

CREATE A PLAN OF ACTION TO TELL YOUR STORY

Remember that successful community education campaigns have careful planning, preparation and creative thinking. Use this worksheet to think about the people, information, and other resources you need to effectively tell why school-based health centers are important to your school and community. Be as specific as possible as you complete this planning tool.

Who is on your community education team?

What message do you want to convey to your legislators about your school-based health clinic?

It's a good idea to be prepared to answer the three questions that every legislator asks:

✓How much is this going to cost?

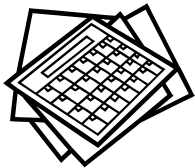
✓What are other states doing? (Legislators don't want to forge new ground or lag behind other states.)

✓Who is the opposition and what are they saying about you?

Who in your community has a good personal story that compliments your message? What is the best way to get in to the community to get powerful or compelling personal stories?

What is the most effective way to tell your story?

- Poster presentation
- Public service announcement
- Dramatic performance
- Photographic essay
- Share results of a survey
- PowerPoint presentation
- Share results of a focus group or community forum
- Video
- Speech or testimonial
- Other _____



What do you need to do from the beginning, to the middle, to the end to create a product or presentation that tells your story? In the space below, create an action plan and timeline that highlights important actions and dates. If you need more space, use the back of this worksheet or additional paper.

DESCRIBE YOUR PRODUCT OR PRESENTATION:	
THE BEGINNING—ACTION ITEMS	<p>Questions to help you plan:</p> <ul style="list-style-type: none"> ✓ What information (facts and statistics) do your legislators need to hear? ✓ How can you most effectively share your story in 3-5 minutes? ✓ What actions do you want your legislators to take?
THE MIDDLE—ACTION ITEMS	<p>Questions to help you plan:</p> <ul style="list-style-type: none"> ✓ How can you get powerful or compelling personal stories from the community? ✓ Who on the team is going to do what? ✓ How will your community education team let each other know when work is completed?
THE END—ACTION ITEMS	<p>Questions to help you plan:</p> <ul style="list-style-type: none"> ✓ How will you evaluate the success of your action? ✓ How will you share your success back home? ✓ How will you continue to educate your community about the importance of school-based health centers?

TIMELINE FOR OUR ACTION (Include dates)

