



ZERO REASONS WHY

PUBLIC SPEAKING GUIDE

Street Team Toolkit provided in partnership with Blue Cross and Blue Shield of Kansas City.

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Public Speaking Tips

Focus on Your Audience, Not You

Choose appropriate word choice, style and tone based on who will be listening. Your audience wants to learn from YOU, so share your insight and experiences! Focusing more on them, instead of yourself, reduces nerves and creates an authentic, genuine presentation.

Be Prepared with Organized Talking Points Readily Available

It's easy for the mind to go blank once you get in front of your audience. Concentrate on your message; frame your story, show what's in it for your audience and why they should listen to you. Create talking points to help jog your memory to ensure an effective presentation.

Practice, Practice, Practice

Practice makes permanence and is a crucial element of effective public speaking. Whether rehearsing your story out loud, in the mirror or to trusted friends/family, it all helps with comfort and confidence as you prepare to present to others.

Slow Down and Speak Up

Nerves can impact your voice. Practice speaking at a slow pace and projecting your voice leading up to your presentation to make it feel more natural. It's important your audience hears and understands what you are sharing.

Awareness of Body Language

If standing, stand in a solid position with your feet shoulder length apart. Keep your arms palms up above your waist or down at your sides. Shoulders back, head up and make eye contact with your audience. If sitting, keep your back straight, shoulders back and your feet flat on the floor. You want to look confident and relaxed - body language is a powerful tool.

Recognize Nerves Are Normal

Public speaking makes many people nervous, and that's okay! Find ways to channel your nerves into enthusiasm and share your story with others. The audience can feel your emotions, so embrace the nerves, get excited, take deep breaths and effectively share your message!

For extra confidence try power posing for two minutes before you present to harness your inner power!

Campaign Talking Points

The Campaign

#ZeroReasonsWhy is a teen-led community mobilization and storytelling campaign working to prevent teen suicide and drive productive conversations that remove the stigma around mental health struggles.

The Strategy

The campaign's strategy was created by campaign teens with validation from the community. By investing in three strategic pillars — Remove the Stigma, Build Community Support and Commit to Education — the community is able to identify the most impactful actions they can individually and collectively take to disrupt the rise in teen suicides.

What Does Teen-Led Mean?

The campaign's Executive Team is comprised of teens who act as a leadership board responsible for the strategic vision and providing guidance to campaign stakeholders.

Campaign vs. Program

#ZeroReasonsWhy is a campaign, not a program with curriculum. Through storytelling and community mobilization, we are creating a movement to remove the stigma by building community support and committing to education around this topic.

What is Community Mobilization?

Community mobilization efforts are focused on empowering community members to take action toward change. This includes teen mobilization in the form of a March & Rally, Advocacy Day at the State Capitol, School Event or quarterly Community Convenings. It includes bringing together organizations, professionals and non-profits to work alongside one another, lifting up various efforts and initiatives.

What is a Story Campaign?

The story campaign focuses on creating engaging content with an underlying educational purpose to build empathy and remove stigma. The story campaign produces multimedia content to instigate peer-to-peer conversations and provide adults with teen voices to reference when considering community action.

