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:
________________________________________
________________________________________

Make every Who holler! Make every Who shout! 

> Dr. Seuss