



# Message Model: Values, Problem, Solution, Action

*This message model draws from the [Opportunity Agenda's Values, Problem, Solution, Action \(VPSA\) approach](#).*

*The VPSA approach is a starting place for developing messages and talking points that are based in values and motivate your audiences. Building out your messages using this model can be a starting place to organize and refine your thinking about a project or campaign, as well as inform your external communications.*

Be sure to draw from the [California Dream narrative key messages](#).

# From the Opportunity Agenda

<b>Values</b>	Leading with values creates broad points of agreement and shared goals that will resonate with nearly any audience.
<b>Problem</b>	Being explicit about the problem, and how it threatens shared values, creates a sense of urgency and connects individual stories to broader systems and dynamics.
<b>Solution</b>	Offering a solution gives audiences a sense of hope and motivation. The best solutions are connected directly to the problem offered, and make clear where the responsibility for change lies.
<b>Action</b>	Assigning an action gives the audience a concrete next step that they can picture themselves doing, and creates a feeling of agency.



## Sample VPSA message model for the California Dream narrative

<b>Values</b>	<p>Every Californian has the right to a decent place to live, regardless of race or income, so they can be part of our shared future.</p> <p>The California Dream of an inclusive, hopeful future must be open to people from all kinds of backgrounds and all walks of life.</p> <p>It's about time we redefine the American Dream, and we Californians are the right ones for the job.</p> <p>Californians know how to dream big, innovate, and lead the way.</p> <p>California values drive innovation, keep businesses and communities thriving, and bring our state's unique culture to life.</p>
<b>Problem</b>	<p>Rising housing costs are driving business, workers, and young people out of our communities. If we wait to take action, the problem will only get worse.</p>
<b>Solution</b>	<p>California must build communities where people from different incomes, beliefs, and backgrounds can live, work, and create together.</p> <p>Let's expand housing options right here, right now, to protect the good jobs, great schools, diverse communities, and unique opportunities that matter to our families and neighbors.</p>
<b>Action</b>	<p>Let's make sure all Californians have the right to a decent place to live, regardless of race or income, so they can be part of our shared future.</p> <p>Let's take bold action to solve one of the most urgent problems of our time and make sure everyone has a decent place to live.</p> <p>We know housing is a top priority for our community, and it's up to us to use our voices, our votes, and our dollars to make it a priority for lawmakers.</p>

See also a [sample VPSA message model from Yimby Action](#), to see what this model can look like in action.

Source: *The Opportunity Agenda's [Vision, Values, Voice Communications Toolkit](#)*

