

Data for policy: Elevator Speech Workshop

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WestON
Denver 9/26/2019



**SCHOOL OF
PUBLIC HEALTH**



**Illinois Injury
Prevention Center**

Disclaimer

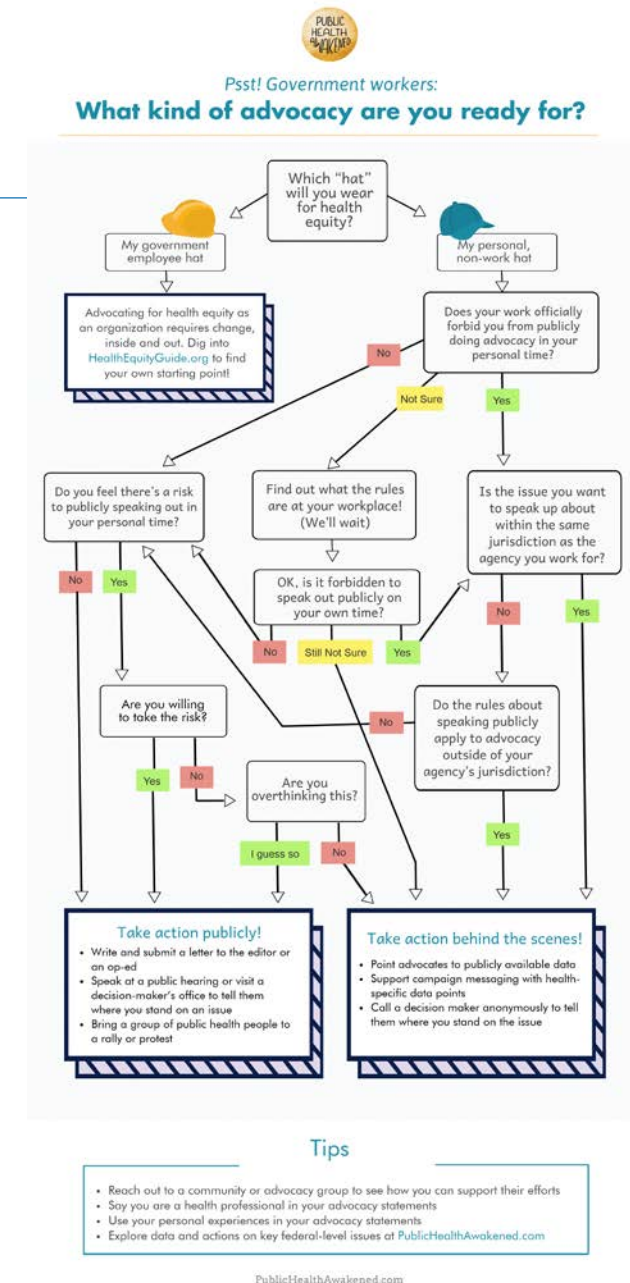
- This work was funded, in part, by the National Institute for Occupational Safety and Health
 - Illinois Occupational Surveillance Program (NIOSH #5U60OH010905)
 - NIOSH/CSTE for travel
- There are no financial interests to disclose

Government agencies and advocacy

Local health departments can champion prevention through a health equity lens by:

- Building internal capacity and infrastructure [and taking strategic risks] to advance prevention
- Fostering strategic community partnerships to build power and engage in social justice movements
 - Facilitate community orgs' attention to worksite prevention
- Working across government agencies to develop shared ownership for prevention

<https://publichealthawakened.com/advocacy-for-government-workers/>



Formats for Public Health Messaging (aka, advocacy)

- Sign
- Infographic
- Elevator Pitch
- Fundraising Pitch
- Op-Ed Piece in Newspaper¹
- Memo to the Mayor²
- Testimony³
- Policy Brief⁴
- Policy Analysis⁴
- White Paper⁵
- Blog⁶

1. <https://www.theopedproject.org/>

2. <https://healthywork.uic.edu/events-2/on-the-table-2019-the-future-of-work-and-health/>

3. <https://publichealth.uic.edu/community-engagement/policy-briefs/>

4. <http://illinoisinjuryprevention.org/workoutreach.html>

5. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3843946/pdf/nihms476405.pdf>

6. <https://greenkidsdoc.wordpress.com/>

Gates Foundation 3 minute pitch

Placeholder for video

Considerations for every format

- Audience (always needs clear definition)
- Time (space) allotted
- Product: appearance, length/size
- Message: 1? More than 1?
- Effectiveness/import of the item to be addressed (provide evidence)
- Where to go for more information

Considerations by format

	Infographic	Elevator Pitch	Fundraising Pitch	Testimony	Op-Ed Piece (Newspaper)	Policy Brief	Policy Analysis	White Paper	Blog
Audience	Multiple	Funder Legislator/ Policy maker	Funder	Legislators	Gen public Legislators Govt agencies NGOs	Legislators Govt agencies NGOs	Legislators Govt agencies NGOs	Legislators Govt agencies NGOs	Interested public Organizations
Time	NA	< 1 min	3 min	2-5 min	Written	Written	Written, 10pp	Written, limitless	<30 second read
Graphics	Yes!	Handout	Slides +/-	None	0 or 1 image	1-2 images		Tables, charts	
Message	Single	Single	Single	1-2	1-2 messages	Multiple	Multiple	Multiple	Opinion, spread over multiple posts
Evidence of import or effectiveness	+	+	+	+	+	+	+	+	+
Where to go for more info	+	+	+/-	+/-	+/-	+	+(references)	+(references)	+

Getting started

- Decide on your main message
- Review literature/data to
 - Hone your main message
 - Think about the points to make

Problem

- What problem are you trying to solve?
- How large is the problem?
- Who is most affected by this problem? What have they said?

Solution

- Describe your solution and its value proposition
- What is innovative about your solution?
- What's new, improved, unique?

Vision of the Future/Impact

- How will this make things better in the world?

Mechanics

- Draft a script - Stick to key insights
- Practice – memorize, repeat until fluid
- Find or create a fact sheet or graphic image to refer to and leave with the audience
- Don't go crazy
 - This is a 30 second event
 - You know more than they do

Pathway: roadmap from implementation to impact



What is needed to implement your idea?

- What do you need from this policymaker?
- Are you looking for funding? Guidance? Partnership? If so, from whom? What capacity?



End strong

- What's your tagline?
- What do you want this person to remember?
- Provide something physical if possible: single page, info on website, email

Re-cap

- **Establish your credibility:** Your name, job title, credentials
- **Problem:** state it, how large, who is most affected, significance
- **Solution:** describe it, its value, how it's improved, innovative, unique
- **Impact:** how will this make things better
- **Closing:** set up further contact (give your card, info sheet; state you will follow up)

Activity

- **You got 2 case scenarios ahead of time**
 - Topic #1: Preventing Occupational Asthma
 - Topic #2: Improving ATV Safety in Agriculture
- **Move to a table with 7-8 people**
- **First, work in groups of 2 (or 3) at each table (20 minutes)**
 - Look at the documents on the table; write out your main message and bullet points you will make (~80 words)
 - Select which person of the 2-some will give the speech to the whole table
- **Whole table turns back toward each other;**
 - **1 person from each 2-some presents to the whole table, rapid fire (10 minutes)**
 - **The table evaluates the speeches** using a rubric
 - **Select the “best” talk** (aka, the victim that needs to present to the whole group) **(5 minutes)**
- **Turn back to the front;** the selectees will **give their talks, one after another (10 minutes)**
- **Rest of the group will evaluate using the rubric**
- **Discussion/wrap up:** how'd it go? What was easy? What was difficult? **(15 minutes)**

Rubric for evaluating elevator speech

1. COMPORTMENT					
Blasé	1	2	3	4	Enthusiastic
2. DELIVERY					
Choppy	1	2	3	4	Fluid
3. CONTENT					
Off target	1	2	3	4	On point
4. MAIN ASK					
Not clear	1	2	3	4	Clear
5. ARGUMENT					
Convincing	1	2	3	4	Convinced

Move to tables

Backdrop for 2 scenarios

You have been introduced to a state legislator and she asks you about your work.

You tell her that you study occupational health and safety issues and work with industry and other stakeholders, like her, to develop and implement prevention initiatives.

Her interest is piqued and she asks what initiatives she may be able to help promulgate.

Develop your message - “ask”

Occupational Asthma

- The chronic disease division in your state health department has reported that asthma rates have been increasing over the last 5 years. Knowing from the scientific literature that an estimated 10-15% of asthma cases are work-related you recognize your state needs an expanded occupational health surveillance system to capture occupational asthma cases in order to establish prevention programs.
- Your elevator speech needs to convey to the state legislator: why the state needs to develop a surveillance system for occupational asthma. Consider:
 - What would be the best format?
 - Who would benefit from it ?
 - How can she help?

Scenario 2. All Terrain Vehicles (ATVs)

- Farming and ranching are prominent aspects of many state economies and ATVs are a common tool in these operations. For many, ATVs have replaced horses during cattle round-ups and pick-up trucks during fence line and other maintenance operations. A great many farms and ranches are exempted from OSHA jurisdiction and workers' compensation policies. And in many states, there are labor law exemptions which allow legal employment of minors as young as 12 or 13 years old on farms and ranches, and even younger for work on family-run operations.
- Considering the information (in handout) and what you know from your own work, what is most needed to reduce ATV injury in western states? Develop an elevator speech that conveys your "ask" for policy or program support.

THANKS!

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