

Identifying Leadership on Alcohol Issues

1. Who would be the best person/persons to take the leadership on this issue?

Your thoughts:

Remember, the best people to “sell” an issue are not always the people that may be in your community coalition. They are often key community decision makers or people that are well connected and can make things happen. When you think about who is the right person to lead an effort, think about who has a stake in this issue.

2. What type of information is needed to “sell” this issue?

Your thoughts:

The best “sell” tends to be data in the form of numbers. Numbers demonstrate the extent of the problem, financial costs of the problem or evidence of how the problem diminishes the quality of life, safety, or potential of individuals in the community.

3. What is the best way to present this issue?

Your thoughts:

- One-on-one meetings
- Small group discussion
- Someone serving as an intermediary in a discussion
- Mass public awareness
- Press conference / press releases
- Combination of several approaches

4. What actions / policies could be taken at the local level to address the issue you have identified? Why?

Your thoughts:

- Determine the one or two actions you want to see happen.
- Be prepared to back your position.
- Prepare specific talking points. Make sure the need is clearly identified.
- Everyone should be communicating the same message in the same way.

