## A Message Template for Government

**LEVEL ONE** 

**Values** 

Common Good Protection

**LEVEL TWO** 

**Issue Category** 

**Role of Government** 

TO CONCRETIZE LEVEL TWO

**Simplifying Model** 

**Public Structures** 

**LEVEL THREE** 

**Specific Policy Solutions** 

(This frame can be applied to multiple policy areas where it's important to incorporate a positive, proactive role for government)

