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| **Framing Element** | **Traditional Approach** | **Racial Justice Approach** |
| 1. What’s the Problem? |  |  |
| 2. What’s the Cause?  *What/Who’s Responsible?* |  |  |
| 3. What’s the Solution? |  |  |
| 4. What Action is Needed? |  |  |
| 5. What Values are highlighted? |  |  |

**Racial Justice Reframing**

**Diabetes**

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| **Framing Element** | **Traditional Approach** | **Racial Justice Approach** |
| 1. What’s the Problem? | High rates of diabetes | Persistent racial inequities in diabetes rates |
| 2. What’s the Cause?  *What/Who’s Responsible?* | Poor nutrition  Lack of exercise  Overweight/Obesity  *Individuals* | Food deserts, income inequity, racial redlining in transit and zoning for green space, etc., in communities of color  Disinvestment in communities of color  Residential segregation  *Businesses; policy makers* |
| 3. What’s the Solution/Goal? | Improve nutrition  Increase physical activity | Food security in all communities  Economic investment in low income communities/communities of color  Accessible and affordable healthy foods in all communities, particularly communities of color |
| 4. What Action is Needed? | Nutrition education classes  Exercise classes | Food access policies that target roots of inequities  Economic policies that invest in communities of color  Partnerships across sectors and with community residents |
| 5. What Values are highlighted? | Individualism; Personal Responsibility; Choice; Individual Freedom | Equity; Justice; Fairness; Shared Responsibility |

**Infant Safe Sleep**

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| **Framing Element** | **Traditional Approach** | **Racial Justice Approach** |
| 1. What’s the Problem? | Infant sleep mortality rates | Persistent racial inequities in infant sleep mortality rates. |
| 2. What’s the Cause?  *What/Who’s Responsible?* | Lack of caregiver education, social norms/cultural, substance abuse, mental health  *Individuals* | Black and Latino families are disproportionately affected by the structural causes that impact safe sleep environments.  *Businesses; policy makers* |
| 3. What’s the Solution? | Improve caregiver & provider awareness and education of safe sleep practices | Increase outreach and partnerships with Black and Latino communities.  Economic investment in low income communities/communities of color  Livable wages in all communities, particularly communities of color |
| 4. What Action is Needed? | Training (for professionals), education for parents, changing social norms, partnerships with hospitals, consistent messaging, communication and marketing tools. | Universal home support for new parents  Safe and affordable housing  Better parental leave policies |
| 5. What Values are highlighted? | Individualism; Cultural sensitivity | Equity; Justice; Fairness; Shared Responsibility |