

Prevention Advocacy Elevator Speech Worksheet



Kansas-Focused | Data-Informed | Action-Oriented

Use this worksheet to craft a clear, compelling 30–60 second elevator speech advocating for prevention efforts in Kansas, including substance use prevention, suicide prevention, problem gambling prevention, mental health promotion, and overall community well-being.

Step 1: Introduce Yourself

Name: _____

Organization/Role: _____

Prompt: Who are you, and how are you connected to prevention work in Kansas?

Example: “Hi, my name is __, and I work with __ to support prevention efforts across Kansas.”

Your Draft:

Step 2: Identify the Kansas Prevention Issue

Prevention Area (check one or more):

- Substance Use Prevention Suicide Prevention Problem Gambling Prevention
 Mental Health Promotion Other: _____

Describe the issue as it affects Kansas (one sentence):

Kansas-specific prompt ideas:

- How does this issue impact Kansas youth, families, or communities?
- Is this issue increasing, persistent, or disproportionate in Kansas?
- Are rural, frontier, or underserved communities especially affected?

Step 3: Use Kansas Data to Show Why It Matters

Choose ONE strong Kansas-specific data point:

- Kansas statistic (rate, cost, trend, or comparison): _____
- Source (check one or more):
 - Kansas Department of Health and Environment (KDHE)
 - Kansas Department for Aging and Disability Services (KDADS)
- Kansas Communities That Care Student Survey (KCTC)
- Kansas Young Adult Survey (KYAS)
 - Kansas Behavioral Risk Factor Surveillance System (BRFSS)
 - Kansas Youth Risk Behavior Survey (YRBS)
 - Kansas Student Health Survey Other: _____

Why this data matters for Kansas:

Kansas data prompt ideas:

- How does Kansas compare to the national average?
- Does this data show rising trends, economic costs, or preventable harm?
- What does this data mean for schools, healthcare, workforce, or public safety?

Tip: **Use one clear statistic**, not a data dump. Simplicity builds impact.

Step 4: Share the Prevention Solution (What Works in Kansas)

What prevention strategy, program, or policy is effective?

How does prevention benefit Kansas communities specifically?

- Saves taxpayer dollars long-term
- Reduces strain on healthcare systems
- Supports youth and families
- Strengthens rural communities
- Improves workforce readiness and productivity

Explain briefly:

Kansas prompt ideas:

- Is this an evidence-based or promising practice already used in Kansas?
- Does it align with existing Kansas prevention or health priorities?
- Would it help communities before crisis response is needed?

Step 5: Connect to the Listener's Kansas Priorities

Who is your audience?

- Kansas Legislator
- State Agency Representative
- Community or Coalition Leader
- Educator or School Administrator
- City Council
- County Commission
- Funder or Partner
- Media
- General Public

What Kansas priorities does this connect to? (check all that apply)

- Responsible use of state funds
- Stronger Kansas families
- Healthy youth and schools
- Rural access and equity
- Workforce and economic stability.
- Community safety and well-being

How does prevention support those priorities?

Step 6: Call to Action (Kansas-Focused)

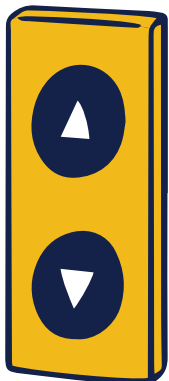
What is your specific ask? (Choose one primary action)

- Support state funding for prevention programs
- Vote yes on a Kansas policy or bill
- Protect existing prevention funding
- Learn more / follow-up
- Publicly champion prevention in Kansas
- Attend a meeting

Your Kansas-specific call to action: (Example: “Will you support continued funding for evidence-based prevention programs in Kansas?”)

Step 7: Final Elevator Speech Draft (45–60 Seconds)

Write your full elevator speech below. Keep it clear, concise, data-informed, and jargon-free.



Kansas Advocacy Self-Check

Before you practice, ask yourself:

- Is it under 60 seconds?
- Does my speech clearly reference at least one Kansas-specific impact or data point?
- Is the message clear without jargon?
- Does it focus on prevention, not only the problem?
- Does it explain what Kansas gains by acting early?
- Is my call to action clear and realistic?