

Prevention Messaging Activity Worksheet

Audience:

What prevention terms does your audience already use or understand? Example: Respect, safety, fairness

What prevention terms should you describe in plain language?
Example: Bystander intervention → helping people look out for each other

What terms do they use that you need to understand?
Example: Community safety, mutual aid, neighborhood watch

What prevention terms might turn them away — and how will you address that? Example: Rape culture → describe the messages society sends about gender and violence

Shared Values + Acknowledging Feelings

What matters most to this audience?

Example: Protecting kids, fairness, safety, respect, caring for others

What fears, doubts, or discomfort might they have?

Example: "This is too big to fix," "This doesn't happen here," "I don't know what to say or do"

Journey Stories + Problem Statement

What stories or examples of change will resonate? Example: Show them the pathway that someone took from believing sexual assault was just a part of life to believing that prevention is possible.

What specific problem are you focusing on?

Example: Lack of consent education, unsafe public spaces, harassment at work

Examples of Success + Solutions

What prevention successes can you highlight? People need to see prevention is working. Examples of success can be small and don't need to be dramatic!

What solution are you offering? What does this look like in action? Be specific.

Draft Your Final Message

Put it all together in a message! Your message does not need to include all 6 elements, but use the elements to inform your final message. Ask yourself – am I using language that my audience would understand? Be open to? Or does my language create fear and distrust with this audience?