****

**Child-friendly Accountability Toolbox – Module 9, p. 97**

**Position Statement Development**

|  |  |  |
| --- | --- | --- |
| **Outline** | **Content** | **Input** |
| Opening statement (call to action) | What action is required? (“Top line” message) |  |
| When should the action be taken? (“Top line” message) |  |
| Who should take the action? (“Top line” message) |  |
| Problem statement | Why is the action necessary? (This is your central argument) |  |
| Supporting evidence (with sources) | What evidence shows the need for action? |  |
| Case study | Examples |  |
|  |
| Impact of the action | What impact will the action have on child protection? |  |
| Conclusion (call to action) | What action is required? (In detail) |  |
| When should the action be taken? (In detail) |  |
| Who should take the action? (In detail) |  |

Use the checklist below to assess and improve the position statement.

|  |  |
| --- | --- |
| **Criteria of a good message** | **Y/N** |
| Is your message short? Can you effectively deliver your message in one minute or less? |  |
| Do you use credible supporting evidence that you can clearly communicate to the target audience? |  |
| Is the message persuasive and important to the target audience and influencers? Does it address issues that are important to them? |  |
| Does the message have a clear problem statement that requires action? |  |
| Does the message clearly and concisely explain the desired action? |  |
| Is the message emotionally compelling? |  |