



# Message Triangle

A Tool for Staying on Message in an Interview

IPS Toolkit: Media Advocacy

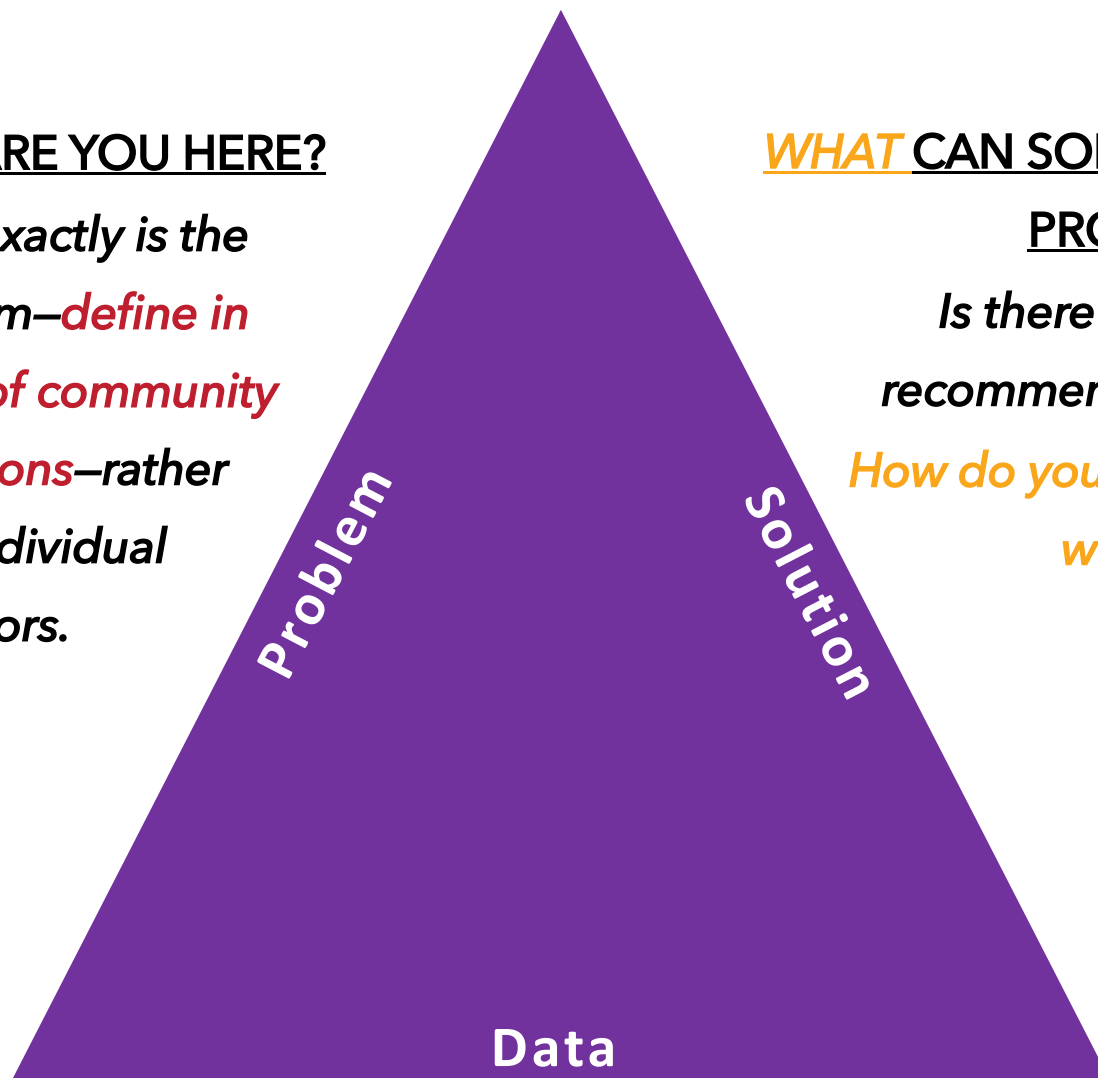


## WHY ARE YOU HERE?

*What exactly is the problem—**define in terms of community conditions**—rather than individual behaviors.*

## WHAT CAN SOLVE THE PROBLEM?

*Is there a policy recommendation?  
**How do you know it will work?***



## HOW IS THIS A PROBLEM?

*Is the problem more serious than most people think? **DATA***

*Is the problem widespread? **DATA***

*How are people directly impacted? **DATA***

IPS's Toolkit consists of a suite of tools to assist advocates, community groups, prevention practitioners, and policymakers in achieving community transformation. IPS's tools are for practical application in the field, supporting all functions necessary for creating community-level change: Research and Data, Media Advocacy, Community Organizing, Policy & Systems Change, and Sustainability.



# Storytelling: Promoting Change through Personal Narratives

IPS Toolkit: Media Advocacy



## GOAL

(What is the purpose of writing this piece?)

## HOOK

(What will engage the audience to keep reading?)

## BASICS

(Who, what, when, where, and why?)

## DETAILS

(Show, don't tell.)

## KEY TAKEAWAY

(What is the most important point of the article?)

## CALL TO ACTION

(Encourage readers to learn from lessons in the story and prompt action, if applicable.)

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