



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

Values	Leading with values creates broad points of agreement and shared goals that will resonate with nearly any audience.
Problem	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.
Solution	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.
Action	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

Values	<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>
Problem	<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>
Solution	<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>
Action	<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](#)*

