



## Making Your Message Matter: A Messaging & Communication Practicum

### The Who

Open to all who desire to communicate the Sexual Risk Avoidance (SRA) message with confidence and professionalism.

### The What

The goal of the practicum is to enhance professionalism and increase confidence in communicating clear and compelling information about SRA education. This daylong practicum will utilize individual and group activities to give participants hands-on experience developing effective communication strategies through role-play, audience feedback and critique, crafting and presenting talking points, doing interviews, handling crisis communication, and developing media policies for your organization.

### The Why

Talking about sex education to parents, teachers, community stakeholders, funders or the media can be challenging. The complexity and sensitive nature of the topic requires thoughtful messaging and practice if we are to clearly communicate the content and context of the SRA optimal health approach.

#### Topical Outline

- A. Reviewing Communication Basics
- B. How to Make a Message Stick: The "SUCCESS" Method
- C. Developing an Elevator Speech
- D. Creating Effective Talking Points
- E. Preparing for an interview
- F. The Media Vetting Process and Crisis Communication

**A ONE-DAY, HANDS-ON TRAINING  
IN EFFECTIVE MESSAGING AND  
COMMUNICATION SKILLS THAT CAN  
HELP YOU SHARE THE SRA MESSAGE  
WITH CONFIDENCE!**

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