

Protection

Why does it matter? What's at stake?



The story you're telling:
We must protect people and places from being harmed by the issues facing our environment.

Strategic way to redirect thinking away from patterns such as:



**Bottomless Grocery Store; Change Is Natural/
 Fatalism; Individualism; Nature Will Fix Itself;
 Nature Works in Cycles; Solution = Recycling**

Concepts and ideas included in this frame element:

- We must **protect and preserve the habitats and ecosystems** we depend on.
- Showing **concern for the welfare of others** is the right thing to do.
- **Stepping in to ensure the people's safety and wellbeing.**
- Sense of agency: protection means **actively eliminating or reducing risks.**
- Sense of urgency: let's be vigilant in **shielding and safeguarding habitats and people** from harm.