

Development of an Issue Paper

- Identify problems.
- Prioritize problems.
- Only develop top three or four at one time.
- Develop an introduction and, if necessary, a background statement.
- If the problem identified is proposed legislation, make comment on the effect it will have on children/program.
- Develop your position rationale for each issue.
- Develop a cost analysis, if necessary.
- Be brief, concise and as accurate as possible. Limit to one page.
- Use bullets rather than lengthy sentences.
- Word your positions in a positive rather than negative form when possible (how good something will make your program rather than how bad).
- Be "kid" focused.
- Identify how your state envisions using the position paper.
- Determine where the issue paper will be distributed.
- Determine the number to print.
- Have final draft reviewed by:
 1. Association members for content.
 2. An English teacher for grammar and spelling.
 3. A public relations person for presentation.
- Have issue paper approved by governing body prior to use.
- Evaluate the effectiveness of the issue paper.