

LEADING CHANGE TOOLKIT™

TO HELP CHANGE AGENTS AND
CHANGE TEAMS MAKE LASTING
IMPROVEMENTS IN HEALTH CARE



Social Movement Action Framework: Framing checklist

Use the checklist below to evaluate your frame – or your message – and other communication materials developed for the social movement.

Context – “what?” or “why?” – of the frame:

- Is it written in plain language so that it is understandable?
 - Does it identify what the need for change is regarding?
 - Does it indicate the values, if appropriate, that align with the change (for example, responsibility or respect)?
 - Are the underlying values reinforced by accompanying words, images or metaphors?
 - Does it indicate that solutions exist? Do the solutions address the shared concern or desired change?
 - Does it inspire optimism and a belief in the power and courage of people to effect change – agency?
 - Does it clearly describe the shared concern or desired change and its causes? Does it identify who is responsible for addressing the concern?
 - Does it state clearly the urgency to take action? Does it outline the risks if no action is taken?
 - Does it explain the history and context of the shared concern or desired change?
 - Is it oriented to the audience and their priorities?
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- ✔ Does it clearly share how people can get involved? Get more information? Know who to contact?
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Tone of the frame:

- ✔ Does the message remain non-politicized and impartial by avoiding inflammatory attacks?
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Visuals of the frame:

- ✔ Do the visuals support the message?
 - ✔ Are they organized in a way that will support and further understanding?
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Numbers in the frame:

- ✔ Are numbers used sparingly and to support the narrative of the message?
 - ✔ Are they explained first before presenting them so that you can explain their meaning?
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Messengers of the frame:

- ✔ Are the messengers used credible and trustworthy?
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Reframing the frame:

- ✔ Are all of the elements of a frame – context, numbers, messenger, visuals, metaphors and tone – used?
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SOURCE: Adapted from Frameworks Institute. Framing Public Issues. 2005. Retrieved from [Framing Public Issues | FrameWorks Institute](#)