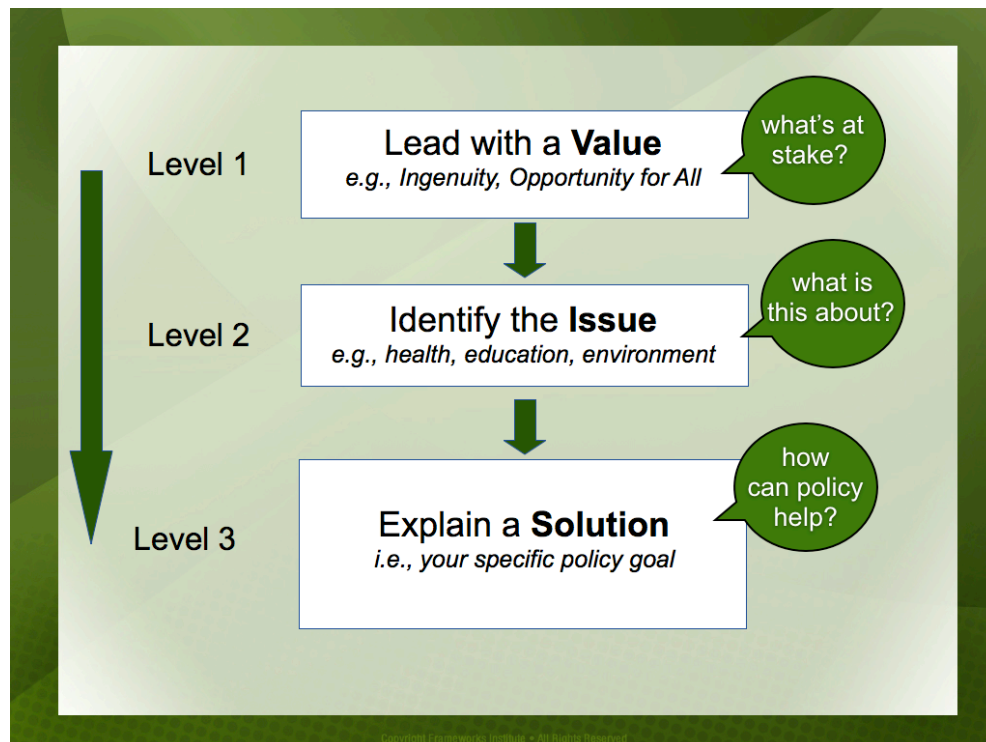




Talking About Disparities Toolkit Message Templates

The following are examples of message strategies recommended for framing race-oriented policies. Sample templates are provided for the issues of Health, Education, and Early Childhood Development. These templates provide the core elements of the frame, and highlight the importance of order. These are templates, and are intended to provide advocates with the overall frame structure. We expect advocates and experts to adapt and expand these basic strategies to the particulars of their own work.

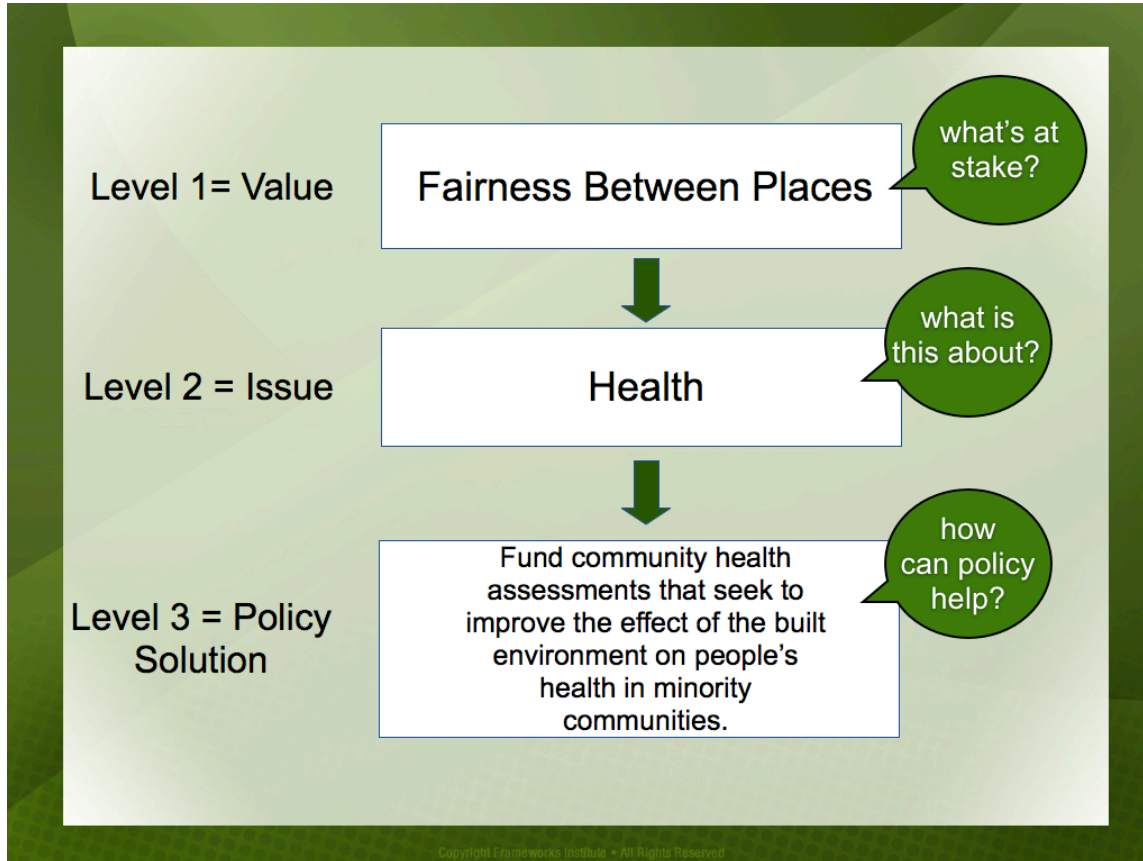
The examples follow FrameWorks Institute's basic message template of Leading with a Value, Explaining the Issue, and Identifying Policy Solution, portrayed in the graphic, below:



For each of the three examples that follow, a graphic message template is presented, as well as a sample narrative that can be produced from the template.

Framing Health Disparities

Graphic Message Template:



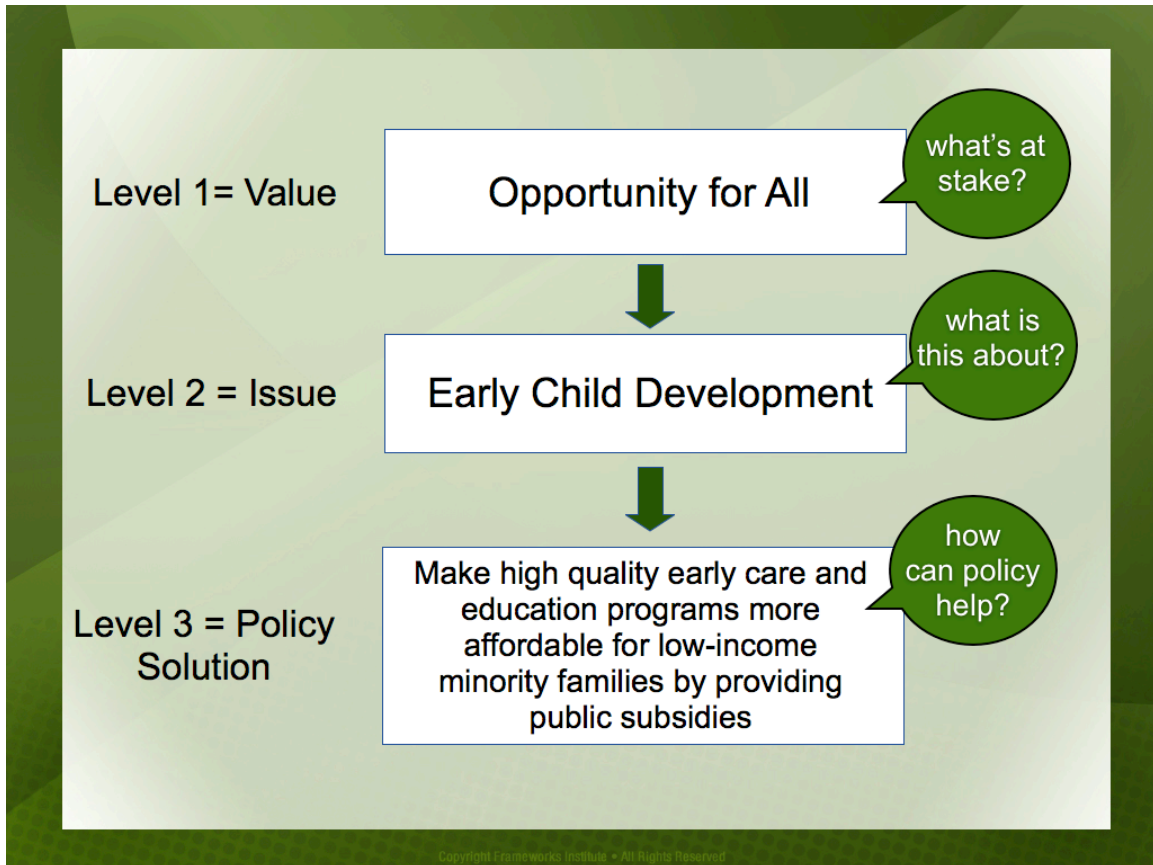
Narrative Message Template:

*In many parts of our country, some communities are struggling because they are not given a fair chance to do well. This is because programs and services are not fairly distributed across all communities [Value = **Fairness Between Places**]. When some communities are denied the resources they need, they are unable to overcome problems like poor health. [Issue = **Health**] There are a number of things we can do to level the playing field so that where you live doesn't determine your health outcomes. For example, we could improve funding for community health assessments that measure and seek to improve the effect of the "built environment" (such as the quality of housing or the availability of healthy foods) on people's health in minority communities. [Solution = **Community-based health assessments**]¹.*

¹ The policy solutions used in these templates are not intended as recommendations, only as examples.

Framing Early Childhood Disparities

Graphic Message Template:

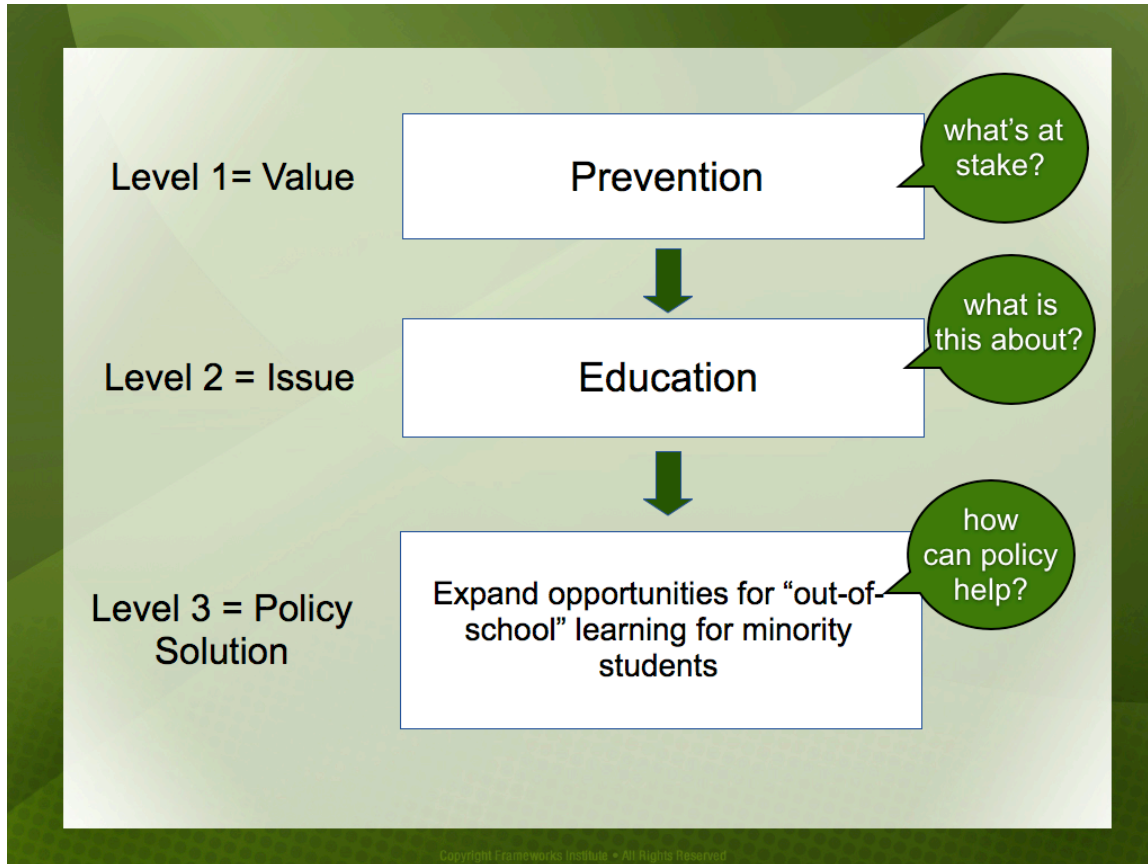


Narrative Message Template:

Our state's ability to achieve is undermined when not enough people have access to programs and services that strengthen opportunity for all. [Value = Opportunity for all] When it comes to early childhood, we need to ensure that all families have access to the range of positive environments and experiences that strengthen opportunity for our kids. Because early experiences literally wire the brain for all the learning that follows, ensuring opportunity early in life is critical to children's futures and to our state's future. [Issue = Early Child Development] But presently, the high-quality early education programs in our state are simply not available to all of our children. We need to make programs more affordable for low-income minority families by providing public subsidies so that all children have equal opportunity to thrive. [Solution = Affordable Early Ed]

Framing Educational Disparities

Graphic Message Template:



Narrative Message Template:

We talk a lot about prevention because we know that when we don't address problems before they occur, they eventually become worse and cost more to fix. That's why it is important to promote programs and improve services that keep problems from occurring in the first place. [Value = Prevention] There are many things we can do to support our students' educational progress and keep them on track. In fact, there are several innovative "out of school" programs right here in our state that prepare our young people for the future [Issue = Education]. Unfortunately, many of the best of these programs – such as American Town's Youth Development Initiative - are inaccessible by the kids and families who need them most. We need to expand these kinds of learning opportunities for minority students so that successful programs are easier for everyone to access. [Solution = expand out of school programs]