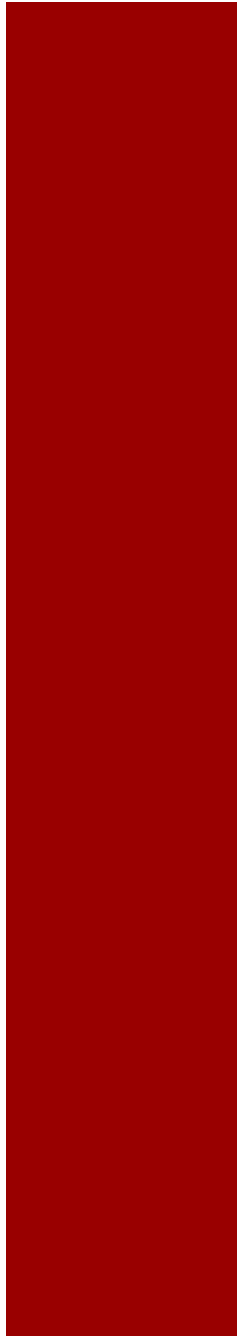
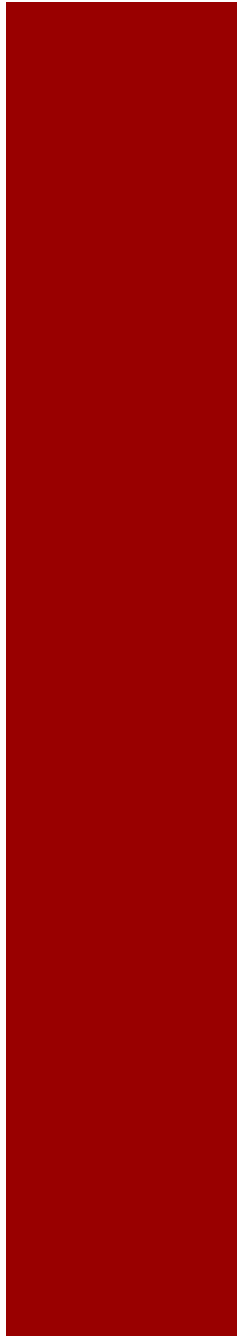


How to tell the story so people act

By: Jaime Rich, Veronica De Lara & Scott Chipman



What are the harms?



Alcohol harms in CA

- 10,572 death a year
- 1 person dies every hour
- 503 youth die (410 males, 87 females)
- 40% of convicted homicides & half of assaults are alcohol-related

- General state and local government cost: **\$14.5 billion** annually
- Youth drinking costs: **\$3.5 Billion** annually
 - Youth traffic collisions cost \$1.2 Billion
 - Youth violence costs \$3.5 Billion



Types of Harms Associated with Alcohol

**3rd
preventable
cause of
CANCER!**

Illness



Crime



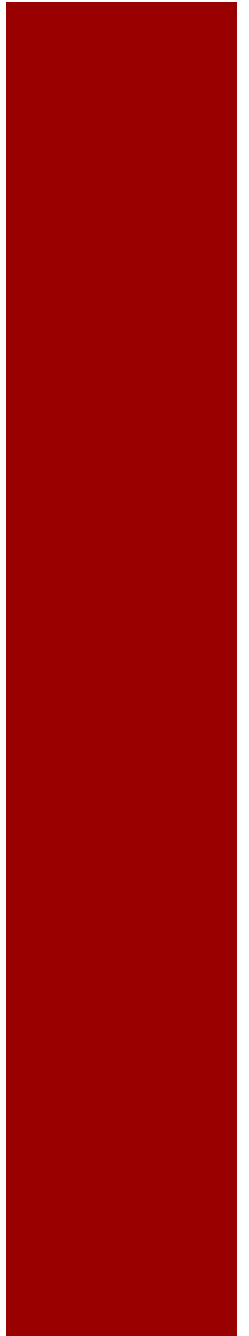
Injury



Traffic



- **What is the problem?**
- **What are the values?**
- **What is the solution?**



Values

community health values
are about obligation to the
collective good

Problem

Focusing event;
worsening trends;
policy feedback

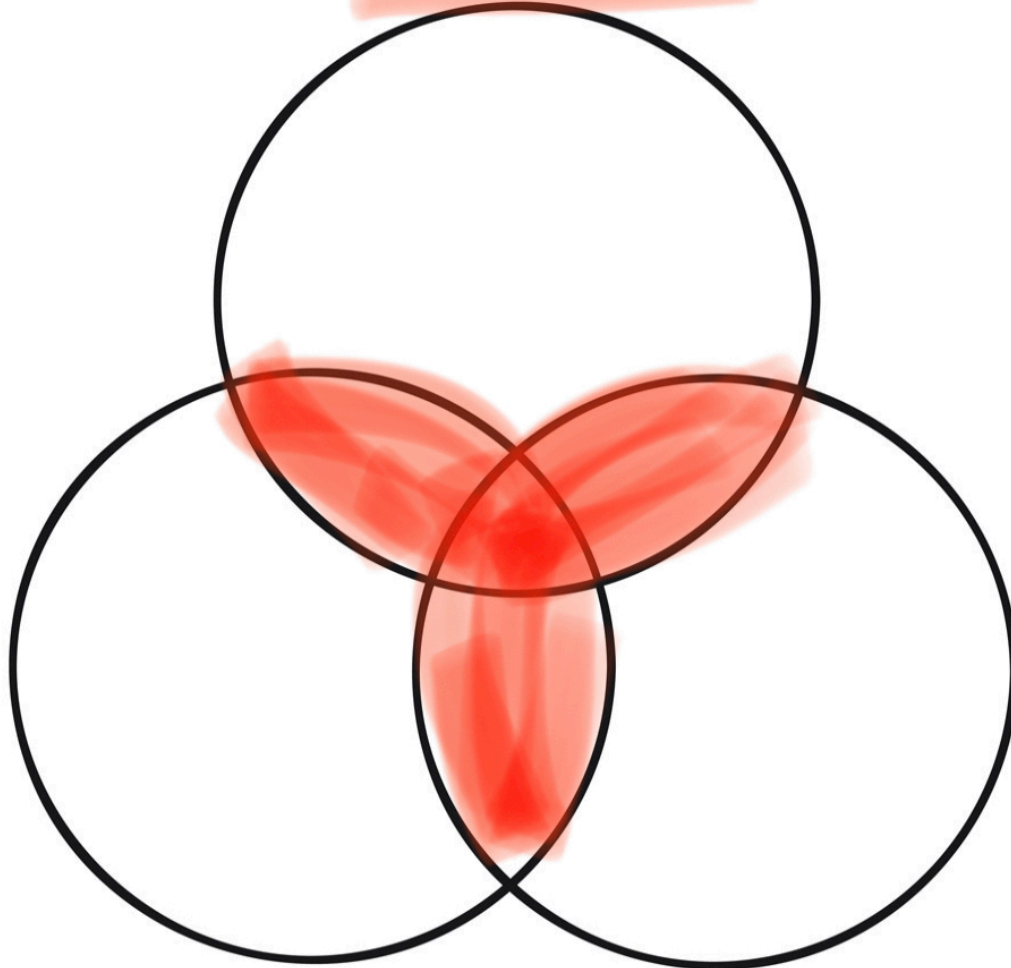
How do we make them care?

Through narratives,
potential impacts,
showing relevancy

```
graph TD; Problem[Problem] --> Solution[SOLUTION]; Values[Values] --> Solution; Care[How do we make them care?] --> Solution;
```

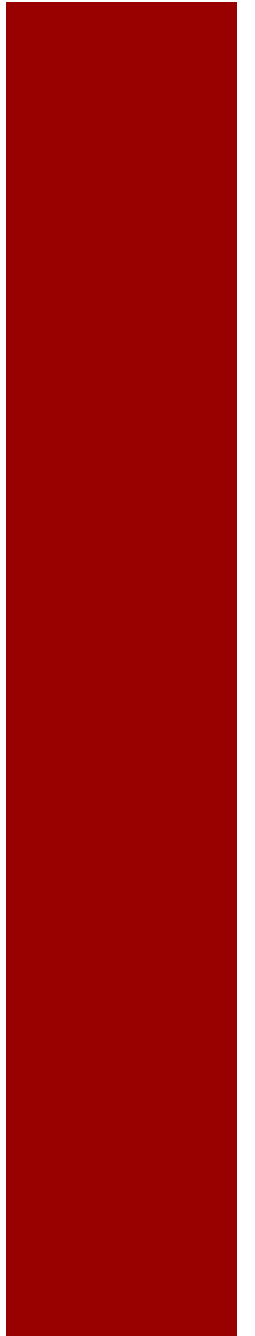
SOLUTION

What is the problem?

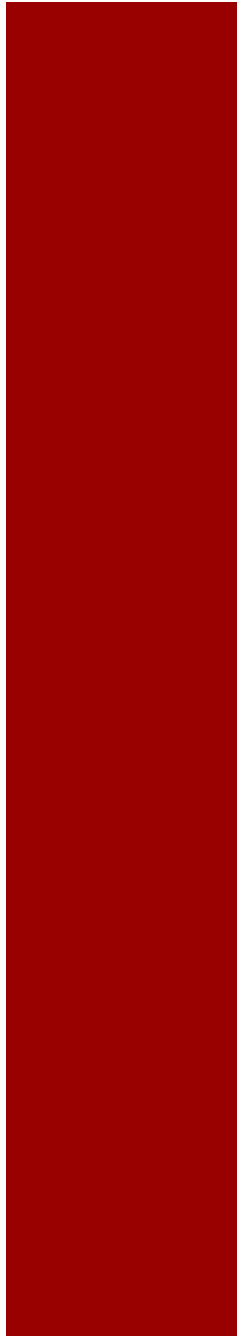


What is the solution?

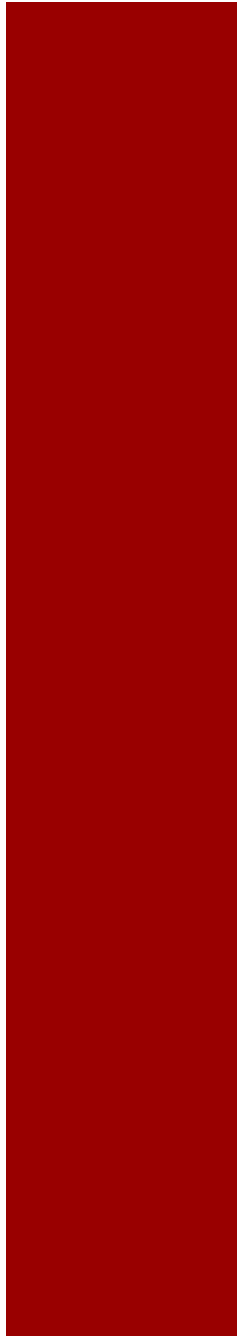
What are the values?



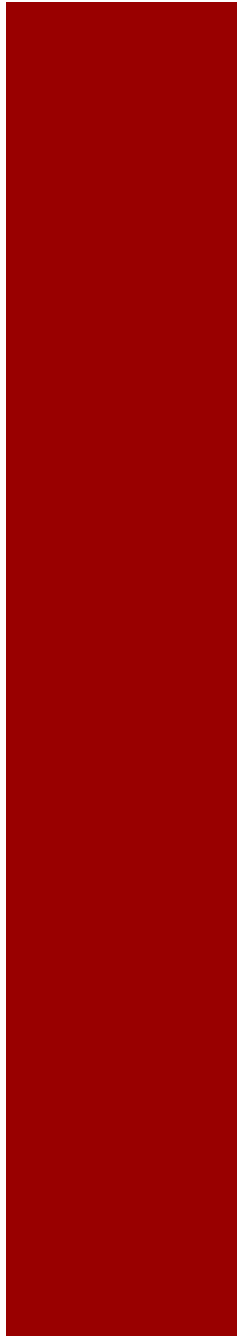
What is the problem?



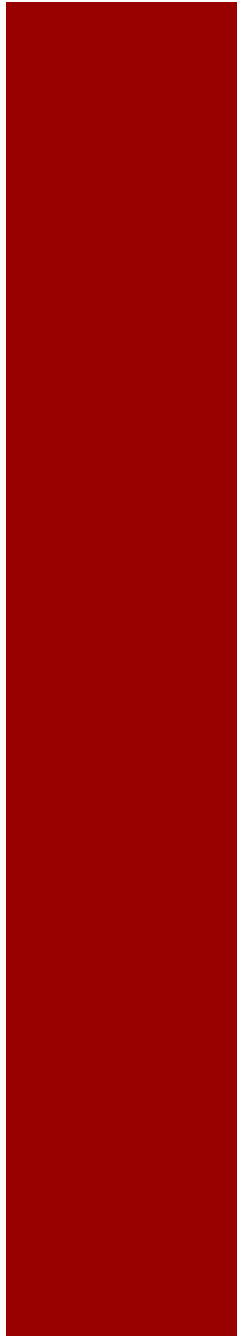
What are the values?



Who is your audience?



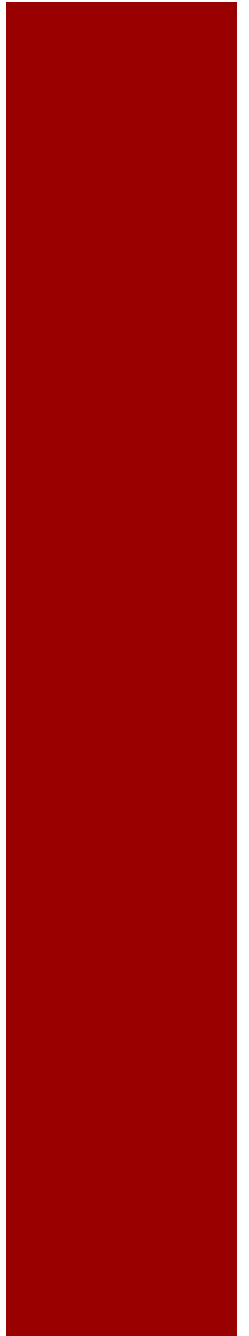
**How do you make
them care?**



Elevator Speech

- **Who am I?**
- **Who am I speaking to?**
- **What we know?**
- **What is the ASK?**

What is the solution?



QUESTIONS?

