

A health claim has a frame

Analyse a fictional message, never a real person's health.

1 · EXACT WORDS AND MAKER

Who wrote the line? Which words make it absolute?

2 · RISK AND RESOURCE QUESTIONS

What risk is named? What support or strength is offered?

3 · DYNAMIC AND MULTIDIMENSIONAL

What changes over time or across different contexts?

4 · REVISE WITH A LIMIT

Name the opportunity; leave status and outcome unknown.
