



Activation Guide.

The Wrong Answer Project Pilot

Step 1: Read the full “Wrong Answer Project Pilot” Report

Step 2: Identify your intended marginalized population of focus

Step 3: Devise the script to fit the values of your chosen population

Step 4: Share your updated script with *Wrong Answer* creator for advisory/ supervision

Step 5: Adapt the implementation plan to best fit your audience & geographic location

Step 6: Implement the production along with data collection & photo/ video capture