

# Unpeeled Game Prototype

## STRATEGY FOR ADDRESSING NEGATIVE PUSHBACK

**GATHER  
INFORMATION &  
ASSESS**

**IDENTIFY AND  
COLLECT  
NEGATIVE  
FEEDBACK**

**MONITOR  
ESCALATION  
AND ADDITIONS**

**ASSESS INFO W/  
NECESSARY  
TEAM MEMBERS**

**ESTABLISH  
RESPONSE  
STRATEGY**

**DETERMINE IF  
AND HOW TO  
RESPOND**

**IDENTIFY  
SCIENCE-BASED  
AND VALUES-  
BASED INFO**

**SWOT ANALYSIS  
OF PROS AND  
CONS OF  
RESPONSE**

**PREPARE AND  
COMMUNICATE**

**IDENTIFY  
PRIORITY  
AUDIENCES**

**DEVELOP  
SEVERAL  
MESSAGES**

**REVIEW  
MESSAGES AND  
DISSEMINATE**

**MONITOR AND  
REFINE  
STRATEGY**

**MONITOR  
RESPONSE  
TO OUR  
MESSAGES**

**REFINE  
MESSAGES AS  
NEEDED FOR  
AUDIENCE(S)**

**POST-INCIDENT  
DEBRIEF TO  
ADJUST  
STRATEGY**

# Sample Messages for Unpeeled Game Prototype

## Anti-GMO

- We understand and respect your opinion not to support GMO products. We all want to make choices that are good for our families and the environment. Our goal is to provide science-based information so that people can make an informed choice.

## Propaganda

- There is a lot of information available on the Internet and we recognize that audiences need to be selective on information they consume. Our activity was reviewed by scientists and educators. We are pro-science and do not support one side or the other.

## Supported by Big Corporations

- Our project was not supported by corporate funds. We do not have any conflicts of interest and will not receive any monetary gain for the Unpeeled activity.

## Negative Impact on the Environment

- GMO technology has a rich history of benefitting the environment and reducing the use of insecticides and toxic pesticides. We understand there is confusion about how GMOs work and our goal is providing science-based information.