

ROP CAUCUS: COMMUNICATIONS TRACK #1
“ON MESSAGE, WITH MEANING:”
EFFECTIVE VALUES-FORWARD
MESSAGING

HOW TO CONSTRUCT A MESSAGE: “VPSA”

- **V**ALUES : What you believe in
 - **P**ROBLEM: Define the problem and frame the issue
 - **S**OLUTION: Your worldview, how you want things to be and how people should be treated; an opportunity to talk about what DOES work, not just attack a policy that doesn't.
 - **A**CTION: Tell your audience what you want them to do
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- <https://www.opportunityagenda.org/explore/resources-publications/build-your-own-message>

MY VALUES

- Justice Dignity Equality
 - Accountability Safety Community Trust Mutual Caring
 - Good Stewardship of Community Resources
 - Home Stability Family Unity Law-abiding
 - Prosperity Opportunity Fairness
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- **BREAKOUT:** Discuss your values and establish why they are important parts of social justice and human dignity messaging.

MESSAGE EXAMPLE #1: FIGHTING ANTI-IMMIGRANT POLICIES

- **VALUE:** It is our legislators' and local leaders' job to guide our state toward prosperity and opportunity while safeguarding the equality and dignity of every person who calls our state home.
- **PROBLEM:** Instead, some lawmakers and law enforcement officials want to pass new anti-immigrant laws or not comply with existing laws, which is impractical, violates our values, erodes trust, tears apart communities and takes precious funding away from where it's needed most.
- **SOLUTION:** Instead of feeding anti-immigrant sentiments, we need a commonsense approach that embraces fairness, equal treatment and due process.
- **ACTION:** Our immigration laws may need repairing, but disregarding our values is not the answer to fixing them. We need our national lawmakers to reform our federal immigration policies while we focus on fixing our state's real problems.

MESSAGE EXAMPLE #2: SANCTUARY LAW

- Values: Everyone has the right to live their lives with dignity and safety in Oregon. Oregon's Sanctuary Promise Act ensures dignity, safety, fairness and accountability for our communities.
- Problem: But some local police collaborate with immigration officials in violation of SPA. This erodes community trust in police, tears apart Oregon families and divides communities. People are less likely to call for help when needed, leaving everyone less safe. It undermines police accountability and takes precious funding away needed to address the real problems in our communities.
- Solution: We want the city of [_____] to follow the law and safeguard dignity, fairness and public safety. Don't use community resources to help multi-billion dollar federal immigration enforcement when those precious resources are needed at home.
- Action: Allow ROP to use your city's compliance as a model for other communities. Review your county's policing policies when it comes to immigration and ask your sheriff to explain how they are following the SPA. Help get the word out about the SPA, SPA hotline, and resources that are available to families impacted by detention and deportation. Tell ROP what you've learned.

VPSA MESSAGE HOUSE

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|-----------------|----------------|
| VALUES | PROBLEM |
| SOLUTION | ACTION |

BREAKOUT ASSIGNMENT: BUILD YOUR MESSAGE HOUSE

- Select an issue you want to message (school boards, immigration/sanctuary, LGBTQ, affordable housing/shelter for everyone, etc.)
- Write up to 3 or 4 sentences per building block (VPSA). Keep it to a total of 12 or less sentences. Apply the KISS formula (Keep it Short & Simple).
- Your audience can be (1) Public officials, local and state lawmakers; (2) Community residents impacted by the issue and that you need on your side to do something.