

# Partners in Prevention Coalition Toolkit

## Step 1 Coalition Talking Points

Talking points (sometimes called an elevator pitch) are a great way to get your message out to people in a short 2-5 minute timespan. However, this is not a lot of time so you need to consider including the most important elements in your talking points:

- **Your coalition's mission and vision** (and anything else that's key to your coalition functioning)
- **Key data** (whether positive or negative) that relate to the key health behaviors of your students
- **Goals/outcomes of the coalition**
- **Your coalition's strategies/programs** (1 or 2 of the most important or best known), especially as they relate to the audience you're currently talking to
- **Why this particular audience should care** (think about what they can gain, what you can provide, how you could partner, etc.)
- A personal story or example of change that has happened as a result of the coalition's work.
- **A call to action.** Make it clear what the audience can do or what the next steps are: donate, spread awareness, collaborate, etc.
- **Provide a website/social media** and your contact information including your name, phone number, and email.

**You may need to practice condensing these talking points to just a few minutes, but remember to highlight what's most necessary.** You'll also need to think about adapting this for the audience (whether you're speaking to community members, administrators on campus, etc.) This will get easier the more frequently you do it, and may be something you want to write up and provide to coalition members. Use the space below to type a brief outline, but continue to update and make changes as needed.