

1st Five Elevator Pitch – FY25

Definition: “An elevator pitch is a short description of an idea, product, or company that explains the concept in a way such that any listener can understand it in a short period of time. This description typically explains who the thing is for, what it does, why it is needed, and how it will get done....The goal is simply to convey the overall concept or topic in an exciting way.”*

*Definition courtesy of https://en.wikipedia.org/wiki/Elevator_pitch

Objective: Useable template for starter conversations about 1st Five with partners

Process: 1st Five Site Coordinators, CHSC, and KU partners developed drafts of 1st Five elevator pitches during the in-person Fall Consortium Meeting held on 10/9/2024. The following parameters were considered during the development of this tool:

- Who is the pitch for?
- Why is the pitch needed?
- How will the proposed plan get done?

Additional factors that were considered:

1. **Time considerations** – is this achievable within a variety of scenarios: hurried, attention challenges, etc.
2. **Language** – are we speaking the same language? Is this pitch equally accessible to those familiar with 1st Five and/or developmental screening as well as those who are not.

The following polished elevator pitch was developed based on collaboration, and partnership with 1st Five Site Coordinators, CHSC, and KU partners. This pitch may be implemented as helpful for starter conversations with 1st Five partners. Please contact you 1st Five Consultant if you have any questions. Thank you to all who participated in the development of this important infrastructure tool.

FY2025 1st Five Elevator Pitch

“The 1st Five program is a free and voluntary resource designed to support primary care providers in caring for children from birth to age five. We partner with providers to implement developmental screening to identify developmental delays as young as possible. Our intentional partnerships ensure that we stay updated on available community resources, allowing us to efficiently connect families to early intervention services while also following up on referrals and reporting back to providers, ultimately freeing up time for providers to focus on patient care.”