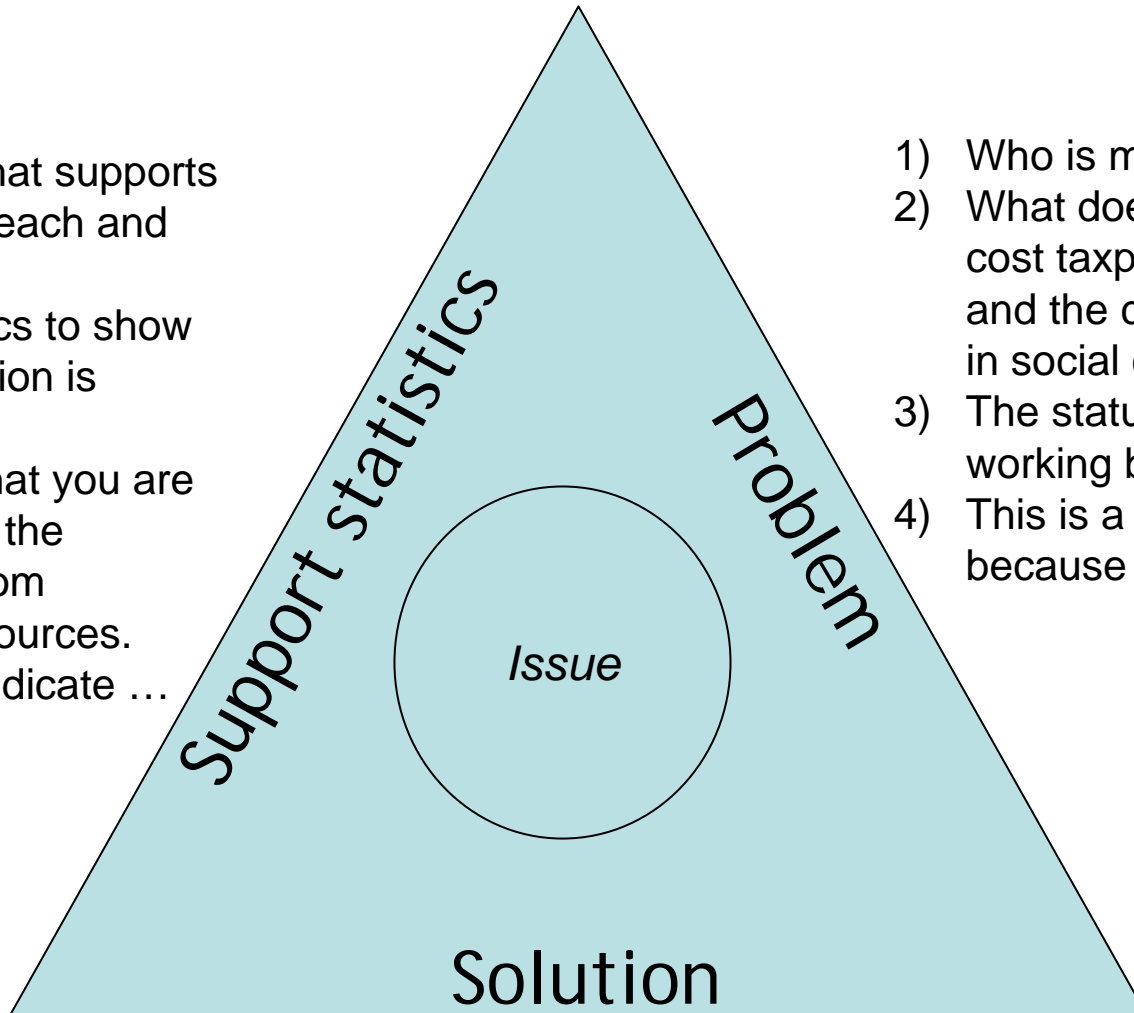


MESSAGE TRIANGLE

- 1) Find data that supports problem's reach and scope.
- 2) Use statistics to show how a solution is working.
- 3) Back-up what you are saying with the research from reputable sources.
- 4) Call stats indicate ...



- 1) Who is most affected?
- 2) What does this problem cost taxpayers in dollars and the community in social costs?
- 3) The status quo isn't working because...
- 4) This is a real problem because ...

- 1) This solution will help alleviate the problem by ...
- 2) To reduce the overall impact of this problem, this solution should be adopted.
- 3) With community support, this change can save lives.