

EXAMPLES OF DECISION-MAKERS

TYPE	EXAMPLES	
GOVERNMENT	ELECTED	Governors, legislators, city council, school board, county board of supervisors
	APPOINTED	Cabinet secretaries, advisory committees, judges, Parks & Recreation Commissions, County Fair Boards, Community College Board of Trustees, Youth Council/Commission
	CAREER	Agency section heads, legislative staff, school administrators, school principals
CORPORATE	<p>Medical directors, nursing home officials, health care providers</p> <p>Publication editorial boards</p> <p>Property owners or managers</p> <p>Executive suite: CEO, COO, CFO</p> <p>Board of Directors</p> <p>Human Resource directors</p>	
NON-PROFIT	<p>Executives</p> <p>Boards of Directors</p> <p>Faith-based leaders</p> <p>Agency directors</p> <p>Private college deans</p> <p>PTA leaders and other formally organized voluntary groups</p>	
COMMUNITY	<p>Parents and guardians</p> <p>Teachers</p> <p>Youth workers</p> <p>Coordinators & advisors</p>	



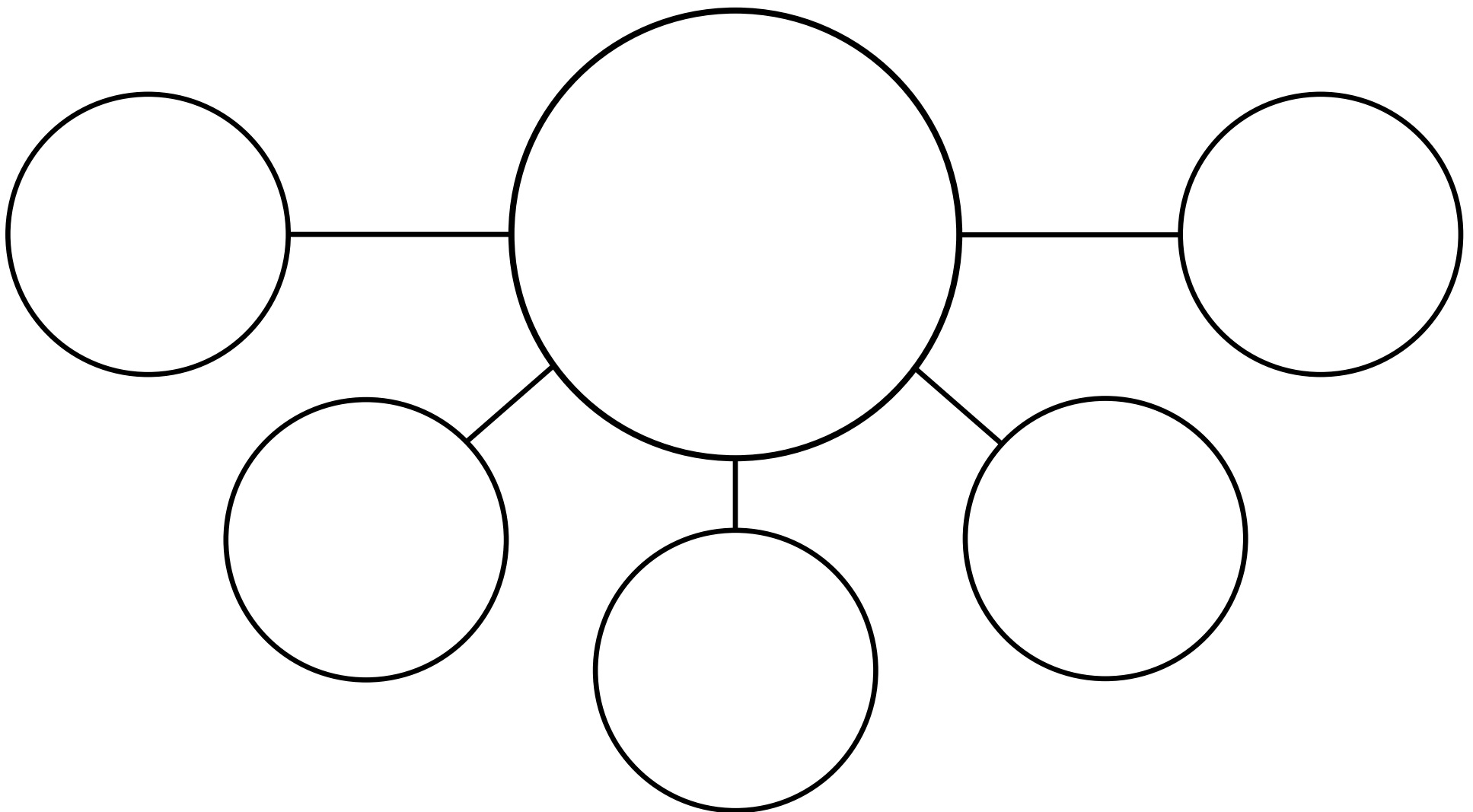


POWER-MAPPING

IDENTIFYING DECISION-MAKERS

Place your issue in the large circle. In the smaller circles, identify all the people you can think of that could influence the issue.

Draw more circles if necessary!





CREATE A STORY-PLAN: EXAMPLES

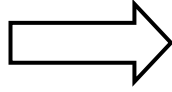
GOAL	AUDIENCE	KEY MESSAGE	SUPPORTING FACTS	RECENT EVENTS	ACTION
What change do you want?	Who are you trying to inform?	What message will be most credible?	2 or 3 key points or statistics that support the message	Activities or events that have occurred around the issue	What do you want the decision-maker to do?
More fresh produce as part of the school lunch program	School board	When more fruits and vegetables are available, kids will eat more fruits and vegetables	Local farmers can provide produce at less than market cost, making it affordable for schools	A petition to increase produce options in our school lunches gained over 500 signatures	Change the school wellness program to include a requirement for fresh produce
More recreational facilities and playgrounds open after school	City Council	Expanded access to recreation facilities not only reduces obesity rates, but also builds community and reduces crime rates	A recent report in our city found that in neighborhoods where recreation facilities were open longer, crime rates were lower	Two recreation facilities have been closed in the last year, straining the resources of the remaining facilities	Change the city ordinance to extend the hours of our recreational facilities and playgrounds
Tobacco-free state parks	State legislator	Families deserve safe and clean parks, free of secondhand smoke	Tobacco-free environments promote healthy choices. Secondhand smoke is dangerous, even outdoors. Cigarette litter is harmful to people and pets	Surveys conducted in city parks: more than 80% of people surveyed support tobacco-free parks	Author or coauthor an ordinance making all state parks tobacco-free



CREATE A STORY-PLAN

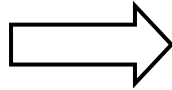
GOAL

What change do you want?



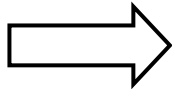
AUDIENCE

Who are you trying to inform?



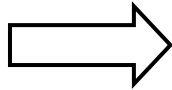
KEY MESSAGE

What message will be most credible?



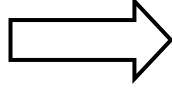
SUPPORTING FACTS

2 or 3 key points or stats that support the message



RECENT EVENTS

Events that have occurred around the issue



ACTION

What do you want the decision-maker to do?

