

Solution Framing Worksheet
Oregon Pop-Up Institute
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1. Why does this issue Matter to everyone; what is at Stake? [Values]

- We thrive as a community/state when _____
- Children succeed when _____
- It is our responsibility as a community to _____
- We need to protect _____ by _____
- It is unjust that _____ bear the burdens of our collective decisions to _____

Check your work -- Did you: Open with shared value and aspirational tone, use "we" and inclusive language, use clear jargon-free language, avoid reinforcing opposing frames (elephants)

2. What is the Issue? [Problem Statement]

- Every _____ should have access to _____
- One of the ways we ensure _____ is by _____
- We need _____ to keep up with changes in _____
- The question is, what _____ do we need to continue to have the _____ we all value?

Check your work -- Did you: Briefly describe the problem, using clear, "visual," jargon-free language; include social math (if data cited); avoid reinforcing opposing frames (elephants)

3. What needs to be Done? [Solution]

We know that (name specific solution) _____ is effective at _____

Check your work -- Did you: *Maintain aspirational tone and show audiences the "way through" this issue; Clearly describe the solution in jargon-free language; call all responsible parties to the table; make the "Ask"; reinforce value(s) as described in message component #1*

4. Who needs to be involved [Responsibility]?

We ask _____, _____, and _____ to all come together to _____ (specify solution)

5. Now, assemble your values-based, affirmatively-toned, jargon-free, social-mathed, elephant-free, highly visual "We" language from items #1-3, into your overall message: