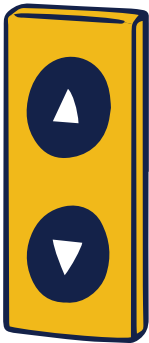




Create Your PREVENTION ADVOCACY Elevator Speech

Speak with Confidence. Back with Data. Inspire Action.



Advocacy often happens in brief, unexpected moments; an elevator ride, a hallway conversation, or a quick meeting with a legislator or community leader.

An effective elevator speech helps you make the most of those moments by **clearly explaining why prevention matters**, what the data tells us, and how the listener can help, all in **under 60 seconds**.

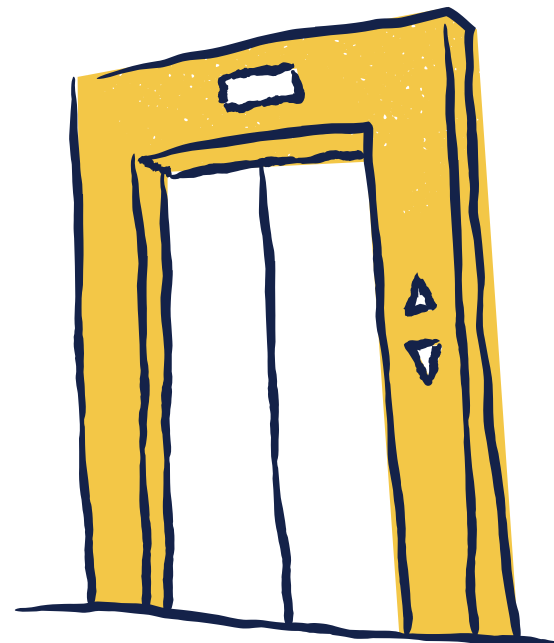
This page will guide you through creating a strong, data-informed elevator speech for prevention advocacy, with examples and practical tips.

What Is an Elevator Speech?

A short, persuasive message that:

- Introduces who you are and whom you represent
- Clearly defines a prevention-related problem
- Uses **credible data** to show the scope and urgency
- Presents a solution that works
- Connects the issue to the listener's values and priorities
- Ends with a specific **call to action**

Whether you are advocating for the prevention of substance use, suicide, or problem gambling, or mental health promotion, your goal is to be clear, compelling, and memorable without relying on jargon or technical language.





The Building Blocks of a **STRONG** Elevator Speech

1

Introduce Yourself

State your name, role, and connection to prevention.

“Hi, my name is Jordan, and I work with Community Voices for Prevention.”

2

Name the Problem, Grounded in Data

Present one clear issue and support it with a strong, relevant data point or brief story.

“In our state, suicide is one of the leading causes of death among youth, with rates increasing over the past decade.”

Tip: Choose data that is:

- Local or state-specific when possible
- Easy to understand
- Directly tied to prevention outcomes

3

Offer the Prevention Solution

Briefly explain what works and emphasize prevention.

“Research shows that early mental health education and community-based prevention programs significantly reduce risk and save lives.”

4

Connect to What the Listener Values

Link the issue to what matters most to your audience: public safety, fiscal responsibility, economic growth, youth success, workforce health, or community well-being.

“Investing in prevention strengthens families, reduces long-term healthcare costs, and creates healthier communities.”

5

End with a Clear Call to Action

Ask for one specific, simple step.

“Will you support evidence-based prevention programs in this session?”



Sample Elevator Speeches

Example 1:

Substance Use Prevention

“Hi, I’m Alex with the County Prevention Coalition. Misuse of alcohol and drugs costs our state billions each year in healthcare, lost productivity, and involvement with the justice system. What the data tells us is that prevention, especially youth-focused, evidence-based programs, can reduce substance use before it starts. These programs keep young people healthier and save taxpayer dollars long-term. I’m asking you to support prevention initiatives that are proven to work.”

Example 2:

Suicide Prevention & Mental Health

“My name is Taylor, and I advocate for suicide prevention and mental health promotion. Suicide is a leading cause of death, and data shows that many people who attempt suicide had limited access to early mental health support. Prevention programs that promote connection, coping skills, and early intervention can significantly reduce risk. Supporting these efforts means fewer crises, healthier communities, and lives saved. I hope you’ll champion policies that prioritize prevention.”

Example 3:

Problem Gambling Prevention

“Hi, I’m Morgan, and I work in problem gambling prevention. While gambling is often seen as entertainment, data shows that problem gambling leads to serious mental health challenges, financial instability, and increased suicide risk. Prevention and education help people recognize risks early and seek help before the harm escalates. By investing in prevention now, we can reduce long-term social and economic costs. I’d love your support for prevention-focused funding and awareness efforts.”

Tips for a Powerful, Data-Informed Pitch

- **Use one strong data point** - Avoid overwhelming your listener. One compelling statistic is more effective than many.
- **Keep it human** - Pair data with real-world impact: families, youth, workplaces, and communities.
- **Avoid jargon and acronyms** - Plain language makes your message accessible and memorable.
- **Tailor your message** - A legislator, community leader, or business partner may each care about different outcomes. Adjust your data and framing accordingly.
- **Practice for timing** - Aim for **45-60 seconds**. If it runs longer, trim.
- **Focus on prevention benefits** - Highlight how prevention saves lives, reduces costs, and strengthens communities.

Ready to Build Your Own?

Ask yourself:

- What prevention issue am I advocating for?
- What data point best shows why it matters now?
- What solution works and who benefits?
- What is my clear ask?

Your voice, paired with credible data, can make prevention impossible to ignore.