



How to Use a Message Frame for Clear, Relatable, Values-Driven Communication

For the full message toolkit with tips, tricks, and examples, visit: <https://www.health.state.mn.us/phmessagetoolkit>

1. When using this message frame, start by imagining.

- **A single audience:** A clear, specific person or group (*not* “the community” or “the public”)
- **A clear action:** A specific thing you’d like them to do

2. Get in front of your audience, and introduce your issue or work with a pitch that includes all five parts of the frame.

- **Value of public health:** How does public health make a positive impact in your community, in a way that your audience understands? What’s in it for your audience if they support public health?
- **People:** Who are the community experts and leaders that need to work together? What values do they share or have in common?
- **Goal:** Our goal is to help all Minnesotans live their healthiest lives. What does that look like in your community, in way(s) that might be specific to the group you’re talking to?
- **Problem:** What barriers stand in the way to you achieving your goal? Consider things you can actually help address. Keep it simple. Remember, try not to start your pitch with the problem.
- **Solution:** What are you proposing to help your audience reach the goal? Show both individual and societal benefits. This solution should align closely with the action item you’re asking of your audience. It may not be an end result, but could be a process or method (like a new way of doing or funding something, for example).



3. After the introduction, tell stories that bring your message to life, and share data or proof points that support your message.

Stories/examples help your audience feel like they’re “in the river” too, creating a thriving community *with* you. *“I could tell you about the river, or we could just get in.” – Bill Callahan, singer-songwriter*

Minnesota Department of Health
Community Health Division
651-201-3880 health.ophp@state.mn.us
www.health.state.mn.us

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To obtain this information in a different format, contact: 651-201-3880 | health.ophp@state.mn.us