

Worksheet: Message development

Developing a message that communicates to your target your frame and solutions is important. Remember, your frame should avoid the default “portrait” frame of personal responsibility and activate a “landscape” frame that brings into focus the many factors outside of a person’s control that undermines good health. (See <http://www.bmsg.org/resources/framing-101> for more information on framing.)

You can activate your frame by creating a message that answers three key questions strategically: What is the problem (Answer: Your perspective on what has gone wrong); Why does it matter? (Answer: Think about what’s at stake – what would happen if nothing were done? You also want to insert a core value behind the change you want to see that will resonate with your target. Values could include fairness, community pride and responsibility); What is the solution? (Who should take what policy action, by when?).

Keeping your policy goal in mind, use the following worksheet to develop a brief message that will convey the problem, solution, your target, and values.

What is the problem?

Why does it matter?

What should be done?

Who has the power to make the change?

Now, synthesize the answers to the questions above into a cohesive message:
