



## Community Health Toolkit: Sample 250-Word Letter to the Editor

*The following article is intended as an example of incorporating the framing research into a standard media format, in the form of a letter to the editor. This letter to the editor is a response to a fictitious news story about transit legislation. It's an example of how to use a media opportunity to advance a new frame about food and fitness.*

How do we become a leader and innovator in New City to make sure our community is in the best shape that we can build? That ought to be the question that our leaders are asking as they evaluate new investments in our transit and roads system. ("Legislature Debates Transit Funding, Responds to New City," New CityTribune, May 6, 2008.) **[Begins with a value of Ingenuity; does not restate frames from the original article]**

We know that healthy communities are not created by accident, but by building public structures that support health. One of these public structures is our transportation system. Along with other critical components – such as our zoning laws, school nutrition and physical education requirements, network of community farmer's markets, and public parks and recreation structures – these form the nuts and bolts of our health and quality of life. **[Introduces the public structure simplifying model]**

By maintaining and improving a transit and roadway system that encourages walking and biking, we will improve the health of our citizens. Our coalition, Healthy New City 2010, urges legislators to act now to support meaningful steps toward community health. The proposal for increased funds will pay for bike racks on all city buses and light rail trains; expansion of bike lanes on all major thoroughfares; additional secure bike storage lockers; and design and construction of four additional walking paths in areas of town that currently lack them. In addition, this funding will be used to leverage additional private donations to enhance these projects. In this way, we can strengthen our public structures and lead the way to healthier citizens and communities. **[Talks about solutions and collaboration among partners. Restates the model and value.]**