

ADVANCING A WELL-BEING NARRATIVE: APPENDIX



In **Advancing a Well-Being Narrative**, RAND Corporation and Metropolitan Group describe the case for and initial pathways to a well-being narrative, one that positions well-being as the ultimate goal of progress and can influence expectations and actions. This supplemental appendix provides additional detail on the research methodology and findings.

Building, iterating and testing well-being narratives: Summary of our work

Our path in this exploration, detailed in this section, included the following steps:

1. We created some initial well-being narratives based on our prior research.¹
2. We workshopped the narratives with grassroots collaborators and well-being practitioners.
3. We tested the narrative with policy influencers and business leaders—those with the power to shift policies, budgets and systems.

1. DEVELOPING INITIAL NARRATIVES

In our initial global exploration,² which included social media scans, key informant interviews and document reviews, we examined economy-focused narrative and explored pathways to counter-narratives. The points below summarize the original research in our first report:

- We observed think tanks and academic groups advancing what we termed an “economy plus” narrative, which argues for rebuilding a broken economic system to deliver good, meaningful lives for everyone. These narratives have typically been dominated by well-being advocates, economists and academics; and some have offered narrative guides.³ We are interested in watching the ongoing evolution of that narrative but share the concern, prominent in our global research and conversations with those working at the grassroots level in the U.S., that it does not sufficiently center community power and voice.⁴ We also hypothesize that narratives centered on the economy will inadvertently reinforce the “economic growth is progress” narrative.
- Grassroots organizations, Indigenous cultures, social movements and others have long advanced well-being narratives centered in racial equity, dignity, justice and liberation, human potential and shared prosperity. Many hold that people deserve well-being, and that all people’s well-being—and that of the planet—is essential to our collective prosperity. But our interviews and media scans suggested that these narratives are often absent from dominant narratives used by news media, pop-culture, decision-makers, academic organizations and peer-reviewed literature, and other influencers.
- Based on experiments with six innovators from U.S. nonprofit organizations, we identified ways that a broader, shared definition of progress—centered in dignity, equity, liberation and collective well-being—can be relevant, resonant and helpful.

We also considered well-being approaches and messages being used in the U.S., including those summarized by **National League of Cities**.

From these insights, we created initial narratives for iteration and testing. This included a structured process of creating a narrative tree with messages and frames (see call out box in main guide about these terms). At the core was a starting set of commonly held core values—across perspectives and ideologies—that we hypothesized would align with a well-being approach: Dignity and sense of purpose, shared prosperity, stewardship, responsibility, security and human potential.⁵

2. REFINING AND TESTING THE NARRATIVE WITH GRASSROOTS ORGANIZATIONS AND WELL-BEING PRACTITIONERS

Our primary objective was to center the perspectives of grassroots organizations working on issues that are central to well-being but are often deprioritized in economics-centric decision-making, and in communities whose well-being is harmed by unjust policies, investments and structures.

For this reason, we collaborated with (and funded) six people from U.S. grassroots organizations who are considered connectors, healers and builders. (See the appendix of **Advancing a Well-Being Narrative** for the names of these collaborators, whose contributions were key to this work.) To focus our discussions, this group included people working on two issues that have a profound impact on well-being and would benefit from a well-being narrative: climate justice and birth justice. Further, these two areas bridged components of well-being that often do not connect fully: health, environment, social justice and the economy. In future stages of work, we hope to engage a broader cross-section of grassroots leaders, organizations and issues.

As we workshopped the start-point narrative together, this group shared several themes, which we distilled by reviewing meeting notes and identifying the most frequently cited conditions and values:

- Well-being is context dependent. It is at once deeply personal and culturally aligned. Elements of well-being—how to define, build and measure it—must be fluid and defined by communities, not prescribed externally or intended to encompass “everyone.” People and communities need agency and autonomy in deciding what well-being means for them.
- Love, connection, care and community are signposts for shared well-being.
- Well-being is compromised when one’s value is seen as proportional to one’s productivity. Many seek to build a world without systems of dominance, where there is greater and more equitable opportunity to do well and thrive economically and otherwise.
- At its core, well-being must be rooted in equity, justice, human dignity and interconnection of people and planet. A well-being narrative centers everyone’s human right to thrive and operate from an awareness that humans are a part of, not apart from, Earth’s ecosystems.

To augment this exploration, we also workshopped the narrative with a group of organizations actively working in the U.S. and globally on advancing well-being approaches and narratives. They represent a mix of local practitioners, movements and researchers, some of whom contributed to our prior work and others who were new to us. (See the appendix of **Advancing a Well-Being Narrative** for the names of these valued collaborators who, like our team, are funded by the Robert Wood Johnson Foundation.) This group echoed many of the themes from the grassroots conversation, and added the following considerations:

- The word “well-being” may be distracting or unclear. They suggested introducing the term once, then using descriptive language to illustrate the many facets of well-being.

- A zero-sum narrative, such as “if someone gets more, then someone else gets less” can pose a challenge. This can be countered with data and proof points that show “we all do/feel better when we all do/feel better.”
- A narrative holding that economic growth cannot sufficiently create or measure for well-being may be read as “anti-productivity” or “anti-growth.” This may further reinforce zero-sum thinking. In fact, in some cases, higher well-being levels can and do go hand-in-hand with increased economic progress.
- There doesn’t have to be a dichotomy between “the world as it is” and “the world as we’d like it to be.” For instance, competition can be harmful when it creates opportunity for some and barriers for others. But when occurring in a healthy context, competition can create widely shared prosperity. For example, the maker’s movement sparks rapid innovation and creation of new solutions in shared, public spaces filled with independent inventors, designers and thinkers; many of the solutions are offered in open-source technology platforms and/or brought to market via crowd-funding.⁶
- Feelings are a powerful way to discuss, understand and measure well-being. Many people talk about their well-being by telling stories and describing how they felt in that instance. Moreover, metrics that measure quality of life are based on people’s feelings, which adds to their power. What if we began to combine storytelling and metrics to shape decisions in favor of well-being?
- A shared narrative can help justify and normalize a well-being approach. This narrative work is giving mayors, for example, permission to speak to priorities of well-being. Speaking “the language of metrics” for policy influencers and business leaders is important because it could give them credibility to discuss well-being and quality of life on a public stage.

INITIAL NARRATIVES FOR TESTING

Coming out of these narrative workshops, we identified potential narrative start points from the themes that emerged in the discussion, with a focus on the most frequently cited or discussed themes. This meant sorting broad ideas that could become shared conceptions of the way U.S. society understands and pursues progress:

- **The idea that change is possible:** From New Zealand to Jackson, Mississippi, decision-makers set policies, systems and budgets to prioritize shared well-being for people and communities. This leads to more effective and responsive approaches to complex needs. People and communities are healthier, more connected and better able to innovate. Growth becomes sustainable and creates opportunities for more people.
- **A common sense approach:** For 50 years, many societies have defined progress based on economic growth alone. This may benefit some people and communities, but for most it means increasing inequity, disconnection and stress, and worse human and environmental health. If we broaden our idea of progress to include well-being, the decisions we make can increase opportunity, dignity, connection, health and shared prosperity for people and communities.
- **A connection to values of freedom and democracy:** It is not enough to provide for a limited set of basic needs and mere survival. To function as a democracy, with full participation and connection, all people must have the opportunity for well-being: thriving in all aspects of life and creating the future they want. It is essential to our collective freedom and prosperity as people and as a country.
- **Redefining purpose and progress:** When communities define their purpose and priorities as shared well-being, they ensure that people and communities are healthy in every way. This increases opportunity, prosperity and dignity for all people, and leads to stronger, more stable societies ready to address the critical challenges ahead.

3. TESTING WITH POLICY INFLUENCERS AND BUSINESS LEADERS

To identify the most credible and compelling messages for shifting the narrative in the U.S. about progress and well-being, MG and RAND engaged Prime Group, a full-service research company that uses qualitative and quantitative opinion research methodologies. In an online survey, policy influencers and business leaders answered questions about their decision-making priorities, their perception of well-being, and their responses to components of a well-being narrative.

	Total (n=101)	Business (n=50)	Policy (n=51)
Gender			
Male	45% (n=45)	50% (n=25)	39% (n=20)
Female	54% (n=55)	48% (n=24)	61% (n=31)
Age			
18 to 24		2% (n=1)	
25 to 34	25% (n=25)	18% (n=9)	31% (n=16)
35 to 44	31% (n=31)	30% (n=15)	31% (n=16)
45 to 54	13% (n=13)	12% (n=6)	14% (n=7)
55 to 64	15% (n=15)	18% (n=9)	12% (n=6)
65 plus	11% (n=11)	14% (n=7)	8% (n=4)
Race/Ethnicity			
White	59% (n=60)	60% (n=30)	59% (n=30)
Hispanic	15% (n=15)	18% (n=9)	12% (n=6)
African American	14% (n=14)	12% (n=6)	16% (n=8)
Asian	8% (n=8)	8% (n=4)	8% (n=4)
American Indian/Alaska Native	2% (n=2)	2% (n=1)	2% (n=1)
Multiracial	2% (n=2)		4% (n=2)

Percentages may not add up to 100% because demographic data were optional.

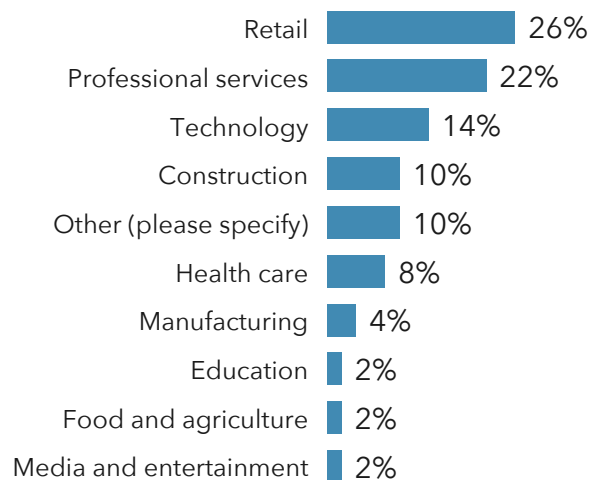
Sample

From June 2 through June 17, 2022, Prime Group conducted an online nationwide survey reaching:

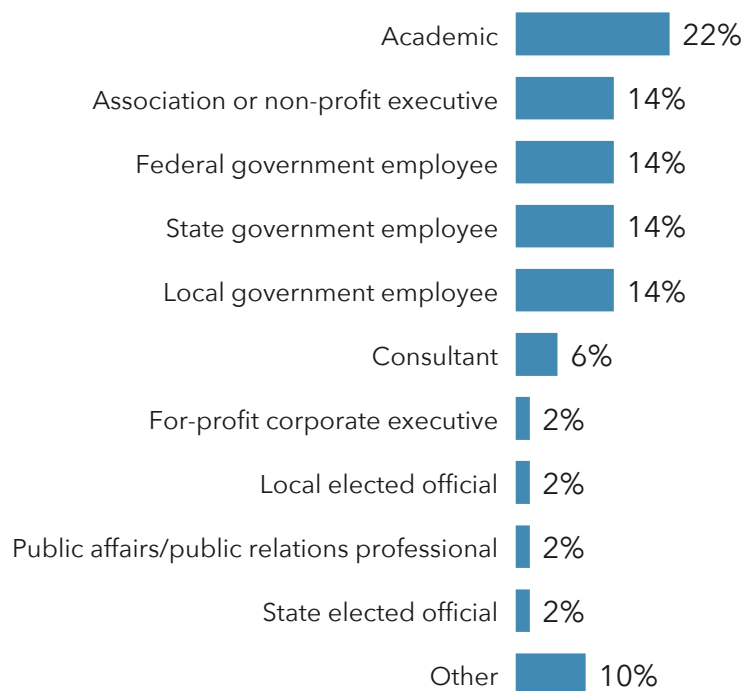
- Fifty-one policy influencers (individuals with public policy expertise who work in federal, state and local governments; academia; and national associations or nonprofits).
- Fifty business leaders (principal decision-makers at private sector companies in retail, technology, construction, health care and other fields).

	Total (n=101)	Business (n=50)	Policy (n=51)
Do you consider yourself a:			
Democrat	48%	42%	53%
Republican	22%	26%	18%
Independent	27%	32%	22%
Something else	1%		2%
Prefer not to answer	3%		6%
Is your political ideology:			
Conservative [Net]	23%	32%	14%
Very conservative	11%	18%	4%
Somewhat conservative	12%	14%	10%
Middle of the road	42%	38%	45%
Somewhat progressive	11%	6%	16%
Very progressive	21%	20%	22%
Progressive	32%	26%	37%

The business leaders represented various sectors:



Those who Prime Group characterized as working in policy included people in these sectors:



Approach

The survey included message testing using the MaxDiff Message Model (M3) based on the “forced choice” Maximum Different (MaxDiff) Scaling platform. In an M3 exercise, each respondent sees a series of screens with four messages on each. They are asked to select the message on each screen that they find most persuasive and the message on that screen that they find least persuasive. Each message repeats multiple times throughout the exercise and each time against different competing messages. This makes it impossible for respondents to like all options equally and prevents “grade inflation.” For instance, this iterative exercise with a sample of n=50 produces more than 2,000 unique data points.

Here is more detail on the M3 approach:

For this study, we applied the MaxDiff technique to evaluate a series of ten messages to identify the messages considered the strongest and weakest. The ten messages were shown to each respondent multiple times across eight screens, with each screen displaying a different combination of four messages. Each message was displayed on average three times. On each screen, respondents were asked to select the strongest message and the weakest message. These two selections provide five data points per screen on a respondent’s preferences about the four messages displayed. For example, if messages A, B, C and D are shown, and a respondent selects A as the strongest and D as the weakest, we learn that:

A > B

A > C

A > D

B > D

C > D

Analysis

The data output is expressed first in terms of a precise “persuasion score” for each message.

Assumptions about respondents’ utility functions allow estimation of not only the rank order of the messages by their effectiveness, but also by what degree of magnitude each message is more or less effective than each other message. Beyond just identifying the most effective messages, Prime Group’s proprietary analysis allows us to see which messages work best in combination to reach the broadest audience or has the greatest “reach” within each targeted subgroup.

Through a hierarchical Bayes (HB) estimation method developed by Sawtooth Software, the data points—40 per respondent from the eight screens—allow for the estimation of individual respondent-level preference scores (utility scores) for each of the items tested. The MaxDiff component of this study has a total of 4,040 data points (101 survey interviews x 40 data points), which provide a high level of precision and confidence in the aggregated utility scores. Each respondent sees each message three times across their eight-screen exercise, with a couple messages displayed four times. For this sample, no two respondents see the exact same exercise design, and the overall distribution of exercises across all respondents are designed to ensure balance in the message groupings.

The utility scores provide a relative ranking of the messages. When added together, the utility scores add up to 100, so in effect they display how the respondents collectively rank order the messages. The “distance” between any two scores corresponds to the relative preference of one message over another. For example, a message with a score of 14 is twice as preferred as a message with a score of seven.

In addition to calculating the utility scores for each message, we also conducted a Total Unduplicated Reach Frequency analysis (“reach analysis”) to identify the combination of messages that, taken together, are strongest to the largest portion of respondents. While the utility scores tell us the relative ranking of the messages for all respondents, a message “reach” equals the percentage of

respondents ranking that item as their strongest or second-strongest message. The “reach” for any two messages equals the percentage of respondents ranking either message as their strongest or second-strongest message. Our analysis examines the total reach for every possible combination of messages to determine the most effective message package.

We acknowledge that there were limitations to the survey that should be noted to place the research findings in context. While testing the narratives, we recognize that some of the narratives conveyed multiple concepts, making it difficult to identify precisely what resonated.

Results from this exploratory testing has provided us with an initial understanding of the direction we should take in further building out the well-being narrative. The results have shown us what did and did not resonate with business leaders and policymakers, and has provided the next layer for our exploration on well-being narratives. More needs to be done to further explore and fine-tune the message and narrative elements that did work and test them further.

The data findings should be viewed as qualitative research. Results provide a directional read on these audiences but not the reliability of a larger quantitative sample.

DETAILED FINDINGS

Well-being is a widely understood concept.

A persistent question in our work has been whether the term well-being carries the broad meaning we intend. In our observations, it is often used to mean self-care, mental health or other isolated concepts which, while important components of what we mean by well-being, are too narrow. The \$1.2 trillion U.S. (\$4.4 trillion globally)⁷ wellness industry has also co-opted the term in marketing everything from yoga to nutritional supplements, which may further dilute it by suggesting that well-being is something for the elite, isolation or escapism, or something to enjoy after basic needs are met.⁸

Survey respondents seem to embrace the fuller idea of well-being, and to understand that it occurs at both an individual and community level. We’re encouraged by this, as it indicates that we can continue to reinforce the term through ongoing messaging and storytelling. As evidence, unprompted, decision-makers defined well-being using the following terms, listed in order of most- to least-mentioned:

INDIVIDUAL WELL-BEING	COMMUNITY WELL-BEING
<ul style="list-style-type: none">■ Health■ Mental health■ Physical health■ Self■ Security■ Freedom■ Happiness■ Peace■ Ability■ Success■ Food	<ul style="list-style-type: none">■ Community■ Health■ Happy■ Togetherness■ Economic stability■ Safety■ Law■ Peace■ Mental health■ Resources■ Cleanliness

When we shared our working definition of well-being, the majority of respondents (98%) strongly or somewhat agreed that our definition of well-being is reasonable. *“Well-being means individuals and communities are thriving and have opportunities to create meaningful futures. It occurs when basic needs like security, safety, food, housing, education and employment are being met, as well as higher needs like dignity, purpose, social connection and life satisfaction.”*

While we recognize the working definition is not definitive, combined with the pre-definitional term questions as noted above, it provides good foundational support that the direction for the well-being definition (what might eventually be the right frame) is reasonably sound.

Respondents sense that they experience well-being, but many people in the United States do not.

Well-being appears to be personally relevant in terms of both individual experience and influence:

- Based on their own notion of well-being, 91% rated their own well-being excellent or good, but only 78% said the same of their community. When they considered the well-being of people living in the U.S., just 43% said excellent or good; 13% said poor.
- Business leaders rated the well-being of their communities higher than policy influencers did: 88% of business leaders said excellent or good vs. 69% of policy leaders. Looking at political ideology, Democrats and Republicans rated their communities at 83% and 86% excellent to good, respectively, while just 65% of Independents said the same.
- In addition, 87% of respondents said they frequently (36%) or occasionally (51%) make decisions that may significantly affect the well-being of individuals and communities.

Business leaders and policy influencers say they prefer policies based on well-being to policies based solely on economic impact because they can lead to stable, healthy and productive societies.

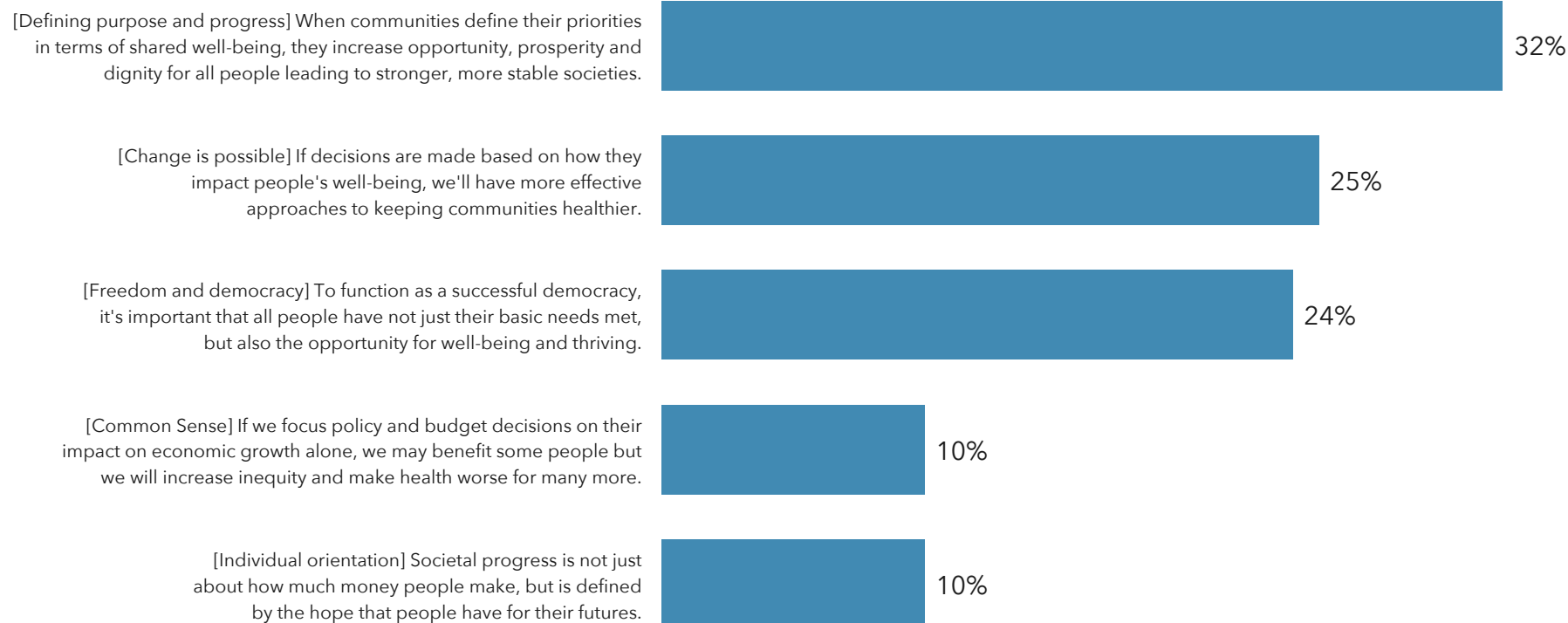
Findings showed that well-being is a priority for business leaders and policy influencers. Sixty-four percent of respondents overall said that all policies enacted by a society should be evaluated primarily on their impact on individual and community well-being, not their economic impact alone.

- Policy influencers were more likely to say this (69%) than business leaders (60%).
- Democrats were significantly more likely to say this (77%) than Republicans (55%) or Independents (52%). This split is not surprising given alignment of well-being indicators with the progressive policy agenda; the fact that the idea is resonant with more than half of all respondents is encouraging.

Respondents chose their top reason to base policy and budget decisions on their impact on the well-being of individuals and communities; results are shown below.

Which of the following do you think is the most important reason to base policy and budget decisions on their impact on the well-being of individuals and communities?

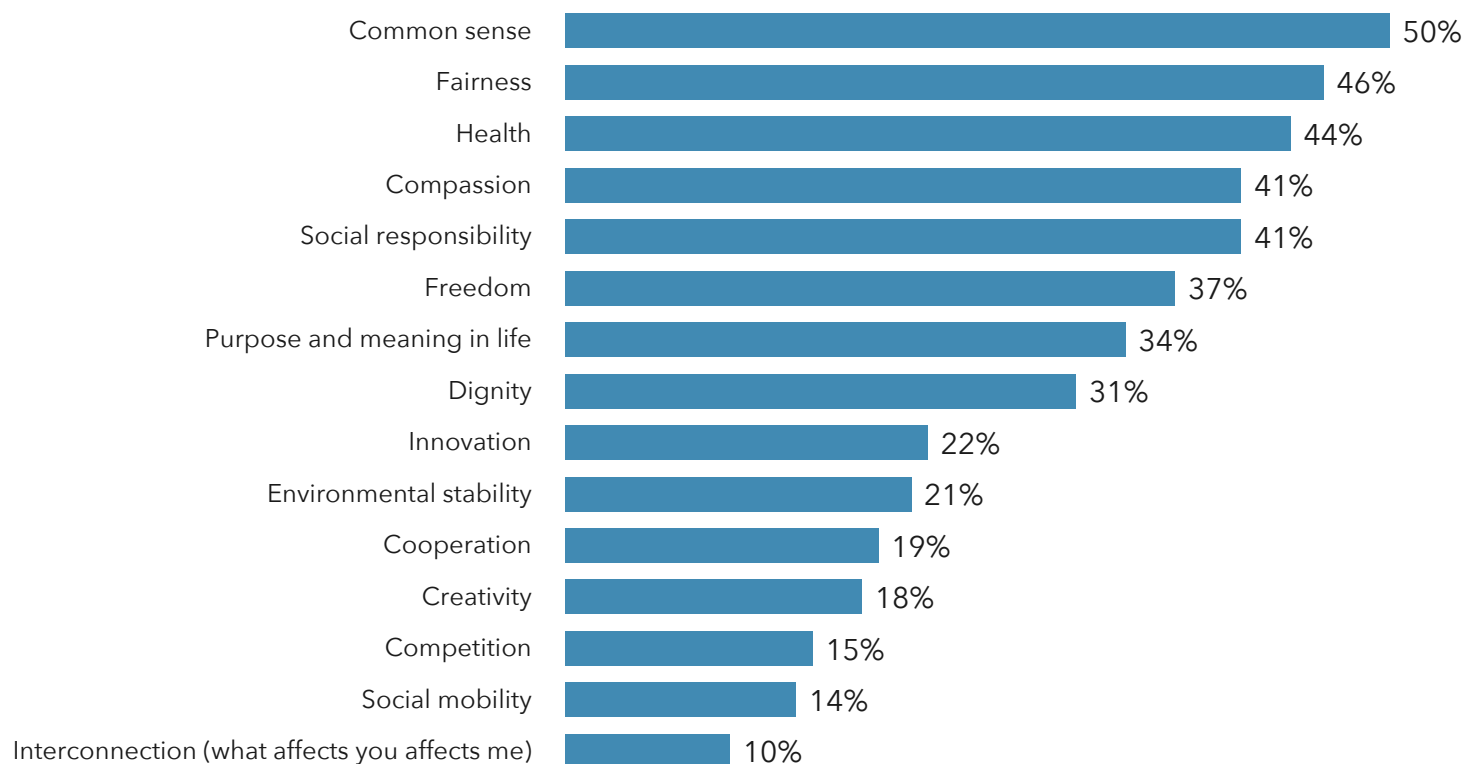
(NOTE: The [] descriptions were not shown to respondents.)



Policy influencers and business leaders prioritize values of common sense, fairness and health in decision-making. There is an interesting disconnect—and need for further exploration—around the value of interconnection.

To check our assumptions about values that might align with policy decisions and a well-being approach, we offered a list of values and asked participants to indicate up to five that most guide their decisions about policies, budgets and other priorities. This can help inform the values that need to be present in well-being narratives in order to resonate with policy influencers and business leaders.

From the following list of values, please choose up to five that most guide you when you are making decisions about policies, budgets and other priorities.



A few things that caught our attention include the following:

- Some of our hypotheses about which values would appeal to which groups, informed by the Moral Foundations work of Jonathan Haidt⁹ and other researchers, were disproven. For example, we expected freedom to be dominant for Republicans, but it came in at just 23% for Republicans, and 38% and 45% for Democrats and Independents, respectively. A caveat here is that values are interpreted differently by different groups, and because this was a survey and not a discussion, we were not able to probe further.
- “Interconnection” was not frequently selected as a value that guides decision-making. And the message, “We are all interconnected, so when some people are not able to achieve well-being, it harms the larger community,” ranks relatively poorly. However the majority of respondents agree with a message that describes the negative impact of disconnection, which seems to indicate that the idea of, if not the term, interconnection resonates: “These days people feel increasingly disconnected from one other, their community and their country, which leads to disunity and harms people, families and communities.”

Messages that focus on increasing belonging, purpose and productivity appear the most resonant.

We tested a variety of messages, asking respondents to select most and least compelling options across multiple sets. The early findings provide clues about message clusters, ranked below according to their “preference score” (a score that shows the overall rank order and relative individual strength of each message; the scores total to 100 so can be interpreted by imagining the respondents collectively assigned points to each message based on their relative strength) and provide some clue on what is most and least resonant.

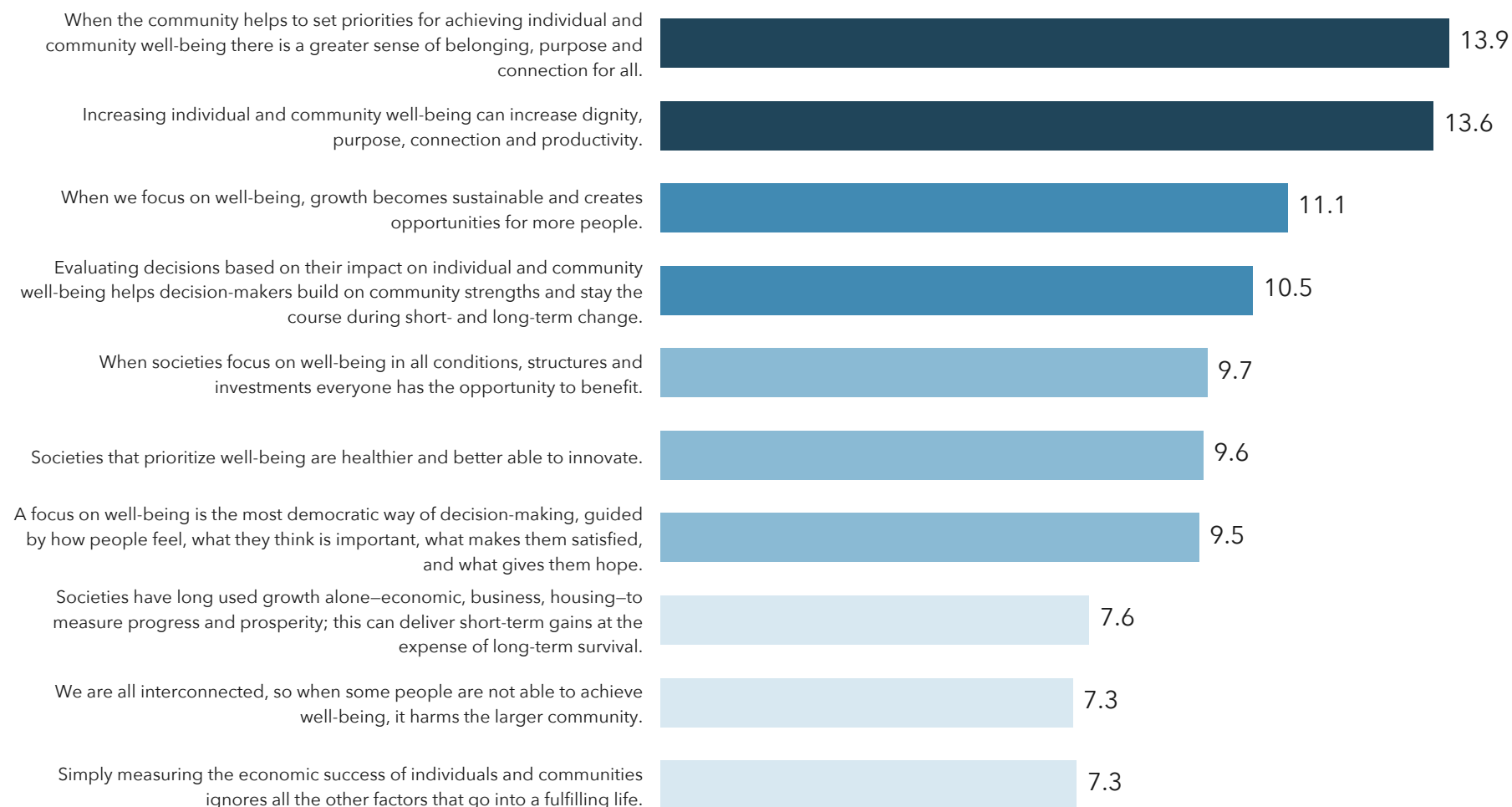
As noted earlier, the M3 methodology works like this:

- We test the relative importance of ten reasons for why society should make decisions based on individual and community well-being.
- M3 testing is a forced choice methodology requiring respondents to react to a series of screens, each with four reasons.
- Respondents are asked to choose the strongest and weakest reason on each screen. Each reason is repeated multiple times but always with a different set of “competing” reasons.
- With this sample size (n=101) this methodology produces more than 4,000 unique data points, resulting in much greater precision and differentiation than traditional rating exercises, which rely on each reason being rated independently.

For preference scores like below, it is important to remember these points:

- Through the M3 process, respondents reveal their relative preferences for each reason.
- These scores are NOT percentages.
- Taken together the preference scores for all the reasons will always add up to 100.
- In effect, respondents collectively distribute 100 points across the reasons based on their relative appeal.

Strongest Reasons for Making Decisions Based on Individual and Community Well-being (using M3 method, preferences scores: darker shading indicates top endorsed messages)



The strongest narrative, then, combines three main points: increased purpose and connection, community-driven priorities, and sustainable growth and opportunities for all, as shown below; we can think of this as a “promise” of a well-being approach. Of the top two statements overall, Democrats and Independents noted a preference for the purpose and belonging based statement, while Republicans preferred the dignity based statement.

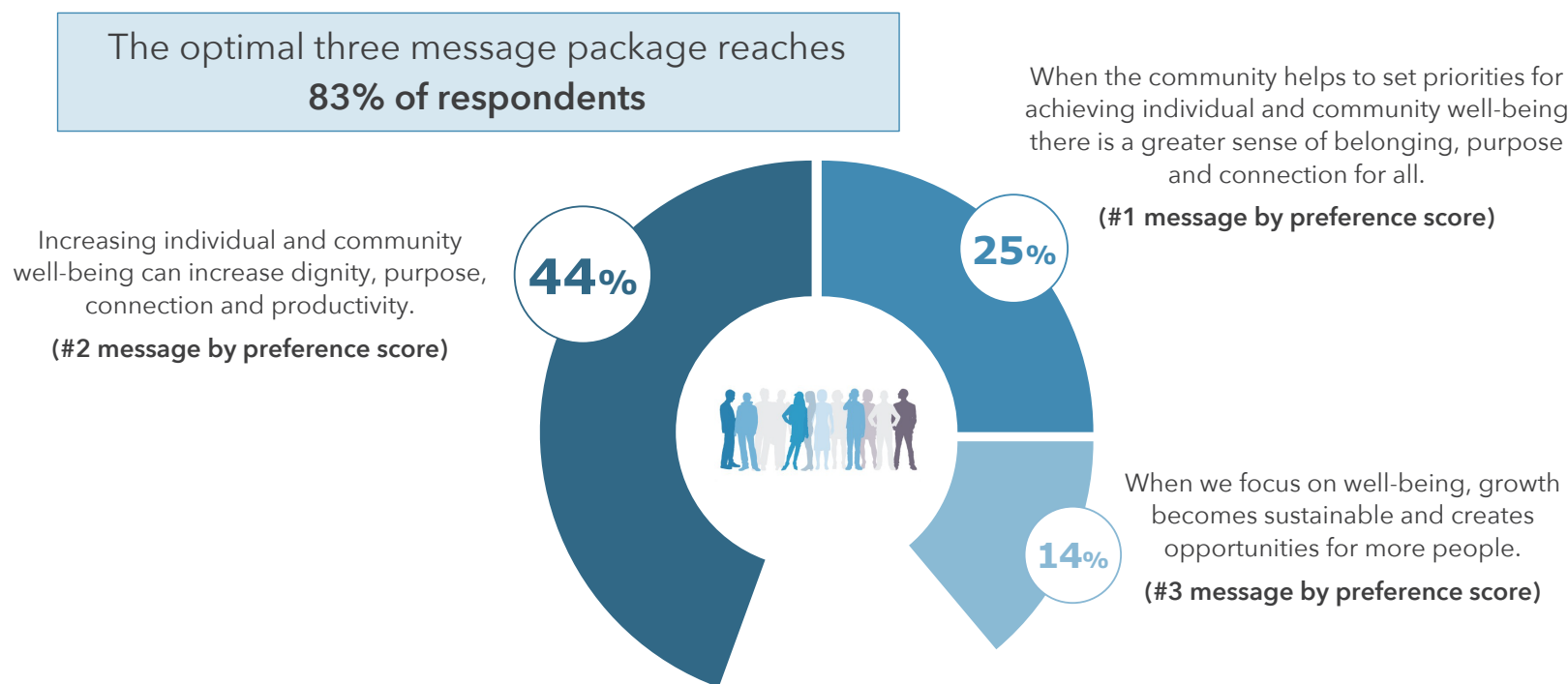
The following figure represents findings from the “reach analysis.”

Key methods points on the **reach analysis** to note:

- While the preference scores tell us the relative ranking of the reasons for all respondents, a reason’s “reach” equals the percentage of respondents ranking that item as their favorite or second favorite reason.

- The “reach” for any two reasons equals the percentage of respondents ranking either reason as their favorite or second favorite.
- The Prime algorithm examines the total reach for every possible reason combination and determines the reason packages that have the broadest appeal.
- As an analogy, think of individual reasons as items on a restaurant menu. Similar menu items, such as two types of steak, attract the same type of customer. Adding different types of menu items, such as seafood or vegetarian selections, broaden the overall appeal of the menu by “reaching” different customer types.

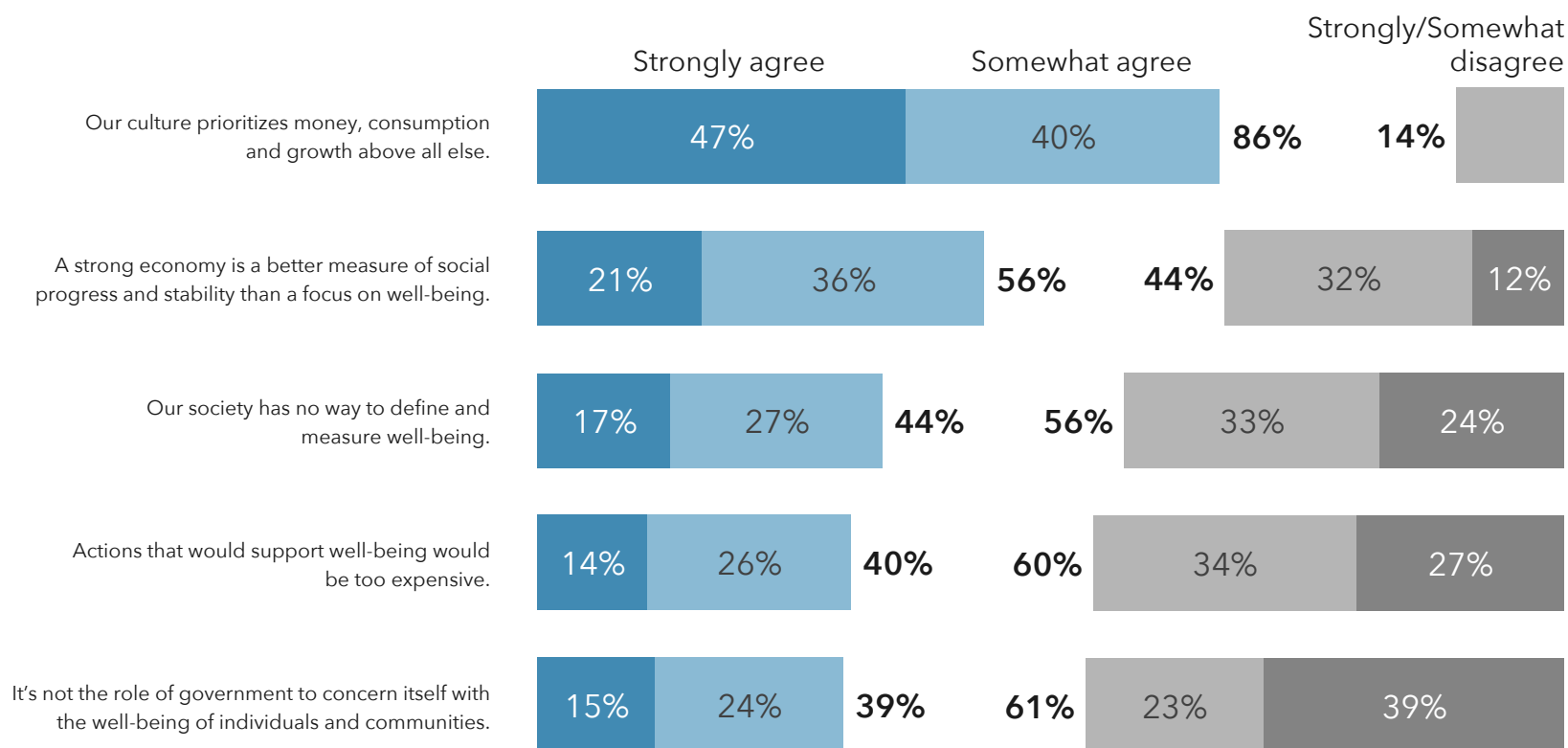
Optimal three well-being messages (using M3 method and reach analysis)



The narrative of economic growth and consumption is the leading perceived barrier to the well-being approach; other perceived barriers, such as lack of data or cost of well-being strategies, appear less entrenched.

We presented respondents with a list of reasons some people have suggested for why society may not focus on individual and community well-being when forming priorities and policies, and asked whether respondents agreed or disagreed (see below). This indicates how persuasive those barriers are, and what will be necessary to continue shifting or disproving.

The following are some reasons that people have suggested for why society may not focus on individual and community well-being when forming priorities and policies. How much do you agree or disagree with each of these statements?



From the two most-agreed-upon statements, we infer that the **narrative of growth and consumption as the ultimate measure of progress continues to pose a significant barrier**, reinforcing our hypothesis that narrative change is a crucial lever.

We are encouraged by the lack of agreement that society has no way to define and measure well-being. With just 44% agreeing—somewhat (27%) or strongly (17%)—we can infer that **more than half of respondents are aware of well-being measures**.

- This is an important finding, because “you can’t improve what you don’t measure,” a concept generally attributed to business management guru Peter Drucker. A growth-focused definition of progress will persist if we lack—or think we lack—common language to set goals and track progress in a different way. Well-being measures are not an end in themselves, but they are an important tool in a well-being approach.

- However, there is a significant split on perceptions of well-being data across both sector and party identity:
 - 54% of business leaders agree society has no way to define and measure well-being. Just 33% of policy influencers agree.
 - The minority of Democrats (38%) and Independents (39%) agree; the majority of Republicans (64%) agree.
- Although we did not test a message that states that well-being data are available and need to be used, we created one based on this finding and propose it in the draft messages.

This appendix provides additional detail on data and methods. For the resulting narratives and insights on experimenting with and advancing them, please refer to the main narrative guide: [Advancing a well-being narrative](#).

This exploration, conducted from December 2021 to July 2022, is a joint effort between **RAND Corporation** and **Metropolitan Group**.

- RAND is a nonprofit, nonpartisan research organization that develops solutions to public policy challenges. RAND has been leading efforts in social and economic well-being, including working with cities to measure community and civic well-being and implement policy and programmatic solutions. Anita Chandra worked with the Metropolitan Group team on this project.
- Metropolitan Group is a social impact organization that crafts strategic and creative services to advance a more just and sustainable world. MG has been leading narrative research, development and change strategies related to social justice, public health, environment and sustainability in the United States and internationally. The project team for this work included AAYAAN, Eric Friedenwald-Fishman, Kirsten Gunst, Jennifer Messenger and Thomas Price Lang, with design by Nate Currie. Research was provided by Prime Group, led by Wen-Tsing Choi and Greg Schneiders.

The RAND and Metropolitan Group teams co-developed this resource, which is posted on www.metgroup.com and linked to www.rand.org. It was supported by a grant to RAND by the Robert Wood Johnson Foundation. The views expressed here do not necessarily reflect the views of the Foundation.

As noted earlier, this narrative guide is intended to share early findings from narrative testing, stimulate discussion, and further research on how narratives are playing a role in helping decision-makers broaden their definition of progress to center on well-being, and to solicit informal feedback from peers. The guide has been through a peer review process via RAND’s Social and Economic Well-Being division. This report may be quoted and cited without permission. The guide does not necessarily reflect the opinions of RAND’s research clients and sponsors.

ENDNOTES

1. Chandra A, Mejia FS, Messenger J. "What If Progress Meant Well-Being for All? U.S. Innovators Use Global Insights to Shift the Narrative and Surface Opportunities Ahead." RAND Corporation and Metropolitan Group, 2021. https://www.rand.org/pubs/external_publications/EP68712.html
2. Chandra A, et al.; ibid
3. For example, see: "A Messaging Guide for a Wellbeing Economy," New Economy Organisers Alliance, Wellbeing Economy Alliance, Public Interest Research Centre and Positive Money. Accessed April 29, 2022. http://positivemoney.org/wp-content/uploads/2021/01/Communicating-a-Wellbeing-Economy_-_A-Guide_.pdf. "Framing the Economy: How to win the case for a better system." New Economy Organisers Alliance, New Economics Foundation, FrameWorks Institute and Public Interest Research Centre. Accessed April 29, 2022. <https://neweconomics.org/uploads/files/Framing-the-Economy-NEON-NEF-FrameWorks-PIRC.pdf> "Stories for Life: How might our stories help design an Economy in Service to Life?" Friday Future Love, Green Economy Coalition, Wellbeing Economy Alliance and the Spaceship Earth. Accessed April 29, 2022. <https://stories.life>.
4. From **What if Progress Meant Well-Being for All?:** Grassroots groups in England and New Zealand say the emerging well-being narratives don't represent them and feel academic or elite. Voices lifted up from grassroots organizations (established, formal organizations in a community) may not yet represent the full diversity by race/ethnicity, culture and history. Some grassroots leaders hesitate to join a broad effort that may not go far enough on racial equity and decolonization, or that will "smooth over the rough edges" of people and issues (e.g., Indigenous peoples, women living in poverty, LGBTQ+ rights, young people) often excluded from mainstream dialogue. Among both grassroots groups in the three countries and U.S. connectors, there is a sense that well-being definitions, approaches and narratives name equity but don't center it, or even that well-being is a panacea for the real need: dismantling systemic oppression. They emphasized that well-being approaches and narratives must insist on full dignity for all human beings, which they have not found prominent in work to date.
5. These values are drawn from research including **Moral Foundations Theory** by Jonathan Haidt and the **American Values Survey** by PRRI.
6. <https://placesjournal.org/article/makerspace-towards-a-new-civic-infrastructure/>
7. <https://globalwellnessinstitute.org/industry-research/2022-global-wellness-economy-country-rankings/>
8. Kelly, K. *American Detox: The Myth of Wellness and How We Can Truly Heal*. North Atlantic Books, 2022.
9. Haidt, ibid