**COLLEGE/UNIVERSITY NAME**

**COURSE NAME**

**INSTRUCTOR NAME**

**SEMESTER YEAR**

**Elevator Speech (also known as a Social Impact Pitch)**

**PRESENTATION:** Nursing Advocacy Elevator Speech (5%)

**PURPOSE**: This activity is part of the didactic portion of the course. The Elevator Speech gives students an opportunity to demonstrate an advocacy strategy through a 10–15-minute elevator speech. Each clinical group will present/share an idea of a student nurse-led program/intervention derived from their community assessment project to fellow classmates, faculty and key stakeholders. Following each group’s pitch, there will be a 5-minute period for a faculty-led discussion and feedback session from the audience as needed.

**Benefits of the didactic presentation**: All students (i.e. clinical groups are present)

# FORMAT AND CONTENT

1. **Problem**: What was the problem you identified in your community assessment or clinical experience?
2. **Innovation**: What was the intervention proposed?
3. **Solution**: Who is your community partner/will be community partner to help solve the problem?
4. **Evidence**: What evidence would support your pitch?
5. **Impact**: What is the Expected Impact? What is the expected impact?
6. **Management and Financing**: How can you fund the intervention?
7. **Stage of Idea**: Is this your original idea (student-led idea) or an idea that was already established by your community and your community partner is seeking new ideas and support?
8. **Your "ask":** What would you like to ask for the intervention idea? (e.g. funds, volunteers or anything else from your partners, department of nursing, etc.)

# GRADING:

* + Peer Evaluation: Each group will evaluate other groups except their own.
  + Faculty and invited key stakeholders will also evaluate each group.
  + An average final score will be calculated from the feedback (peer evaluation, faculty and key stakeholders)
  + All students must be available to present to earn presentation points.
  + See Grading Rubric Below (next page)

**AACN Domain, Essential Competencies and sub competencies**

DOMAIN 3: POPULATION HEALTH

**3.5 Demonstrate advocacy strategies.**

3.5a Articulate a need for change.

3.5b Describe the intent of the proposed change.

3.5c Define stakeholders, including members of the community and/or clinical populations, and their level of influence.

