

Ingenuity

Why does it matter? What's at stake?



The story you're telling:

We have the know-how and resourcefulness to solve this problem.



Strategic way to redirect thinking away from patterns such as:

Ideal vs. Real;
Fatalism



Concepts and ideas included in this frame element:

- Sense of agency: We are **resourceful**, clever, and thoughtful – so **we can tackle this problem**.
- It's in our culture to find **innovative** solutions to challenging problems; we have a history of rolling up our sleeves and getting to work on tough issues.
- Innovation isn't always inventing from scratch. It also includes **finding ideas that work**, borrowing them, implementing them thoughtfully.
- Ingenuity can make a difference on those longstanding problems that seem "stuck."

Responsible Management

Why does it matter? What's at stake?



The story you're telling:

Taking practical, common sense steps to address problems facing public health today is in the best interest of the future of public health.



Strategic way to redirect thinking away from patterns such as:

Black Box;
Systems Quantity Not Systems Quality;
Fatalism



Concepts and ideas included in this frame element:

- We believe in being **responsible** with our resources and funds when it comes to managing public health data.
- We can make a difference by **handling problems before they get worse**.
- **Creating best practices**, keeping an open mind, and focusing on the **best ways to solve a problem** are part of being responsible.
- **The future of public health practice** depends on the decisions and plans we make today.
- **Practical, feasible, step-by-step** approaches allow us to make real progress on longstanding challenges and obstacles.