Problem Framing Template

The audience is: _____

The problem is:_____

The policy solution is: _____

_____

Express the:	"Launch" phrases (examples):	Statement Checklist:
1. Vision (Our shared goal)	• Our first commitment is to… • We all have an interest in a community in which… • Our state was founded on the premise that we all…. • Part of what makes Oregon unique is that we want everyone to enjoy… • We all want a state/community in which…. • For our community to thrive, we must…. • Everyone is protected when…. • As citizens, we rely upon _____ for our …..	o Is it brief and direct? o Does it capture the "we" aspect of the issue o Does it evoke the common good? o Is it "positive" and "hopeful"? o Have you said why the listener should personally see this as something that impacts him/her? o Is it jargon-free (look closely) o Is the logic-flow easily digestible, or is this a complex argument?
2. Values (Why it matters)	• This leads to _____ for __[everyone, groups we have special obligation to, etc.] • What is at risk is our collective sense of _____ • We can't thrive as a community when _____ • Children can't succeed when _____ • It is our responsibility as a community to ____ • It is unjust that _____ bear the burdens of our collective decisions to _____ • We need to protect _____ by _____	o Did you identify what is at risk? o Does this statement say why <u>we all</u> have a stake in the issue? o Did you avoid invoking "us/them" polarities? [Note that you may be able to carefully invoke certain populations to whom people widely recognize that society has a special obligation, e.g, children.]
3. Problem	• We have <u>(caused this problem)</u> by _____ • 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?	o Did you include the collective, "We" focus? o Note use of numbers – Use Social Math! o Observe for unintended consequences (e.g., invoking opposition frames, cueing counter-images, etc.) o Use analogies, metaphors, "simplifying models" o Use the tools of good story telling: metaphor, analogy, narrative o Identify the systemic variables that led to this problem

4. Solution	**We need to [STATE POLICY; Identify, if possible, who or what body can make this happen.]**	o Invoke shared responsibility for solution o Identify powerholders who can make this come to pass

Now, rephrase the problem and solution:

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