



# Using emerging narrative frames: Worksheet

## NARRATIVES AND HEALTH EQUITY: EXPANDING THE CONVERSATION

Select the set of emerging narrative frames that you are using (e.g., housing/home, early childhood, paid leave, etc.).

**Step 1:** Identify the specific issue you want to address in this area.

**Step 2:** Identify the audience you want to reach.

**Step 3:** Read the emerging frames and choose two that you think you could use to frame your issue.

**Frame:**

**Frame:**

**Step 4:** Identify the values of each frame that you might have in common with the audience identified in Step 2.

**Shared or common values:**

**Step 5:** Identify how you will convey the message.

- One-on-one meeting
- Written letter
- Public testimony
- Brochure
- Other:

**Step 6:** Synthesize.

Write points you want to make that reflect frames, shared values and could reach the audience.

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Minnesota Department of Health  
Healthy Minnesota Partnership  
[www.health.state.mn.us/healthymnpartnership](http://www.health.state.mn.us/healthymnpartnership)  
651-201-3880 [health.ophp@state.mn.us](mailto:health.ophp@state.mn.us)

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