

Messaging and narratives reflect underlying values and worldviews: Examples

NARRATIVES AND HEALTH EQUITY: EXPANDING THE CONVERSATION

Worldview/values (examples)	Health narratives	Key public narratives	Narrative frames: Wages and health	Messages: Legislature	Messages: General public
Each individual is responsible for their own success, based in hard work.	Health is an individual responsibility. People should make healthy choices.	Dominant public narrative: Health = healthy behavior.	Increasing minimum wage will enable people to make healthier purchasing choices.	Increasing minimum wage will allow people to buy healthier food for themselves and their families, reducing future health care costs.	Increasing minimum wage will allow more people to make healthy choices.
Every person of every age, gender, race, ethnicity, religion, sexual orientation, immigration status, and ability has worth and dignity. I am part of something bigger than myself; I need others to be fully myself. I have a contribution to make to the success of others.	Health begins before birth and is the result of multiple, interacting individual and community factors. Structural racism has a significant negative impact on health. Government should be a partner for health.	Emerging public narrative: We share a responsibility to create the conditions in which everyone can be healthy (health equity). We are healthiest if we are all healthy together.	Minimum wage jobs are not evenly distributed by race; therefore increasing minimum wage will reduce income disparities by race. Increasing income by raising the minimum wage will help reduce anxiety and stress for families and improve the life of communities.	Livable wages make good citizens, able to create healthy, thriving communities that contribute to the good of the whole state.	Increasing minimum wage makes communities safer, stronger, and better places for everyone.

MESSAGING AND NARRATIVES REFLECT UNDERLYING VALUES AND WORLDVIEWS: EXAMPLES

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