and implementers, and other global health professionals. It includes tips sheets and a curated resource list that grew out of two 2026 workshops led by award-winning journalists, in partnership with the Pulitzer Center. The open-access resources can be viewed and downloaded for free on the CUGH website and include:

- Tip Sheet for Effective Storytelling
- Tip Sheet for Engaging with the Media
- Tip Sheet for Addressing Mis- and Disinformation
- Additional Science Communication Resources
- Evidence to Impact workshop brief and sample agenda

In addition to joining the WHO's Together for Science & Health movement, CUGH hosts regular events, such as the recent Virtual Global Health Week, where science communications are front and center. Responding to a demand for this topic, CUGH's Planetary Health and One Health Working Group led the session "Science communication to promote planetary health - make your pitch!" Experts in journalism, advocacy, and visual storytelling helped students and global health professionals craft a compelling and persuasive argument aimed at lawmakers and the news media.

For CUGH, the *Evidence to Impact* workshops and the resulting resources are the first step toward building a cadre of effective communicators in the health and science fields worldwide. CUGH will build on this momentum and is seeking partners and funders to replicate these training programs and embed and efforts to embed science communication into curricula across academic institutions.

To learn more, contact CUGH at: info@cugh.org

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