

Worksheet: Message development

Developing a message that succinctly frames your solution(s) is important. 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 undermine good health and make your solution the logical remedy.

1. You can activate your frame by creating a message that answers the following key questions strategically.

What is the problem?

Why does it matter?

What is the solution and who is responsible for implementing it?

2. Once you have the answer to these questions you can work on polishing your message by synthesizing your answers into a cohesive message:
