

**Blue Shield of California Foundation Blue Shield Against Violence  
Strong Field Project to End Domestic Violence  
Regional Institute, Effective & Strategic Communication**

**Exercise in Communicating, using the Heart, Head & Hand™ Framework**

Divide into groups of three. You will deliver a short, improvised speech about a topic related to your work. The topic will be suggested by another member of your group, and could include, but are not limited to, such issues as domestic and sexual violence, economic empowerment and financial literacy, child abuse, financial abuse, and women's mental, physical and sexual health.

The topic will be suggested, and you will commence delivery of short speech, no more than 3 minutes in length, using the Heart, Head & Hand framework.

Consider:

- To whom are you presenting? (e.g., government officials, religious leaders, donors)
- What do you want them to do?
- How can you provide a meaningful context for the issue?
- With what data or rationale can you support the request?

Focus on the content, and do not concern yourself much with presentation skills.

Each member of the group will take turns presenting. One listener in the group will keep time, and indicate when you have 1 minute left.

Group discussion will follow.