



Message Development Worksheet

Directions: The following underlined words are the parts of an advocacy message. 1) Working in teams, first complete the stem sentences. 2) Then, shorten the language to arrange your team's response into one brief, clear sentence. Your 'message' does not need to be presented in this order, and a stronger message may sometimes be found by starting with the policy proposal.

Note: Know that follow-up questions from the target audience will allow you to share more background information.

1. Problem statement: (Name the issue) _____ is a health concern that is growing in our community.

Facts gathered from:

Revealed that:

2. Validation: Our data indicate this issue is important and relevant. Specifically, we learned...
3. Policy proposal: Our governing body could help address this problem by considering passage of an ordinance to...

Or: It is good public policy to...

We estimate that it would (reduce/improve) the problem by...