


Message Ladders – When first engaged, potential supporters hold differing values, levels of knowledge and commitment to an issue. Message ladders are communication tools used to frame a coherent cultivation/persuasion approach. Each lays out the series of messages that help an individual move from their initial level of awareness to a commitment to the desired action. Each step “up the ladder” brings people closer to the desired beliefs and action. Since messages need to connect with people’s personal values and interests, different message ladders are presented for each value frame (see page 24). The rows of each chart represent the different concerns and interests expressed by opinion leaders and messages to help people who share those interests move toward action.

HEALTH FRAME MESSAGE LADDER

Appealing to supporters of: health research, disease treatment, health policy, fitness, education, education policy, disability support/prevention, maternal health, social justice, environmental justice, community development

<i>“I am concerned about health outcomes, so I may seek:”</i>	UNAWARENESS	AWARENESS of Impact	COMPREHENSION of Specifics	CONVICTION that Credible Action Can/Must Be Taken	ACTION Related to My Priorities
					
Decreased incidence of birth defects, learning disabilities and infertility	I see no connection between toxins in the environment and my priorities	I see that a significant cause of birth defects, learning defects and infertility is toxins in our daily lives	I see that specific toxins affect reproductive health and children in the womb	To reduce incidence of birth defects, learning disabilities and infertility, we must limit maternal and fetal toxin exposure	I support: <ul style="list-style-type: none"> • Research and public education regarding toxins that cause birth defects, learning disabilities and infertility OR • Development of safer alternatives OR • Protocols for “pre-market testing” and “surveillance” of toxins, with appropriate oversight by government and labeling for consumers OR • Clean up of highly toxic sites/communities
Decreased incidence of disease (e.g. cancer and asthma)		I see that a significant cause of disease is the range of toxins in our daily lives	I see that toxins are in many frequently-used products	To reduce incidence of disease, we must limit personal toxin exposure	
Decreased health disparities		I see that greater exposure to toxins among some people has greater health impact	I see that children/families near agricultural and industrial sites receive greater exposure	To reduce health disparities, we must reduce exposure of vulnerable populations to toxins	
Decreased health care needs and costs		I see that health care needs and costs are increasing every year	I see that limiting exposure to toxins could reduce the need for treatment and overall cost of health care	To reduce health care need and costs, we must invest more effort and resources in limiting exposure to toxins	