



How to Advocate for Your Project



EMSC
Emergency Medical
Services for Children

Create an Elevator Pitch

An elevator pitch is a short summary to quickly and simply define what you are doing and why.

Components of an Elevator Pitch

- What is this project about?
- Why is it important to do?
- What will success look like?
- What do we need from you?
- What can you expect from us?

When to Advocate

Aim for right timing to advocate for change, but air-time is often the “right” time.

Right Timing

- After a difficult or challenging pediatric case
- During a staff meeting when prompted for educational or improvement ideas
- During or in follow-up to a meeting that has identified a pediatric care improvement

Elevator Pitch Template

<p>INTRODUCTION Who are you and what is the collaborative you're participating in?</p>	
<p>RELEVANCE Why is the collaborative and/or your specific project important?</p>	
<p>GOALS What is your SMART aim?</p>	
<p>SOLUTION What will success look like to you?</p>	
<p>PLAN What do you need from the audience? What can they expect from you?</p>	