 **Public Works**  
*Building Public Will for the Common Good*

**Making the Case for Public Solutions to Food Insecurity in California**  
Sacramento, CA - May 5, 2015

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**Ripple Effects**



How does food assistance impact community well-being?

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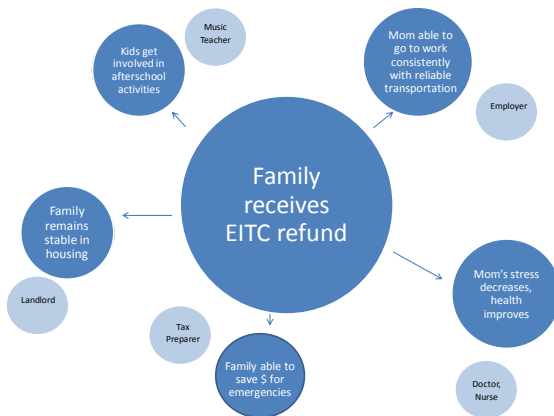
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## The Message Box

- A tool to keep you “on message”
- Helps distill your key arguments to the ones you need to repeat over and over.
- Keeps you focused on Level One Values and Solutions
- Gives you the “cheat sheet” for interviews and debates.
- The place you bridge and pivot back to from hard questions and damaging frames.
- If used by you and your colleagues, keeps us all on the same message

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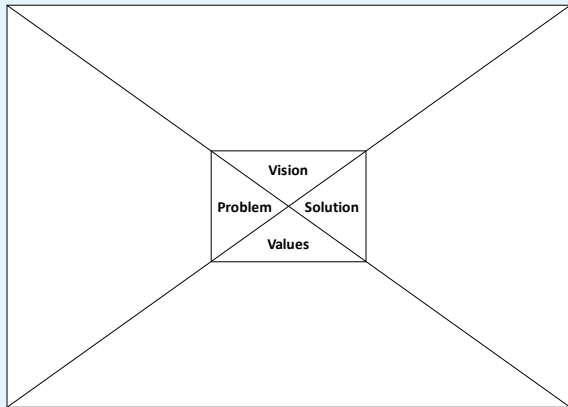
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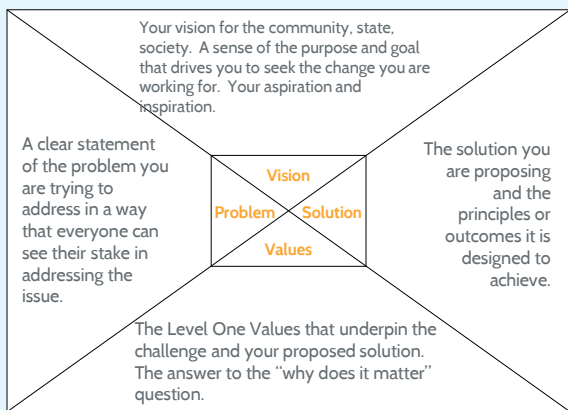
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### Missouri State Budget

**Our parents and grandparents built Missouri.** They built strong public structures that keep our communities safe and that offer the opportunity for education and well-paying jobs. These public structures have kept Missouri functioning in tough economic times. We are proud of this heritage. And, it is our responsibility to ensure these opportunities exist for the next generation.

**For the last decade, this state has passed a budget that diminishes opportunity in Missouri and weakens our economic foundation.** As a result, Missourians have lost jobs, health insurance, and access to early childhood education. Our costs for college and health care are rising. Our roads and bridges are neglected. The health of our communities is threatened.

**We can make different choices.** We can pass a budget that reflects our values and builds a foundation of economic prosperity that is strong enough for all Missourians to stand upon.

OR

**We can make different choices.** We can prioritize things that make Missouri stable. And, over time, we can reclaim the Missouri of our ancestors.

**Vision**

**Problem**   **Solution**

**Values**

**Future-focused. Working together. practical and common sense values, healthy and self-sustaining communities, hard work, and the belief in supporting our neighbors**

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**What do you think of when you think of MO?**

**What is great about being a Missourian? What about MO way of life should be preserved and cherished?**

**What do you hope for the future of your state?**

**Vision**

**Problem**   **Solution**

**Values**

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**For decades, this state has passed a budget that diminishes opportunity in Missouri and weakens our economic foundation.** As a result, Missourians have lost jobs, health insurance, and access to early childhood education. Our costs for college and health care are rising. Our roads and bridges are neglected. The health of our communities is threatened.

**What is wrong? What solutions does this lead us to?**

**How can we help Missourians see what is at stake for all of us?**

**How can we talk about what is wrong in a systemic way?**

**Vision**

**Problem**   **Solution**

**Values**

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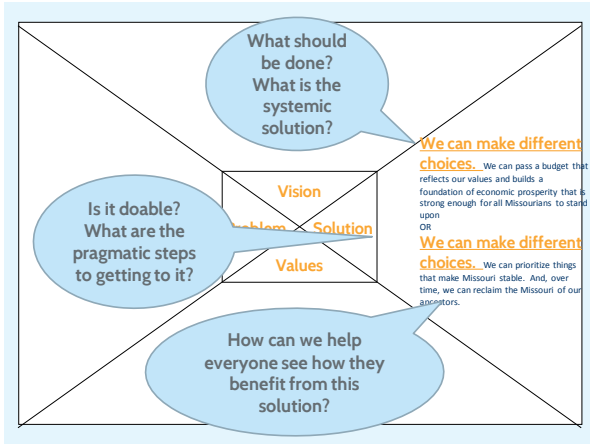
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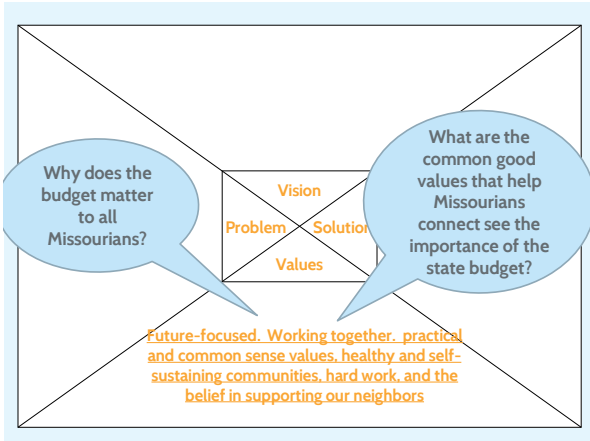
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## Bridging and Pivoting

One of the important uses of the message box is to help you stay off of the opponents turf and keep you from repeating damaging frames in the questions you receive.

A technique to help you do this is called bridging, or pivoting; as in bridging from one side of the argument to another.

Useful bridging and pivoting phrases:

- "Actually . . ."
- "That's a good question. (pause) Here's how I think about this issue . . ."
- "The real question is . . ."

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## Do not Repeat a Damaging Frame!

Q: Our Criminal Justice system needs to be focused first and foremost on locking up criminals, not providing them all sorts of expensive services. Why should we spend any money on people who have broken the rules?

A: Its true that we all want to make sure that dangerous criminals are locked up. But most of the people in prison today are going to be released into our communities at some point. We should at least make sure they can do that without returning to a life of crime.

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## Using the Message Box

Q: Our Criminal Justice system needs to be focused first and foremost on locking up criminals, not providing them all sorts of expensive services. Why should we spend any money on people who have broken the rules?

A: (Values) Justice means the fair and moral treatment of all people – both those who have been wronged by crimes and those who have paid their dues to society and seek to return to community life. Providing people with the tools they need to re-enter our communities successfully is the smart and just thing to do.

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## Using the Message Box

Q: Reentry services might nice if we had any money in the state budget but right now we need to focus our resources on the core mission of the criminal justice system – keep us safe and criminals out of our communities.

A: If the core mission of the criminal justice system is to keep us safe then one of the most effective things we can do is to make sure that people leaving prison have the supports and supervision they need to succeed in becoming productive members of our communities. Not only is this the right thing to do it is actually cheaper in the long run then building more prisons.

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## Resources

- Wallack, Lawrence, Katie Woodruff, Lori Dorfman and Irene Diaz, *Using Pivot Phrases in News for A Change: An Advocate's Guide to Working With the Media*, Thousand Oaks, CA: Sage Publications, 1999.
- The FrameWorks Institute E-Zine on Bridging [http://www.frameworksinstitute.org/assets/files/eZines/bridging\\_ezine.pdf](http://www.frameworksinstitute.org/assets/files/eZines/bridging_ezine.pdf)

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