

Crafting the Message P/S/A Activity Handout

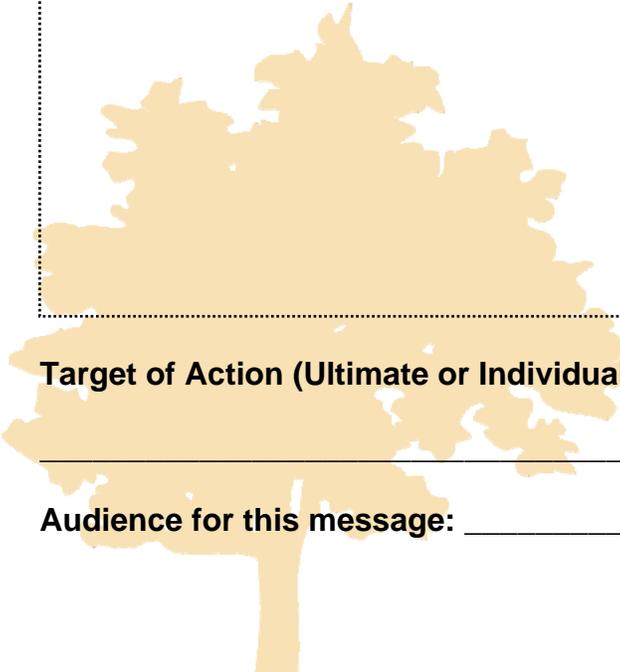
Goal: _____

Objective: _____

Ultimate Decision Maker: _____

Benefits of achieving objective: be as comprehensive and specific as possible.

Obstacles to achieving objective: does it conflict with other EHC objectives, have decisions already been made that will make it more difficult to accomplish, are there preconceived ideas



Target of Action (Ultimate or Individual Decision Maker; Intermediate Decision Maker):

Audience for this message: _____

Problem: Clearly state the problem in terms that the audience will understand and care about.

Solution: Present EHC's solution in terms that address the messenger's core concerns and values.

Action: Present the action you want the audience to take. Show how the action will be meaningful. Provide solutions to overcoming barriers.

P/S/A – Part II

Problem: Why do you care about this problem? Has it affected you personally? If not, why do you care about those being affected.

Solution: Add how you participated in developing the solution and how the solution will personally benefit you, your family, or neighbors.

Action: Add what action you have taken, what barriers you had to overcome to take this action, or how you felt when you took this action.