

# Alcohol Policy Advocacy: Speaking Points Worksheet

On the Rocks: Fixing Our Fractured Alcohol Policies | ASAM 57th Annual Conference | April 24, 2026

Use this worksheet to prepare a 60-second elevator pitch or flash talk on an alcohol policy issue.

Fill in the Notes column first with your initial thinking, then refine your message in the right column.

**Topic:** \_\_\_\_\_ **Audience:** \_\_\_\_\_

**Goal:** \_\_\_\_\_

	Notes	Refined Message
<b>Problem Message</b> <i>What do you seek to address or fix?</i>		
<b>Solution Message</b> <i>What do you and others plan to do about the problem?</i>		
<b>Urgency Message</b> <i>Why is this important to address now?</i>		
<b>Hope / Ask</b> <i>What do you want your audience to do? What is your specific ask?</i>		

## Quick Tips for Your Pitch

- **Use social math:** Break numbers down by time, place, or comparison
- **Lead with impact, not methods:** Avoid jargon. Use language a non-expert can immediately understand
- **Make it personal and local:** Use state-specific data, patient stories (with consent), or your own experience
- **End with a concrete ask:** Vote for a bill, schedule a meeting, fund a program — be specific
- **Exchange contact info:** Don't just give your card — get theirs!

Adapted from: Horwitz JD. *Social Math; Communication Training; Strategies and Tips for Preparing Testimony and Testifying*. Johns Hopkins Bloomberg School of Public Health. Keita M. *Elevator Pitch [lecture materials]*. Johns Hopkins Bloomberg School of Public Health.

Workshop: *On the Rocks: Fixing Our Fractured Alcohol Policies*. Lira MC, Esser MB, Marshall M, Poland CA. ASAM 57th Annual Conference, 2026.