Packing Messages for Policymakers

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Develop your Story

- **Hook**
  - Find, try, refine

- **Substance**
  - Narrative with numbers

- **Closing**
  - Positive solutions
Deliver your story

Vehicle
- Visual
  - Photovoice
  - Infographics
- Verbal
  - Policy memos
  - Formal presentations / briefings

You
- Attitude
- Appearance
Reflect

- **What do I want?**
  - Raise awareness
  - Change a policy
  - Be the go to person

- **Am I the right person to do it?**
  - Adapt to the culture
  - Create the time

- **Where am I going to get help?**
  - Trainings, workshops, fellowships
  - Networks