



Developing Your Persuasive Narrative to Support Your PSE Work

Defining Audience & Actions

The focus is on two key issues: who you need to reach and what action you want them to take.

1) Who do you need to reach and persuade?

- Schools (Administration, Teachers, PTA)
- Government (City, County, State)
- Health Care Providers/Health Plans
- Nonprofits
- Patients, Parents, Community
- Local Business
- Other: _____

2) To help make this exercise concrete, now name one specific organization/individual within the audiences that you highlighted above.

3) Now that you have identified an audience, think about what you want that audience to do. Check off all of the ways below that describe how this audience, through its actions, can support your work.

- Commit to a specific funding request
- Support/Endorse/Champion a specific PSE
- Collaborate on a grant application
- Provide expertise to your PSE work
- Provide staffing, expertise or other non-fiscal resources
- Use influence to grow support for a PSE
- Other: _____

4) Who would need to approve this action? For example, are there steps involved? Is this a coordinated action that requires other participants?

Empathizing & Connecting

We'll look more closely at the audience you need to reach by empathizing with their needs and how your ask can support their goals.

- What are the professional priorities of your targeted audience?
- What are their biggest concerns, or threats?
- How will your action benefit them?
- What downsides might they bring up?
- What would they need to know? For example, are there data you could communicate to help them understand your PSE initiative and how they might play a role?

From your practice, share a real-life example of someone you've treated who would have benefited from the action you are proposing.