Your persuasive policy speech needs to persuade the audience of **three things**:

1. **A problem or need exists and the audience should care about it.**
   - **Explain what the problem or need is.**
     - Do this by establishing and maintaining credibility through demonstrating your competence and sound character.
     - Do this by relating to the audience through common values, beliefs and attitudes.
     - Do this by using logic/reasoning (deductive, inductive, causal, and analogical reasoning).
     - Do this by using emotional appeals to appeal to their feelings of compassion, happiness, pride, respect, love, sadness, fear, guilt, anger, shame, etc.
   - **Explain why we should care and why we should want to do something about it.**
     - Do this by establishing and maintaining credibility through demonstrating your competence and sound character.
     - Do this by relating to the audience through common values, beliefs and attitudes.
     - Do this by using logic/reasoning (deductive, inductive, causal, and analogical reasoning).
     - Do this by using emotional appeals to appeal to their feelings of compassion, happiness, pride, respect, love, sadness, fear, guilt, anger, shame, etc.

2. **You have a solid plan that will help solve the problem or help address the need.**
   - **Explain what your plan is. Provide specific details.**
     - Do this by establishing and maintaining credibility through demonstrating your competence and sound character.
     - Do this by relating to the audience through common values, beliefs and attitudes.
     - Do this by using logic/reasoning (deductive, inductive, causal, and analogical reasoning).
   - **Explain how your plan will work. Provide specific details.**
     - Do this by establishing and maintaining credibility through demonstrating your competence and sound character.
     - Do this by using logic/reasoning (deductive, inductive, causal, and analogical reasoning).

3. **Your plan is practical and will help solve the problem or fill the need.**
   - **Explain how/why your plan is practical.**
     - Do this by talking about how your plan makes sense, how logical it is, how it will be paid for, how it will be implemented, etc.
     - Use logic/reasoning (deductive, inductive, causal, and analogical reasoning).
   - **Explain how your plan will help solve the problem.**
     - Do this by explaining how there is a direct connection between your plan and the problem/need. My plan helps solve the problem/need because...
       - Use logic/reasoning (deductive, inductive, causal, and analogical reasoning).
     - Do this by establishing and maintaining credibility through demonstrating your competence and sound character.
Review your speech and determine what needs to be changed to follow the format described above. Remember, your goal is to persuade them of the three P’s (problem/need, plan and practicality), not to inform of what you think they should do. The purpose of this speech is to gain support for your plan.

Take a look at the difference between a Policy Speech and Non-Policy Speech. Make sure you are following the appropriate model.

<table>
<thead>
<tr>
<th>POLICY Speech</th>
<th>NON-Policy Speech</th>
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<tbody>
<tr>
<td>(Question of Policy)</td>
<td>(Question of Fact or Value)</td>
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<tr>
<td>Follow this Example!</td>
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Specific Purpose: After hearing my speech my audience will understand that “Cheese” is a major drug problem for our youth and that the plan that I am presenting will help to solve the problem. After hearing my speech my audience will support my plan and understand that what I am proposing can be achieved with a little help from the community and other resources.

Specific Purpose: After hearing my speech my audience will know that “Cheese” is bad for you, know what the consequences are and know why they should not do the drug called “Cheese.”

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<th>Introduction:</th>
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Problem/Need: The problem is:
1. Today, many children are becoming addicted to the drug, “Cheese.”
2. Parents, Teachers and Students are uninformed about this drug.
It is important that we implement a plan to solve this program because:
1. It is our duty as citizens to protect our children.
2. If we do not attack this problem now, it may become a major problem in the future.

Problem/Need: The problem is:
1. “Cheese” is bad.
2. There are severe consequences to doing “Cheese.”

Plan: My plan will consist of the following:
1. Creating educational programs that inform teachers, parents and students about what the drug is, how it affects your body, what the symptoms are, and what to do if they know someone

Plan: My plan is to persuade my audience to stop doing “Cheese” or to avoid doing “Cheese” at all costs. I will:
- Inform them of the consequences to their body and their mind.
who is addicted or if they know someone who is dealing “Cheese.”
2. With the help of law enforcement we will bring on a police officer to discuss the seriousness of the drug problem and what to do about it. We will have police officers attend school assemblies at least twice a year.
3. Creating an Anonymous Tip Line so people can report people who are dealing but who can also call to seek help for a friend, student, or child.
4. Using K-9s to sniff out the drug in problem schools. This will hopefully deter students from using the drug and deter drug dealers from targeting schools.

Practicality:
My plan is practical for the following reasons:
1. Offering educational courses on “Cheese” will not cost any money or require additional resources because we can use the materials that are available online, and we can use school counselors and volunteers to teach the courses.
2. The only cost associated with my plan is creating an Anonymous Tip Line. We will raise money for this tip line by having fundraisers such as car washes, bake sales, etc. We will also ask corporations to donate some of their old phones and any other equipment. We will recruit volunteers from the community to assist with the tip line. We will recruit volunteers from schools, colleges, churches, community centers, etc.
3. Getting law enforcement involved will not be an issue because all police departments have some type of community relations department that will send a police spokesperson. The use of K-9s is also in the police department’s best interest because they will be used at known problem

Practicality:
My plan is practical because everyone will know the consequences of doing the drug and will want to avoid doing it.
schools. The use of K-9s will help them identify and catch offenders. It is a win-win situation.

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<th>Conclusion</th>
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<td>1. Transition to Closing</td>
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<td>2. Summary of Main Points</td>
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