

WNCHEALTHYIMPACT

“My RBA Elevator Speech”: Telling Your Story in a Compelling Way

Organization:

Specify an Audience for this version of your story (e.g. community volunteer, parent, county commissioner, etc.):

Write a message for each of the prompts/RBA elements.

Prompts	RBA Element	Message
Quality of life condition we want for our community.	RESULT	
How we will know we have achieved it.	INDICATOR	
What we do with partners (CHIP).	STRATEGY	
The 3 messages above can combine to become a common message for your whole coalition. The part below talks about how you contribute.		
What WE do as an organization, coalition, action team, etc.	STRATEGY Related Project, Service)	
How Well WE do it.	PERFORMANCE MEASURE- HEADLINE QUALITY MEASURE	
What change our work produces.	PERFORMANCE MEASURE- HEADLINE CUSTOMER RESULT –	
What we want to move toward.	WHAT WORKS TO DO BETTER?	
Our next step.	ACTION	

Put the message pieces together to form **My RBA “Elevator Speech”**:

EXAMPLE

Organization:

Multi-Site Child Care Center, *ABC Child Care Center*

Specify an Audience for this version of your story (e.g. community volunteer, parent, county commissioner, etc.):

Local Funding Organization

Prompts	RBA Factor	Message
Quality of life condition we want for our community.	RESULT	Many of us in the community are working hard to make this a place where everyone has the opportunity to be healthy, save and thriving.
How we will know we have achieved it.	INDICATOR	Together, we are trying to increase the number of children who come to kindergarten at a healthy weight.
What we do with partners (CHIP).	STRATEGY	We at ABC Child Care Center are working with partners including pediatricians and Kids In Parks to increase healthy eating and outdoor play young children under age 5.
The 3 messages above can combine to become a common message for your whole coalition. The part below talks about how you contribute.		
What WE do as an organization, coalition, action team, etc.	STRATEGY (Related Project, Program, Service, etc.)	We provide active play time two meals and a snack each day to 200 young children.
How Well WE do it.	PERFORMANCE MEASURE- HEADLINE QUALITY MEASURE	We exceed the recommended state standards in physical activity, and meet the nutrition standards.
What change our work produces.	PERFORMANCE MEASURE- HEADLINE CUSTOMER RESULT –	More of our 5 year olds enter kindergarten at a healthy weight than the community average.
What we want to move toward.	WHAT WORKS TO DO BETTER?	We want to improve the type and quality of the food we serve using the Rainbow in My Tummy program and work toward having all of our children at a healthy weight.
Our next step.	ACTION	Would you be interested in contributing in some way to this work?

Put the message pieces together to form **My RBA “Elevator Speech”**:

Many in us in the community are working hard to make this a place where everyone has the opportunity to be healthy, save and thriving. Together, we are trying to increase the number of children who come to kindergarten at a healthy weight. We at ABC Child Care Center are working with partners including pediatricians and Kids In Parks to increase healthy eating and outdoor play young children under age 5. We provide active play time two meals and a snack each day to 200 young children. We exceed the recommended state standards in physical activity, and meet the nutrition standards. More of our 5 year olds enter kindergarten at a healthy weight than the community average. We want to improve the type and quality of the food we serve using the Rainbow in My Tummy program and work toward having all of our children at a healthy weight. Would you be interested in contributing in some way to this work?