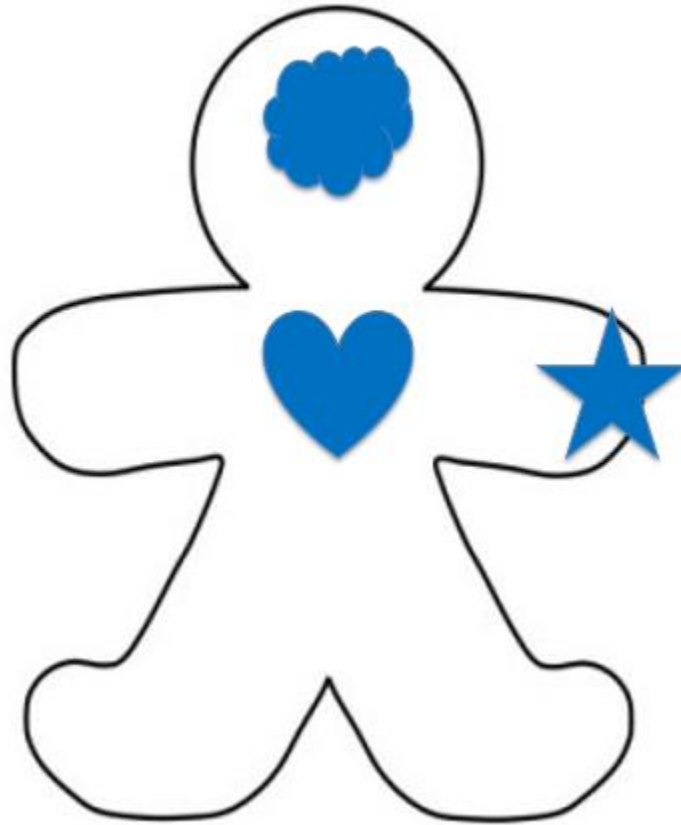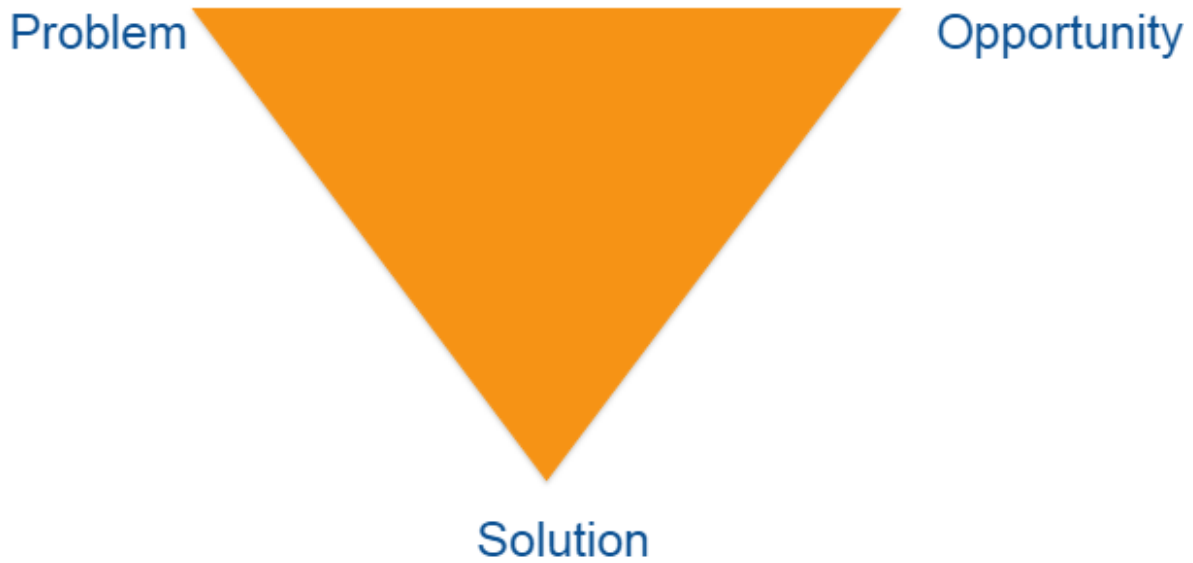# Gingerbread Man Model

Heart (share your story)

Head (what are the stats, research)

Hand (what can we do about it?)

Triangle Messaging Model

Problem

Opportunity

Solution

Problem	Opportunity	Solution
(share your story here)	(why is this the time to do something?)	(how do we fix this?)
1) Fact 2) Fact	1) Fact 2) Fact	1) Fact 2) Fact