

**Worksheet 4: Developing Core Messages—Sample**

DESIRED RESULT	SPECIFIC CORE MESSAGE
Increase community awareness of teen pregnancy.	Most people don't know that one out of every two girls in this city will be pregnant by the time she is 19.
Increase community awareness of teen pregnancy.	
Promote a higher profile of a particular prevention program.	
Change the behavior of teens or parents.	
Promote youth-oriented public policy.	
Other	

DESIRED RESULT

Sample: Increase community awareness of teen pregnancy.

SPECIFIC CORE MESSAGE

Sample: Most people don't know that one out of every two girls in this city will be pregnant by the time she is 19.