CURRENT NARRATIVE

WHO –

WHAT –

WHEN –

WHERE –

WHY –

- What is the prominent current narrative around it?
- What are stereotypes tied to this issue?
- Policy that upholds it
- Pop culture that upholds it
- Personal anecdotes

CURRENT NARRATIVE

ORANGE SPARKLE
BALL

IDEAL NARRATIVE

WHO –

WHAT –

WHEN –

WHERE –

WHY –

- What is the ideal narrative? How should we really be talking about it?
- What is the ideal realistic future state?
- What are some effective interventions or evidence based solutions that combat the issue?
- What policy changes could reflect that?
- What are outcomes we want to see?

CURRENT NARRATIVE

ORANGE SPARKLE
BALL

STAKEHOLDER

WHAT DOES THIS STAKE-HOLDER VALUE?

WHAT IS A BARRIER?

WHAT IS THE STRATEGIC GOAL?

WHAT IS A TACTIC FOR ACTION?