

Choose Peace/Stop Violence Message Development Tips

As you are planning, promoting and delivering your Choose Peace Week activities, we ask that you keep the following messaging techniques in mind.

- Your messages should promote what is good and healthy
 - Avoid being prescriptive, preachy or autocratic
 - Should not use scare tactics
 - Should portray the message in a creative manner and in a positive light
 - Use the words “Choose Peace/Stop Violence”
 - Must be colorful
 - Include a graphic
 - Should represent the theme in a creative way
 - Share your student’s hard work on social media!
- ★ @ChoozPeace @browardschools @unitedwayofbroward #ChoozPeace #liveunited #leadingthechange



Most of Us Toolkit by the Montana Institute, Montana State
University-Bozeman