How to Craft an Effective Policy Message

**Vision:** Your public health goal (The outcome you want to achieve)

**Challenge:** The policy barriers preventing your vision from being achieved

**Policy Goal:** The policy change that would overcome the Challenge and achieve your Vision

**Elevator Pitch (Combine the components from the next page):**
Writing the Elevator Pitch

1. Inform

2. Illustrate

3. Humanize

4. Persuade