HPAC CAPSTONE · SESSION 5 · OCTOBER 23

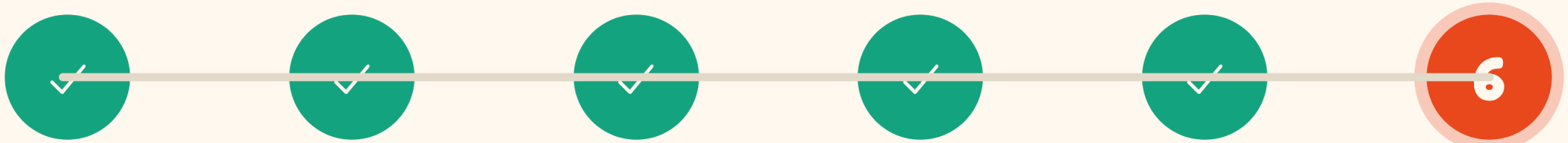
From Questions to Pitch

You know what you care about. Today you decide what you will **do** about it, and how you will convince people to help.

Citizenship Health Institute (CHANGE) with Strengthening Our Students · Tri-C High Tech Academy

LOOK HOW FAR YOU'VE COME

Five steps done. Step six starts today.



Named our assets

What each of us is good at

Named challenges

What we want to change

Chose a topic

22 groups, 22 topics

Narrowed it down

From big topic to one problem

Asked 15 + 15

Two rounds of questions

Name the project

Today: facts and a pitch

Every step built on the one before. Your questions are the raw material for today's project.

SESSION 1 · WHAT YOU BROUGHT

You named more strengths than problems

127

assets

Listening, humor, cooking, being bilingual, leadership, hope

49

challenges

Racism, homelessness, hunger, violence, pollution

2.6 : 1

assets for every challenge

You are the resource, not the problem.

From the asset cards students filled in at Session 1

SESSIONS 2 AND 3 · WHAT YOU CHOSE

22 groups took on 22 real problems

1 · Pollution
2 · Gun violence
3 · Terrorism
4 · Drugs
5 · Pollution
6 · Violence in schools
7 · Public safety
8 · Pollution and energy
9 · Poverty
10 · Homelessness
11 · Drug abuse
12 · Artificial intelligence
13 · Struggling families
14 · Jobs for teens
15 · Animal testing
16 · Apathy
17 · Animal cruelty
18 · Violence
19 · Racism
20 · Suicide prevention and teen support
21 · Extinction
22 · Awareness newspaper

Every topic is a **social or political determinant of health**: a condition where we live, learn and work that shapes how healthy we can be.

104 students on the roster · the Awareness team reports on all the others

SESSION 4 · THE QUESTION LADDER

Two rounds of 15 questions zoom you in

15

questions on your topic

Who, what, where, when, why, how

→

☆

pick the strongest one

The one you most want answered

→

15

more on that one question

Go deeper, get specific

→

🔍

one sharp focus

Ready to become a project

What it looked like in this room

Group 10 started with **homelessness** and zoomed in to: *“What pushes families out of their homes in Cleveland?”*

14 of 22 groups now have questions on paper

REMEMBER THE COUNT-OFF?

A number you can see is a number you remember

Breast cancer · 1 in 8 women



What changes it: found early, about 99% of women are alive 5 years later.

Prostate cancer · 1 in 8 men



For Black men it is 1 in 6. Caught early, 10-year survival is about 100%.

The first number shows the problem. The second shows what changes it. Your five facts should do the same.

American Cancer Society, Key Statistics (2026); ACS and NCI SEER survival data; CDC MMWR 69(41), 2020

READING A STATISTIC

Ask four questions of every number

Who is counted?
All women? Teens? Cleveland only?

Where and when?
The country, the county, last year?

Compared to what?
1 in 6 means more next to 1 in 8

Who says so?
A source you can name and check

1 in 8 = 12.5%. Same number, but “1 in 8” is easier to picture in a room full of people.

We will go deeper on statistics in the Assess unit

WHERE THE ROOM STANDS

14 groups have questions. 8 still need to start.



8 groups · 5, 8, 10, 14, 15, 16, 19, 20



8 groups · 1, 3, 7, 9, 12, 17, 21, 22 · start here today

Bar length = number of groups (each 140px = 1 group) · from work turned in October 2

TODAY'S THREE JOBS

1

Name the project

One sentence: what, for who, where, and why

2

Find five facts

Real numbers from sources you can name

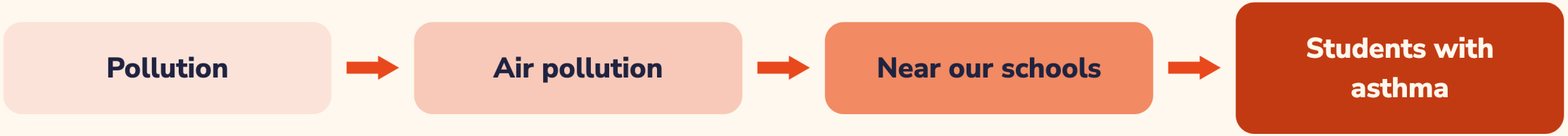
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Build the pitch

30 seconds that make people want to help

STEP 1 · GET SPECIFIC

Shrink your topic until you can act



FILL IN THE SENTENCE

We want to [do what] for [who] in [where in Cleveland] so that [what changes].

Example: We want to **run an air-quality awareness week** for **students with asthma** in **our school's neighborhood** so that **fewer of them miss school**.

STEP 2 · FIVE FACTS

A strong fact has four parts

A number
1 in 4, 48%, 3,000 people

A who
Teens, families, Black men

A where
Cleveland, Cuyahoga, Ohio

A source
Who said it, and when

WEAK

"Lots of kids are hungry."

No number, no place, no source

STRONG

"About 1 in 4 children in Cuyahoga County live in homes without enough food."

Number, who, where · source on the next slide

WHERE TO FIND GOOD FACTS

Start with places that collect real data

CDC
Health, mental health, violence, teen surveys

U.S. Census Bureau
Poverty, income, housing, jobs by city

County Health Rankings
How Cuyahoga County compares on health

Your group packet
Three checked facts and three free data tools on your topic

.gov or .edu | Last 5 years | Two sources agree | AI finds it, you check it

Child hunger fact: about 26% of Cuyahoga County children, from the October 2 count-off sources

STEP 3 · THE ELEVATOR PITCH

30 seconds, four boxes, one ask

Hook

Your most surprising fact, with a number

Problem

Who is hurt, and where in Cleveland

Our idea

What your group will do about it

The ask

What you need from the listener

Start with a number. People remember “1 in 8.”

Say it out loud. Time it. Under 30 seconds.

End with the ask. Money, time, a space, a yes.

A SAMPLE PITCH

Hear how the four boxes fit together

Hook — “4 in 10 high school students say they felt sad or hopeless almost every day for at least two weeks last year.”

Problem — “Students who don’t feel close to anyone at school are hit hardest: 53% feel that way, compared with 35% of students who do.”

Our idea — “We want to start a weekly lunch circle at our school where every new student is matched with a peer.”

The ask — “We need $250 for supplies and one room, one day a week. Will you help us?”

CDC Youth Risk Behavior Survey 2023; Jones et al., MMWR Supplement 71(3), 2022 · a made-up example for practice

YOUR WORKSHEET TODAY

Two pages, already started for you

Page 1

- Who is here today? Check your name
- Have we narrowed our topic?
- Questions we have asked so far
- **Step 1:** our project in one sentence

Page 2

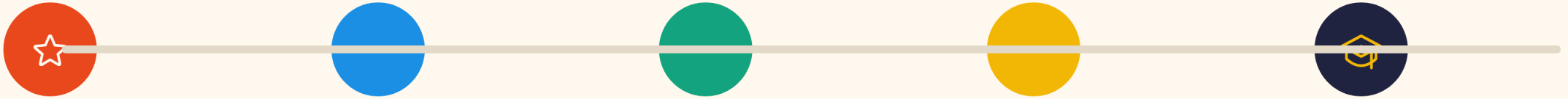
- **Step 2:** five facts and where we found them
- Source checklist
- **Step 3:** hook, problem, idea, ask
- Our 30-second pitch, all together

Your group name, members and the questions you already wrote are printed on it. **New member? Add your name.**

Turn in your worksheet at the end of class so we can track every group

THE ROAD AHEAD

From today's pitch to a stage in April



Oct 23

Project, facts, pitch

Oct 30 to Nov 20

Research, Cleveland partners, mentors, pitch practice

Dec 11

Pitch for a $250 mini grant

Jan to Mar

Do the project, measure what worked

April

Scholars Day on April 16, and a chance to present at Case Western

The Case Western Reserve University School of Social Work holds a conference in April. Teams who want to present will get help writing their proposal.

Dates may shift with school breaks · next week: practice your pitch and get feedback

Before you leave

- [ ] Your project sentence is written
- [ ] At least two of your five facts are found
- [ ] Your hook is drafted
- [ ] Your worksheet is turned in

Every one of you brought something to this room. Now let’s use it.



