



The Message Box

2024 | Find more resources [on the website](#)

What is a message box?

A message box is a simple visual tool advocates can use to anticipate an opponent's messages, and refocus the conversation on our own messages. The message box helps us highlight how we see our issues, how we see our opponents, and what values drive our work - such as health, safety, justice and care.

A MESSAGE BOX LOOKS LIKE THIS	
What we say about ourselves	What our opponents say about themselves
What we say about our opponents	What our opponents say about us

We want to be crystal-clear on how to avoid the opposition's messages and how to bring the conversation back to our core messages and narratives. When we repeat opposition messages, even to refute them, it strengthens their power - we don't want that!

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What we say about ourselves	What our opponents say about themselves
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Here's an example

EXAMPLE MESSAGE BOX	
Gas-fired power plants are poisoning our community, and XX policy can move us off this outdated technology and toward better health for frontline communities.	Natural gas is more reliable and less expensive than renewable energy, it's also cleaner than other fossil fuels.
Big oil and gas wants to divide us and delay a just transition to clean energy. We don't let them get away with it again.	The XX community is letting the perfect be the enemy of the good. We'll get to renewables someday, but electricity reliability is most important today.

So as you create messages, videos, social posts, articles and even letters to decision makers, use this simple tool to avoid amplifying opposition messages, and let your messages shine!