



**TITLE:**

Target audience(s):

**Big picture:** The following message conveys why it matters in the larger scheme of things.

**Utility:** The following message conveys the immediate value or benefit.

**Critics:** The following message preempts negative or erroneous perceptions, such as *I can't afford health insurance*.

**Action:** The following message tells the audience what to do.

**Supportive Facts:** Include facts, proof points, and statistics here. Optional.