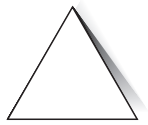
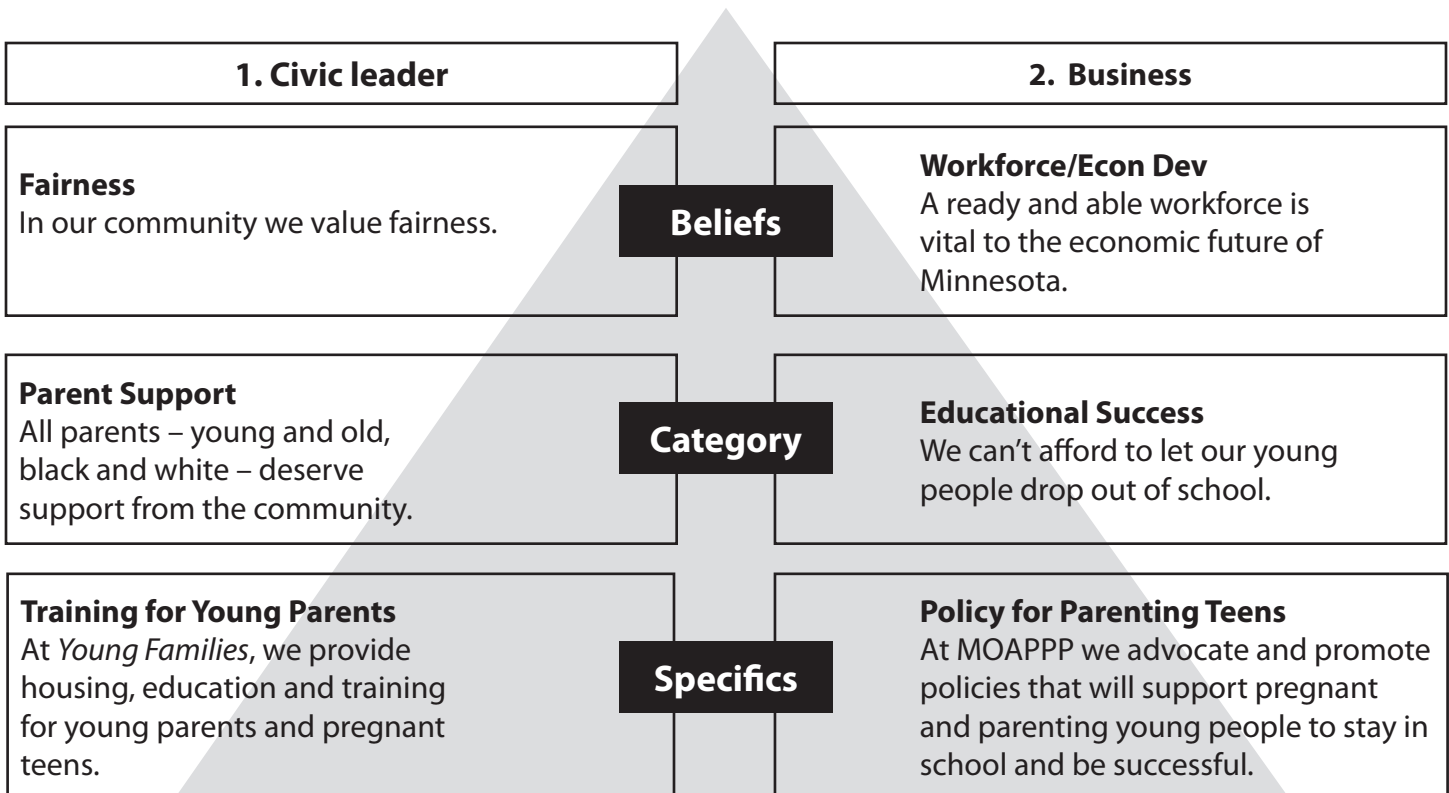


# message pyramid — example 1

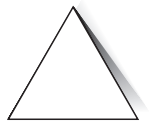


Beliefs	Issue/Category	Specifics
Success/Future of Community Personal Responsibility Personal Privacy Healthy Young People Fiscal Responsibility Fairness Productive Employees Results/Effectiveness Academic Success Prevention Human Rights Reproductive Rights Religion/Values Science/rationality	Education Social and Emotional Learning Social Skills Youth Development Human Development Adolescent Health Reproductive Health Sexual Health Public Health Rights of Youth Reproductive Rights Civil Rights Economic Development Prevention	Sexuality Education Comprehensive Sex Education Abstinence Education Teen Pregnancy Prevention Birth Control HIV/STD Prevention Adolescent Health Parenting Support Counseling Peer Education Parent Training Emergency Contraception Home Visits

## Teen Parents

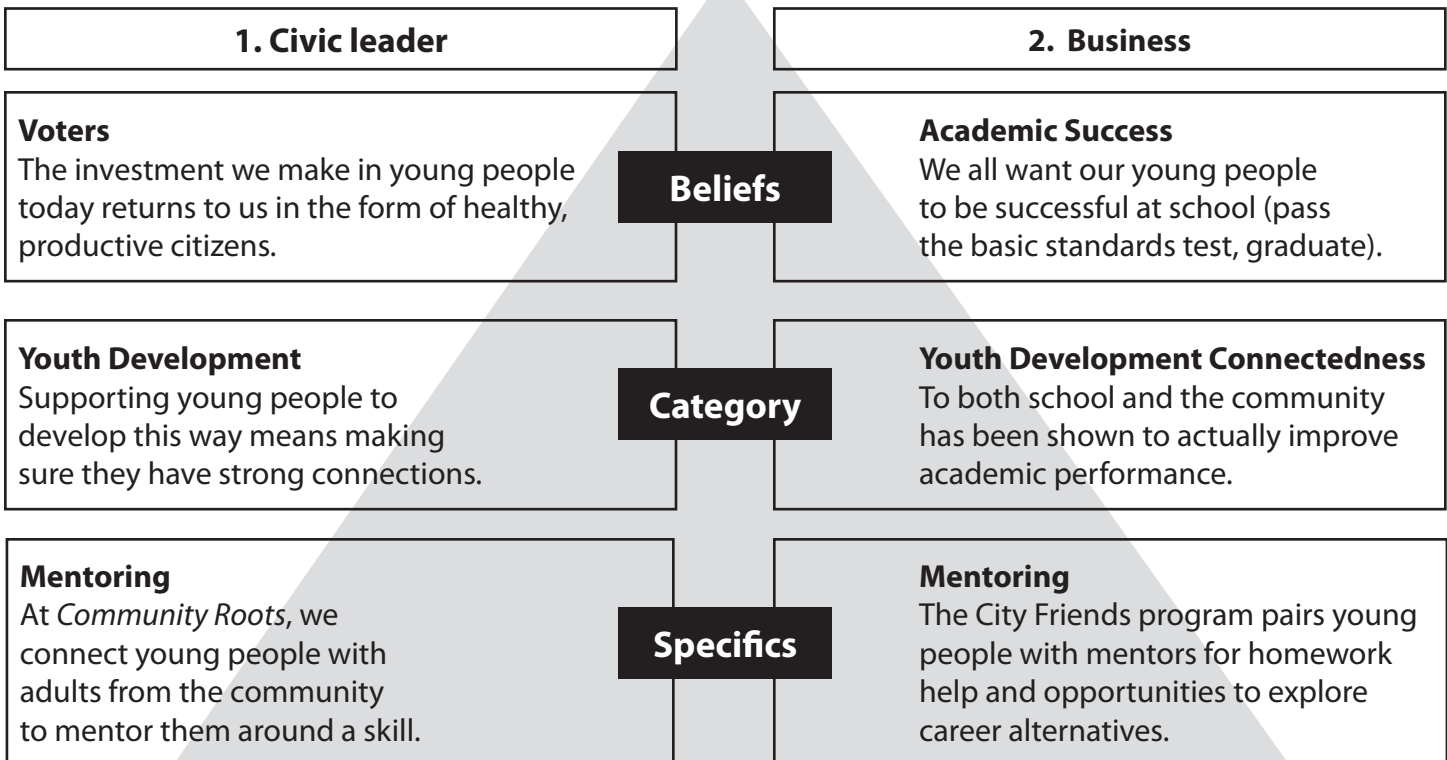


# message pyramid — example 2



Beliefs	Issue/Category	Specifics
Success/Future of Community Economic Development Effectiveness Fairness Fiscal Responsibility Community Freedom Prevention Religion/Values Science/Rationality Productive Workforce Citizenship/Voting Academic Success	Education Social and Emotional Learning Skill Building Youth Development Mentoring Programs Adolescent Health Public Health Rights of Youth Civil Rights Economic Development Prevention Mentoring After School Program	Mentoring After School Program Service Learning Peer Education Youth Leadership Media Literacy Sexuality Education Youth Activism Gardening Project Wilderness Camp Hip Hop Competition Band/Orchestra Girl/Boy Scouts Youth Advisory Panel

## Mentoring

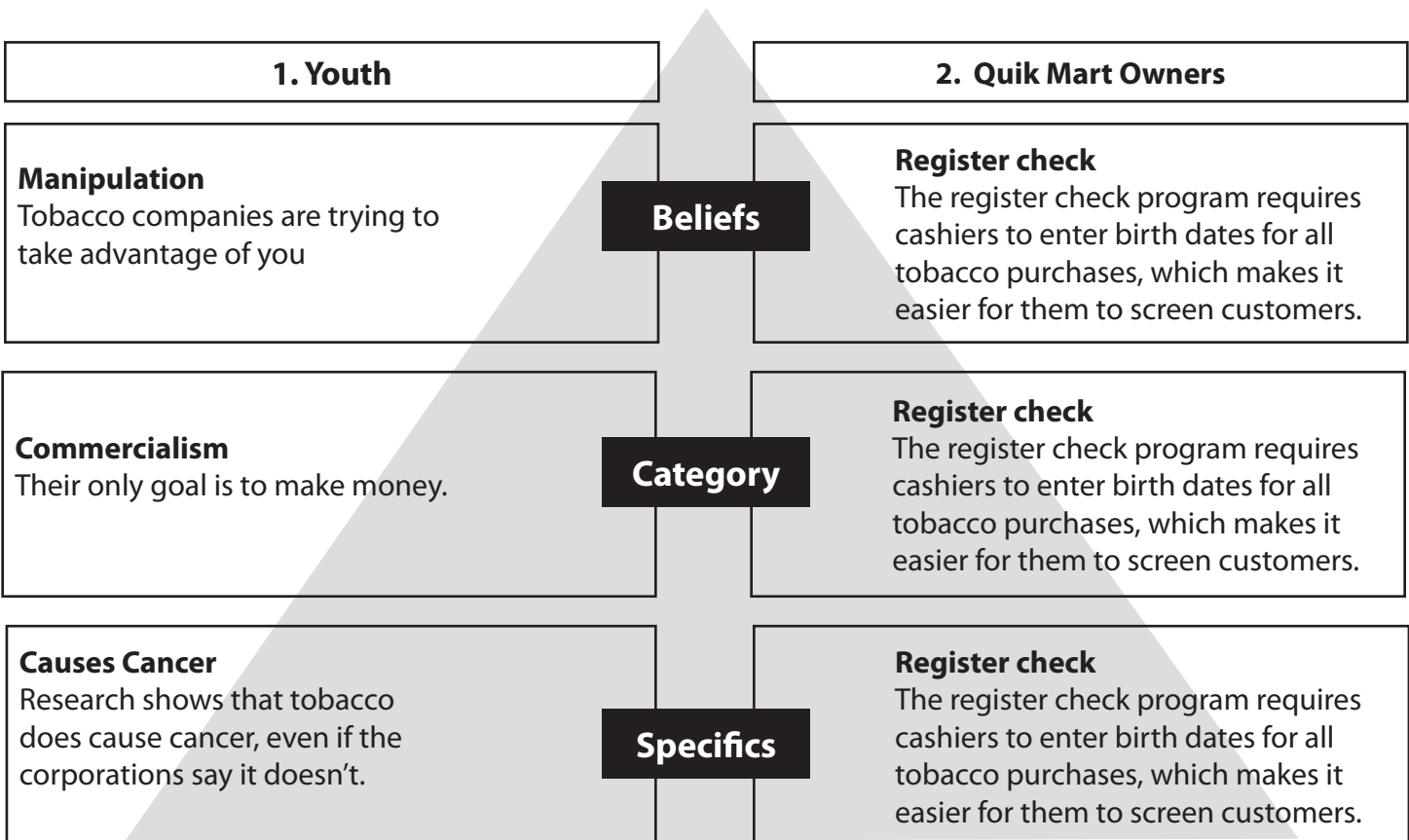


# message pyramid — example 3



Beliefs	Issue/Category	Specifics
Honesty/Genuine/Real Legality/Consequences Death Bad Breath Success/Future of Community Personal Responsibility Healthy Young People Fiscal Responsibility Productive Employees Results/Effectiveness Prevention Policy Adherence Religion/Values	Store Policies Promotional Materials Commercialism/Business Ed Health Care Social Skills Youth Development Human Development Adolescent Health Public Health Rights of Youth Civil Rights Economic Development Prevention	Health Class School Policies Corporate Manipulation Adolescent Health Parenting Support Counseling Policy Monitoring Tax Increase Staff Training/Development Health Classes Addiction Negative Impacts Additives Cancer Causing

## Tobacco Prevention (Young People)



# message pyramid — example 4



Beliefs	Issue/Category	Specifics
Easy Time Savings Free Results/Effectiveness Success/Future of Community Personal Responsibility Healthy Young People Fiscal Responsibility Fairness Academic Success Prevention Religion/Values Science/Rationality	Education Social and Emotional Learning Curriculum/Instructional Units Training/skill Development Social Skills Youth Development Human Development Adolescent Health Reproductive Health Sexual Health Public Health Prevention	Sexuality Education Comprehensive Sex Ed Abstinence Education Teen Pregnancy Prevention Birth Control HIV/STD Prevention Adolescent Health Parenting Support Counseling Peer Education Parent Training Emergency Contraception Home Visits

## HIV Prevention (Young People)

