Assignment 3: Policy Pitch-One Pager

The Policy Pitch is one way to connect with policy makers when time is limited. These conversations are brief and require an artifact, or handout, that summarizes the important elements, information, and facts of the conversation. This is called your One-Pager. It allows the policy maker to quickly and easily skim through and reflect on the important elements of your message. The One-Pager compresses all the vital information, data, statistics, and facts into a single page, and at the same time presents that vital information in a professional, readable, and visually stunning manner.

There are two major components that make or break your One-Pager: **content and design. The design may include:**

* Bullet points
* Bold headings
* Tables, graphs, and charts which are easy to read and grasp.

There are a few things one must keep in mind before creating the One-Pager. These include:

* **The length**: Preferably be a ***single 8.5x11 page long*.**
* **The information**: The One-Pager should be **brief and concise.**
* **Visual presentation**: The information should be easy to grasp, easily **readable** and **visually appealing**.
* **The Call to Action:** Add a clear **call to action** at the end (a phone number, your email address, your social media links, etc.).

Please include 2 references in APA format

***One team member will submit the assignment.***

Here are examples of a 1-Pager: (see documents APRN one pager and Paramedicine one pager)

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|  | **Policy Pitch One-Pager** | | | | | | | | |
| **Criteria** | **Ratings** | | | | | | | | |
| Core Content  (70 points)  A current  policy gap is  identified The length:  Preferably be a single page long.  The information:  The One-  Pager should be  brief and concise.  Visual  presentation: The information  should be easy to grasp, easily  readable and visually  appealing.  The Call to Action: Add  a clear call  to action at  the end.  Contact Information is present | **Excellent (score range 63-70)**  - A current service/policy/law  (the identified gap)  - 1 page in length  - Brief and Concise  - Easy to read and visually appealing  - A clear Call to  Action is present  - Contact Information is  present | | **Good (score range 56-62)**  - A current service/policy/law  (the identified gap)  - 1 page in length - Brief and Concise  - A few visual  distractions  - A clear Call to Action is present  - Contact Information is present | | **Fair (score range 53-55)**  - A current service/policy/law  (the identified gap)  - Over or under 1 page in length  - Unclear in the message  - Slightly difficult to read  - Several visual  distractions  - A Call to Action is present but  unclear  - Contact Information is  present | | **Needs Improvement**  **(score range 1-**  **52)**  - A current service/policy/law (the identified  gap)  - Over or under 1 page in length  - Rambling and unclear  - Difficult to read with numerous visual distractions  - A Call to Action is absent  - No Contact  Information is present | | **Unsatisfactory (no credit)**  - No current service/policy/law  (the identified gap)  – Over or under 1 page in length  – Rambling  – Very difficult to read with no visual interest  – No Call to Action is present  - No Contact  Information is present |
| Grammar, Punctuation, Spelling of  1-Page Pitch Document  (20 points) | **Excellent (score range 18-20)**  - Rules of grammar, usage, and punctuation are followed; spelling is correct. | **Good (score range 16-17)**  - The Policy Pitch  One-Pager contains few  grammatical, punctuation, and spelling errors that detract from the pitch. | | **Fair (score range 14-15)**  - Policy Pitch  One-Pager contains several  grammatical, punctuation and spelling errors. | | **Needs Improvement (score range 1-**  **13)**  - Policy Pitch  One-Pager contains numerous  grammatical, punctuation, and spelling errors. | | **Unsatisfactory (no credit)**  - Difficult to  understand due to numerous significant problems with grammar, punctuation and  spelling. | |

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| References  (10 points) APA Format | **Excellent**  **(score range 9-10)**  - The problems  caused by the  gap are  supported by 2  referenced articles in  correct APA format. | **Good (8)**  - The problems caused by the gap are supported by 2  referenced articles with minor errors in APA formatting | **Fair (7)**  - The problems caused by the gap are supported by 1 referenced  article in correct APA format. | **Needs**  **Improvement (score range 1-6)**  - The problems  caused by the gap  are supported by 1  referenced article  with minor errors in APA formatting | **Unsatisfactory**  **(no credit)**  - The problems caused by the gap  are not supported  by any referenced  articles. |