

Value of Investment

A deeply held and widely shared commitment to using monetary and other resources effectively, and with an eye toward long-term gains.



The story you're telling

Successful organizations manage their resources carefully to align short- and long-term goals. Public health professionals want to work collaboratively with other sectors to save money in the short term whenever possible, and make wise investments over the long term that support community health, increase efficiency, and reduce unnecessary costs for everyone.



Tasks that can be accomplished using this frame element:

- Orient thinking among potential partners towards the possibilities for joint endeavors that are mutually beneficial, both financially and strategically in terms of achieving organizational objectives and goals.
- Instill confidence that collaborations with public health can achieve attainable, measurable successes.
- Extend the timeframe of typical cost-benefit analyses to include multi-year considerations and increasing gains over time.



Concepts and ideas included in this frame element:

- Controlling expenses is a chief priority for all professional sectors— including public health. Working together to improve health outcomes for the entire community is an investment that pays off for everyone.
- A long-term view is required to reap the cost savings and other benefits of building a strong foundation that supports community health.



User notes:

FrameWorks research found that broad claims by public health professionals about the general importance and beneficial nature of collaboration are ineffective with other sectors. In fact, when they lack concrete details and specificity, such claims cause frustration and invite skepticism or even pushback. A Value of Investment appeal can protect communications against this backfire effect, but its ability to do so depends on messages containing a sufficient dose of each of the following:

A clear timeline. Knowing when the rewards of collaboration are likely to be enjoyed empowers prospective partners to assess for themselves how they might want to participate—which makes participation itself more desirable.

A precise accounting. Other sectors' interest in collaborating with public health increases with the level of detail they are provided—about both the initial investment of resources that a particular initiative requires and the projected recuperations or other measurable outcomes it is expected to produce.

A dollar figure. While the full benefits of collaboration may not translate onto a balance sheet, fiscal arguments are uniquely enticing for many sector professionals—most notably in business. Whenever monetary advantages can be identified and itemized, explicit mention of them will add efficacy and expedience to a collaboration-focused communication.

Finally, Value of Investment productively orients thinking among professionals in the sectors of education, housing, health systems, and business—but it operates a little differently in each. Here are some sector-specific tips:

- **Education and Housing:** Pair Value of Investment with the sectors' commitment to Community Responsibility, to convey that, by using our resources wisely, we will be better able to strengthen systems and improve lives.
- **Health Systems:** Emphasize that collaborations can lead to greater efficiency over time, for example in helping institutions meet new accountability requirements and adapt to new (value-based) financing mechanisms.
- **Business:** Demonstrate the value in concrete monetary terms. Where this isn't possible, appeal to the image-boosting benefits of social responsibility and associated reputation rewards.
- **All Sectors:** Enhance the value's positive frame effects by incorporating Value of Investment into a specific and compelling success story about cross-sector collaboration.