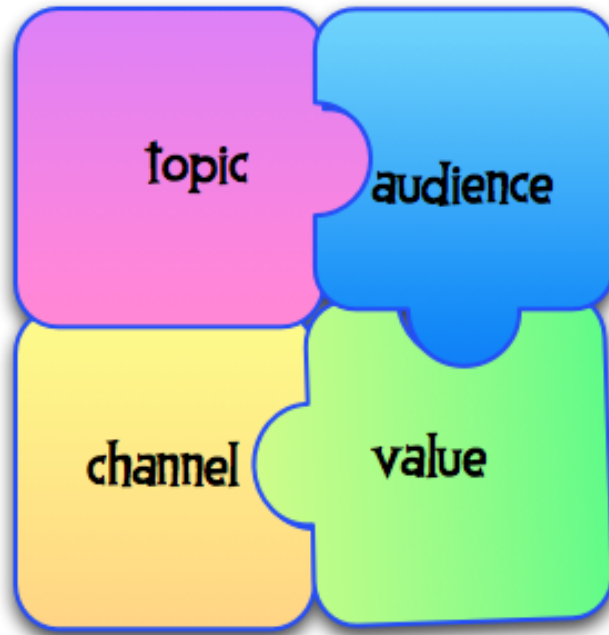


## Puzzle Exercise



Discuss and answer these questions among yourselves:

### 1. Theme/Message

- What is your main theme?
- What are the most important 2-3 points you want to get across to your audience?
- What is your message?

### 2. Audience

- Who is your primary audience? Who are the most important people that you want to reach so that they will take action?
- What are your goals for your audience?

***For example:*** Do you want to build more confidence among your members about health reform? Do you want to change the minds of people in power? It is, of course possible that you want to accomplish both. But in this exercise it is important to choose which is your primary audience.

- After you choose your primary audience, here are some additional questions:
  - What do you know about your audience? About their education and experience? About their literacy?
  - What does your audience already know about your theme and message? Do they already have opinions about it? What are they?

### 3. Channel (Media)

- How does your primary audience prefer to receive information?
- What works the best for them?
- Do they have obstacles to accessing information? What are they?

### 4. Value Added

- From the perspective of your primary audience: What is the value added of our contribution?

**For example:** Suppose our channel/media is a comic book. Our value added might be:

*After reading our comic book, you will have more confidence in your knowledge that health care is a right and that workers and low-income patients can change the system. You will also be able to speak about these ideas, with confidence, to others.*

**Another example:** Suppose our channel/media is a workshop. Our value added might be:

*After participating in our workshop you will know:*

- *Why health care is a right.*
- *What you can do to make the health care system more fair.*
- *Examples of campaigns that have achieved this goal.*