Gingerbread Man Model

Heart (share your story)

Head (what are the stats, research)

Hand (what can we do about it?)
## Triangle Messaging Model

**Problem**

1) Fact
2) Fact

(share your story here)

**Opportunity**

1) Fact
2) Fact

(why is this the time to do something?)

**Solution**

1) Fact
2) Fact

(how do we fix this?)