This exercise builds on the key finding, implications, and recommendations written in the Crafting Evidence-Based Messages exercise.

As you step onto the elevator, you suddenly realize that you are alone with a high-level policymaker. This is your opportunity to get his/her attention about your issue. You only have 60 seconds before the policymaker will reach his/her stop and leave the elevator—can you convey your point in time?

Working with your group, write an outline for how you will get the policymaker’s attention by conveying the key findings, implications, and maybe recommendations. It is most important to get the policymaker’s attention through sharing findings and implications. If you successfully express the importance of this topic, he or she may ask you for a recommendation for action. Select one member of the group who will deliver the speech in a role play with a policymaker.

1. Identify your policymaker audience:

2. Prepare an outline for a 60-second elevator briefing for the policymaker you identified.