

**Creating Talking Points for Change**  
*(1 hour 15 minutes)*

DRAFT - For Field Test

*Media & Advocacy Series  
Staff Skill Building Library  
Raising Voices*

This module is part of a *Staff Skill Building Library* developed by Raising Voices. The *Library* consists of competency based training modules designed to strengthen skills of staff implementing or supporting community-based violence against women (VAW) prevention programs. The *Library* is designed for organizations using the *SASA! Activist Kit for Preventing Violence against Women and HIV* but can be used by anyone working to mobilize their community to prevent VAW. If you are not using *SASA!* simply replace the word *SASA!* wherever you see it in the text with the name of your methodology.

This module is part of the *Media & Advocacy* series in the *Staff Skill Building Library*.

All materials in the *Library* can be downloaded at [www.raisingvoices.org/staffskills.php](http://www.raisingvoices.org/staffskills.php) or requested at [info@raisingvoices.org](mailto:info@raisingvoices.org) The *SASA! Activist Kit* can be downloaded at [www.raisingvoices.org](http://www.raisingvoices.org)

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## **Creating Talking Points for Change** (1 hour 15 minutes)

### Objective:

- Practice creating talking points for important meetings.

*By the end of this session, participants should be able to . . .*

- Develop talking points for meeting with key agencies to determine possibilities for collaboration.

### Preparations:

- Pre-write *Steps to Prepare for a Meeting* (No. 9) on flip chart.
- Pre-write *Quality Talking Points Quiz* (No. 16) on flip chart.

## Steps:

1. Ask: *Has anyone ever created talking points for a meeting before?*
2. Get a show of hands
3. Ask: *What are they? What is their purpose?*
4. Invite a participant to explain. Be sure the group understands it is to help prepare for a meeting and to help ensure that you achieve what you want to achieve for the meeting.
5. Explain: *For the purposes of this exercise, we are going to practice writing talking points for a meeting you know is coming up. This meeting could be with:*
  - *A key resource person in a sector (health, religious association, etc.) we have decided to work with.*
  - *A key decision maker in a media house.*
  - *A policy maker.*
  - *Etc.*
6. Ask: *Besides gathering information in this first meeting, what else might you want to achieve through your visit?*
7. Write responses on flip chart, ensuring that the following are included e.g.
  - Gather information about the structure and existing efforts of the institution.
  - Find out about the specific interest and position of person you are talking with.
  - Provide information about SASA! and what your organization does.
  - Discuss the potential for positive benefits of their participation in SASA!
  - Advocate for them to consider becoming involved in SASA!
  - Clarify next steps for collaboration.
  - Begin a positive, professional relationship with this person.
  - See processes in action—see how the health clinic is set up, for example, where they see patients, what desks in a media house do what and what deadline times look like, etc.
8. Before we get into writing talking points, there are a few other things to do to prepare for a meeting.
9. Post pre-written flip chart, titled *Steps to Prepare for a Meeting:*
  - Find out the basic structure, mission, goals and programs of the institution.
  - Decide what objectives you have to get out of the meeting.
  - Decide what person within their organizational structure would be best to meet with to accomplish those objectives.

- Write talking points.
- Be sure to be on time for the meeting.

10. Explain:

- *Before the meeting, find out the basic structure, mission, goals and programs of the institution through the website, any available organization brochures or print material, or existing connections. Note that if you meet with a senior level staff within the organization and ask these basic questions, it is often perceived as a waste of their time—so find out ahead of time and make a good impression!*
- *Second, decide what you want from the meeting—Ask yourself what objective(s) make a meeting necessary.*
- *Third, decide who would be the most appropriate person to help you to achieve your goals. Depending on your objectives, this does NOT always have to be the Director.*
- *Once you know all of this, you are ready to create talking points for your meeting!*
- *Finally, be sure to be on time for the meeting! It will set you up to look like a serious activist who respects the institution and its time!*

**Validation Option: Activity in Training**

This activity allows for group validation of the competency:

- Develop talking points for meeting with key agencies to determine possibilities for collaboration.

Do talking points clearly discuss VAW and HIV and state a clear objective? Do talking points frame the benefits of achieving the stated objective in a way that would likely fit the interests of the potential ally they are going to meet with? Do the talking points include discussion of concrete, desired commitments for change? If so, then the group demonstrated the competencies. If not, further training is recommended.

11. Explain: *Talking points can include a discussion of:*

- *The related problems of VAW and HIV.*
- *The benefits of preventing violence, and the SASA! approach.*
- *The positive benefits of prevention to the stakeholder you are talking with, and why they are important to the solution.*
- *Questions you want answered: What do you not want to leave the meeting without hearing/ knowing?*
- *Commitments you want from that person (commitment from person x to do x).*
- *Observations you want to make (e.g. A tour of a police station to observe x and x).*

12. Invite each organization to sit together and to choose 1 meeting they know they need to have and write talking points for that meeting. (OR, ask if all participants are from one organization, ask individuals to break up into groups by type of meeting they want to have—information gathering, position of key leadership on issue, negotiation of agreement, etc)
13. Explain: *You will have 15 minutes to sit together and discuss talking points for the key meeting(s) represented in your group. Please take no more than 5 minutes to present these talking points. In your preparation, be sure to:*
  - *Figure out how you will gather more information about the organization you want to meet with, as needed.*
  - *Decide what your purpose and objectives are for the meeting, and who you would need to meet with in order to fulfill that purpose and objectives.*
  - *Write talking points that: explain who you are, frame the benefits of VAW prevention work to the organization and particular person, and get you as much progress and commitment as possible toward your stated objectives.*
  - *Remember that talking points are short, 1-line notes to keep you on track, and should not be read exactly as they are written!*
14. Go between groups during group work and help as needed. After 15 minutes, call “stop!”
15. Explain: *Now we are going to listen to each other’s talking points, and evaluate each other with a few questions and do our best to think like the person they have prepared the talking points for.*
16. Post pre-written flip chart, titled: *Quality Talking Points Quiz*
  - Was who the group decided to talk with at the organization the most appropriate choice?
  - Did the talking points include a clear explanation of your organization and its work?
  - Did the talking points frame the benefits of working on VAW and HIV prevention to the interests of the organization and, in particular, the person they were talking with?
  - Did the talking points include a clear way to work toward the proposed objectives of the visit?
17. Invite groups to share in plenary their pending meeting ideas and talking points.
18. Invite other participants to evaluate the group’s talking points, based on the Quality Talking Points Quiz questions. Invite the groups to practice again, if needed.
19. Thank all participants for participating.
20. Summarize: *Remember, in addition to having good talking points, it is important to prepare for the meeting in other ways, like doing our homework and showing up on time! These skills will hopefully help everyone to move forward on the, sometimes slow, but rewarding process of engaging another organization in social change work to prevent violence against women and HIV!*

## Validation Options

Validation is another way to say “assessment” or “pre/post-test”. It is used to determine whether the participants in a training learned what the facilitator intended for them to learn. Instructions for how to use each validation method can be found in *Training Validation Methods: A how-to guide for assessing participant learning* downloadable at [www.raisingvoices.org/staffskills.php](http://www.raisingvoices.org/staffskills.php)

Select validation methods for each competency using the table below:

1. Choose whether the competency (specific skill) needs to be validated at a group or individual level.
2. Looking at the validation methods listed in that category (group or individual), select only **one** of the validation methods marked with an 'X' for each competency.
3. Plan a time in the training agenda to use the validation method you've chosen to test each competency.

### Suggested Validation Methods

Competency (Specific skill)	Group Validation					Individual Validation			
	Activity in Training*	Game Show	Card Game	Answers Bingo	Pick and Play	Activity in Training*	Exit Interview / Role Play	Game Show (All Play)	Written Quiz
Develop talking points for meeting with key agencies to determine possibilities for collaboration (not duplication).	X					X***			

\* Activity in Training includes many possibilities, depending on the module, including brainstorming, group practices, debates, agree/disagree/not sure exercise, and others.

\*\*See Validation Questions for this competency, to be used in Game Show, Card Game, Answers Bingo or Pick and Play methods, on next page.

\*\*\*Individual validation possible through asking participants to hand in talking points copies to facilitator, with facilitator review.