2027 PA PREVENTION CONFERENCE

7x7: Ideas Worth Trying

Seven slides. Seven minutes. One idea someone can try next week.

7 SLIDES | **7** MINUTES | **1** IDEA

IS IT A 7X7?

Same topic, three very different sessions

	●○○ This is a pitch A topic or a program commercial	●●○ This is a workshop A real lesson, too big for 7 minutes	●●● This is a 7x7! One idea to try, with proof it worked
Workforce	Self-care for prevention professionals.	How we reduced burnout on our team.	We cut meetings to 25 minutes, no exceptions. Here's what our staff did with the hour we gave back.
Instead of one-time assemblies	Why one-time programs don't work.	Moving from assemblies to ongoing programming.	The principal wanted an assembly. We said yes, then turned it into 6 lunch-period follow-ups. Here's the pitch that flipped it.
Family programs	SFP 10-14 is great, here's why.	The one big thing we learned implementing SFP in rural communities.	We stopped asking families to come to us. Moving Week 1 to the school cafeteria cut our dropout from 40% to 15%.
Coalitions	The importance of coalition building.	How we grew our coalition membership.	We ended our monthly meetings. Membership went up. Here's what replaced it.
Barbershops and salons	Reaching new audiences in our community.	Partnering with local businesses for prevention.	The barber talks to more dads in a week than we do in a year. How we trained 6 barbers to start the conversation, and what they said back.
Sustainability	Sustaining evidence-based programs.	How we kept a program going after the grant ended.	Our school district now pays for LST. The 3-year handoff plan that got us there.

What counts as proof?

Evaluation data counts. So do these:

- **A number that moved** — Attendance, sign-ups, dropout, referrals.
- **A before and after** — What it looked like then vs. now.
- **A voice** — A quote or story from someone it reached.
- **A photo** — The thing actually happening.
- **It stuck** — A partner kept it, asked for more, or now pays for it.

THE 7-SLIDE / 7-MINUTE STRUCTURE

One slide per minute

1 0:00-1:00
The Hook & Core Problem
Introduce your central topic, grab attention with a high-impact image, and state your main thesis immediately.

2 1:00-2:00
The Context / Backstory
Explain why this topic matters right now. Set the stage with minimal text and a clear focal visual.

3 2:00-3:00
Point One: The Pivot
Unveil your first major argument, piece of data, or turning point in the story.

4 3:00-4:00
Point Two: The Core Evidence
Deepen the narrative with your strongest example, case study, or visual proof.

5 4:00-5:00
Point Three: The Counter-Intuitive Twist
Challenge an assumption or present the flip side of the argument to keep the audience engaged.

6 5:00-6:00
The Synthesis / Meaning
Tie your points together. What is the bigger picture or lesson learned?

7 6:00-7:00
The Call to Action / Closing
Leave the audience with a memorable final image, a strong concluding thought, or a clear next step.