

Framing for Change

Communicating the power of prevention

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what is framing and why does it matter?

5 ways to frame prevention

the problem...

you say...they think

AAA



Expert/Advocate/Practitioner

BBB



Public

you say...they think

Persistent stress can derail development and have negative long term effects on health and wellbeing.



Expert/Advocate/Practitioner



Public

you say...they think

Preventing adolescent use of drugs or alcohol may go a long way in reducing the risk of addiction and other health and developmental issues. Early intervention is key to preventing addiction.

Culture!



Expert/Advocate/Practitioner



Public



[News](#) › [UK](#) › [Home News](#)

British public wrong about nearly everything, survey shows

Research shows public opinion often deviates from facts on key social issues including crime, benefit fraud and immigration



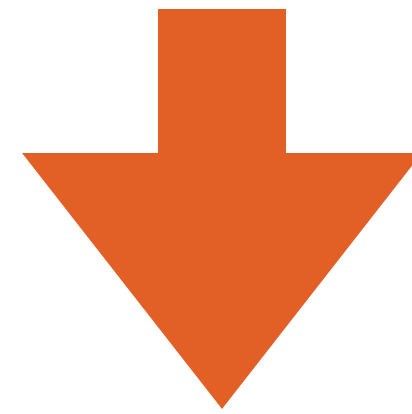
The great enemy of the truth is very often not the lie—deliberate, contrived and dishonest—but the myth—persistent, persuasive and unrealistic.

John F. Kennedy, Yale University Commencement June 11, 1962

the solution...

framing

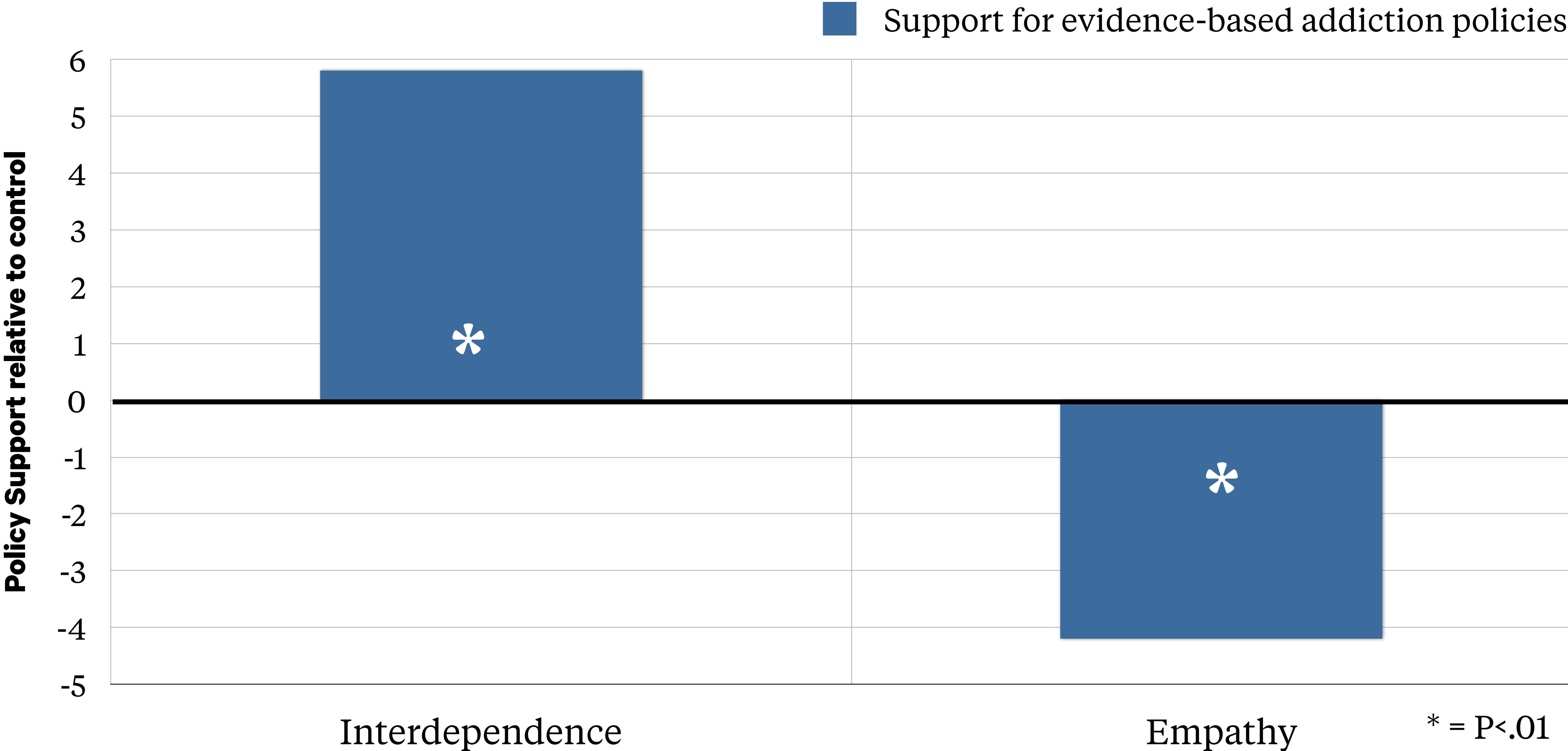
choices in how we present information



how people think/feel/act

Framing addiction

N=6,000

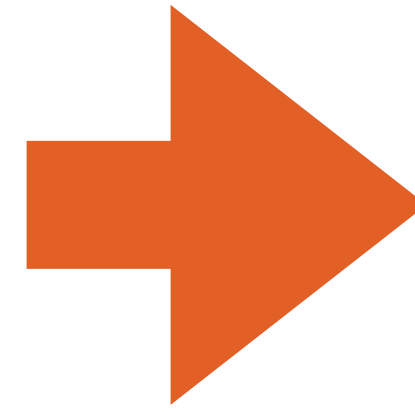


 Understanding is frame dependent



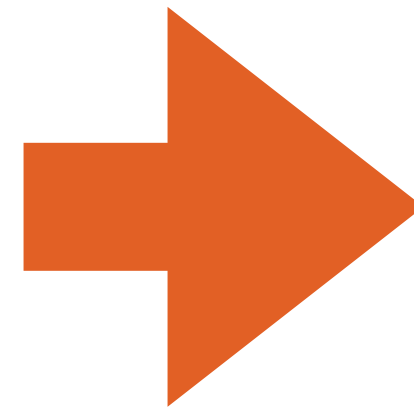
framing REALLY matters right now

“We will be living with the
consequences of this lost
generation for years to come”



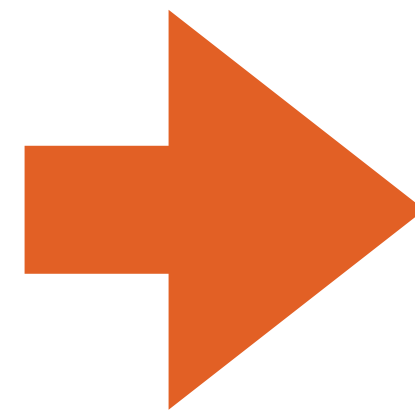
fatalism
unproductive
understandings of youth

“Parents with young children
skipping well-child/
vaccination visits”



parental blame
racial/class stereotypes

“Protect the
most vulnerable”



othering
stigma

“

The world as we know it is built on a story. To be a change agent is, first, to disrupt the existing story of the world, and second, to tell a new story of the world so that people have a place to go.

Charles Eisenstein

”

what is framing and why does it matter?

5 ways to frame prevention

The cognitive and cultural deck is stacked against prevention

Normalcy bias

Delay discounting

Declinism/fatalism

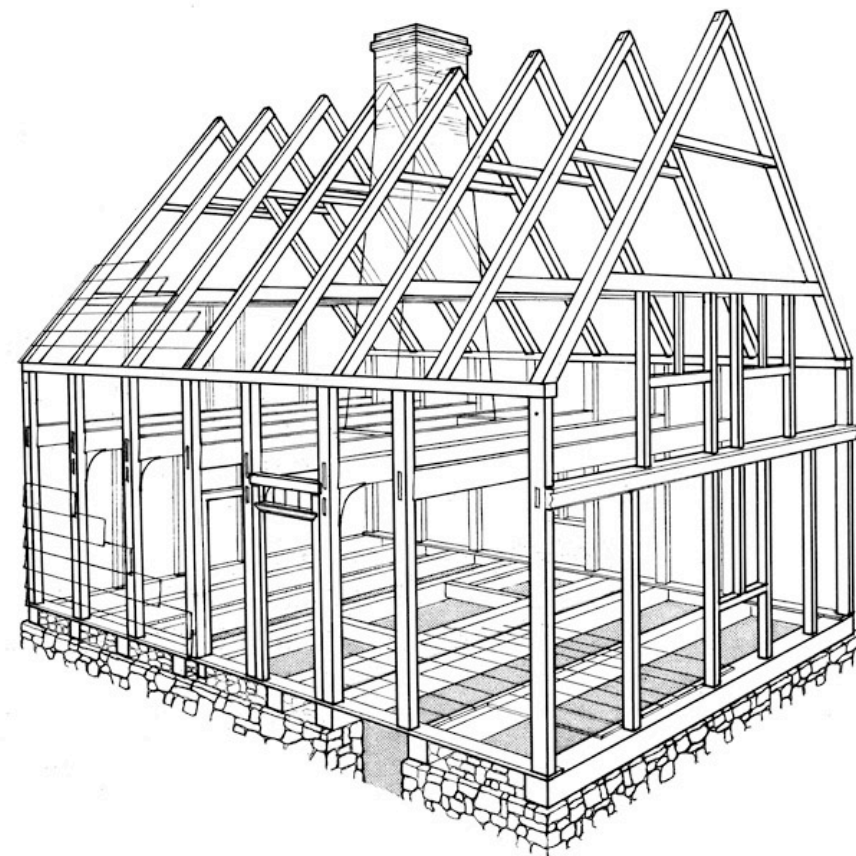
Individualism

What can we do?

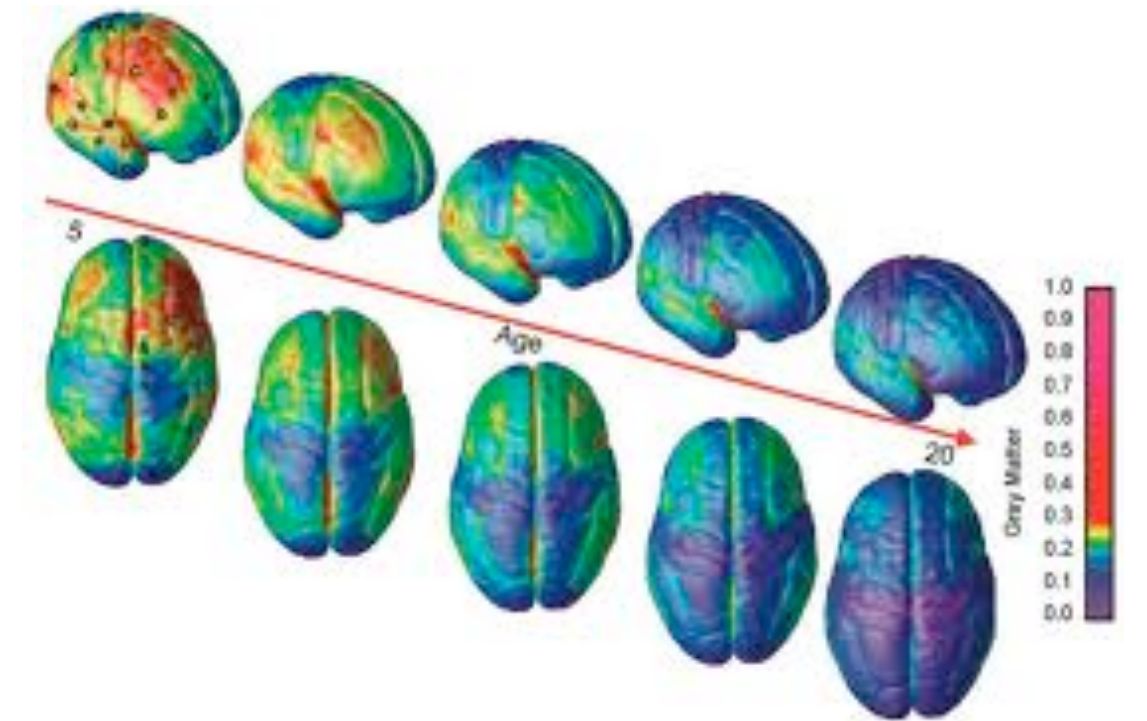
#1: Connect action *now* with outcomes *later* and...repeat

early childhood field has done this

Familiar



Unfamiliar



Brain Architecture

Well, if brains are built like a house...

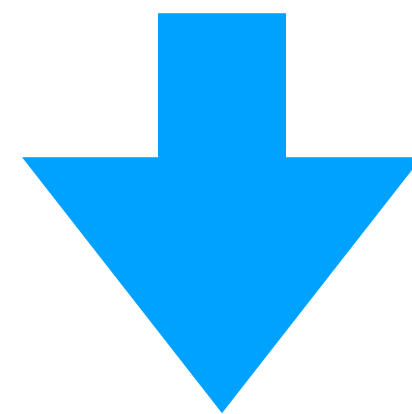
early *matters*

foundation built *now*, shapes everything that comes *later*

quality of early inputs affects quality of later outcomes

timing matters

it is an active process



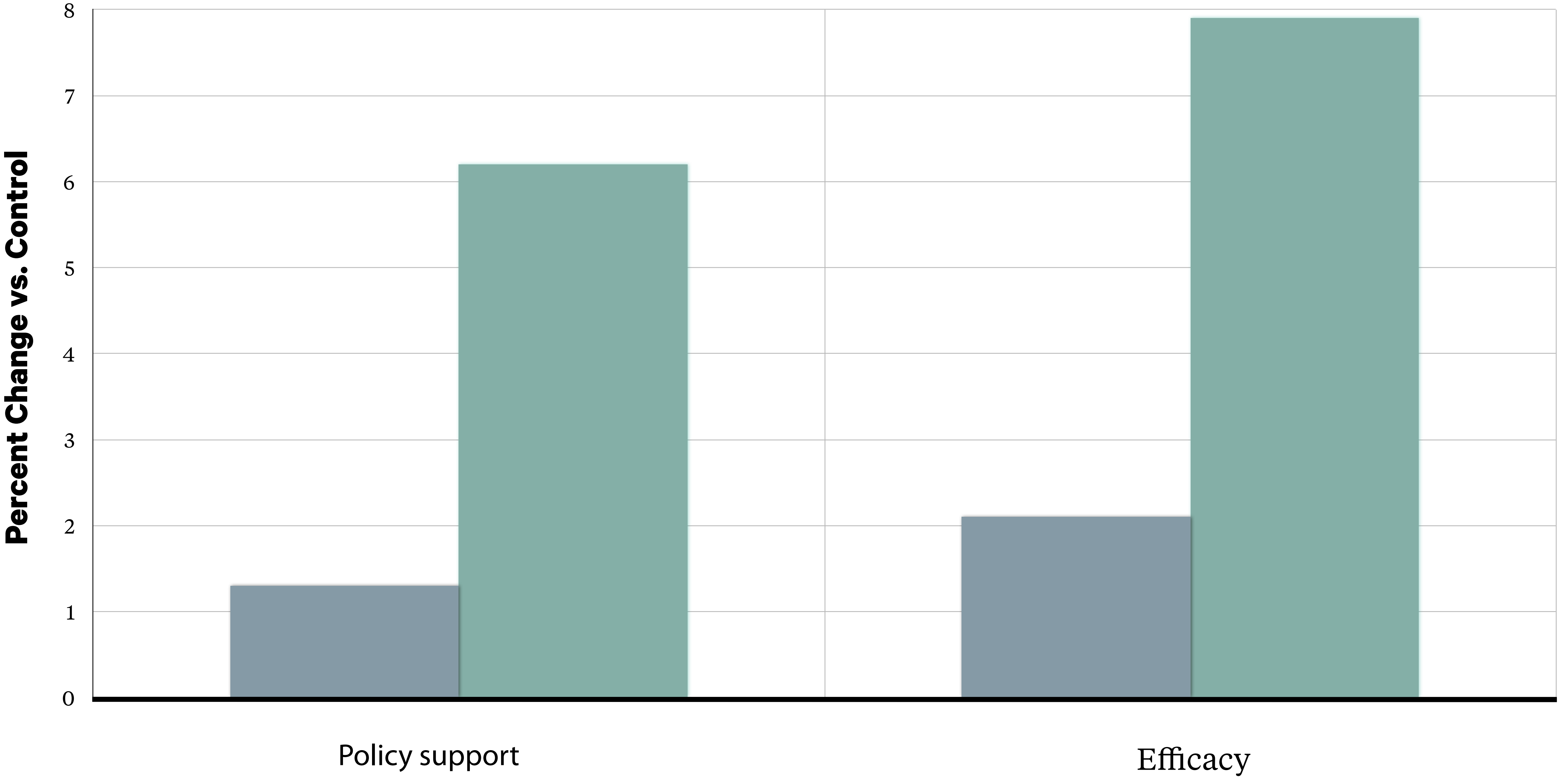
**Policy discussion shifts;
refocuses on early investments**

What to do

- connect actions with outcomes
- show this connection over time (stretch people's thinking on time)

Concentrated poverty and structural racism

- Assertion
- Assertion + past/now explanation



What to do

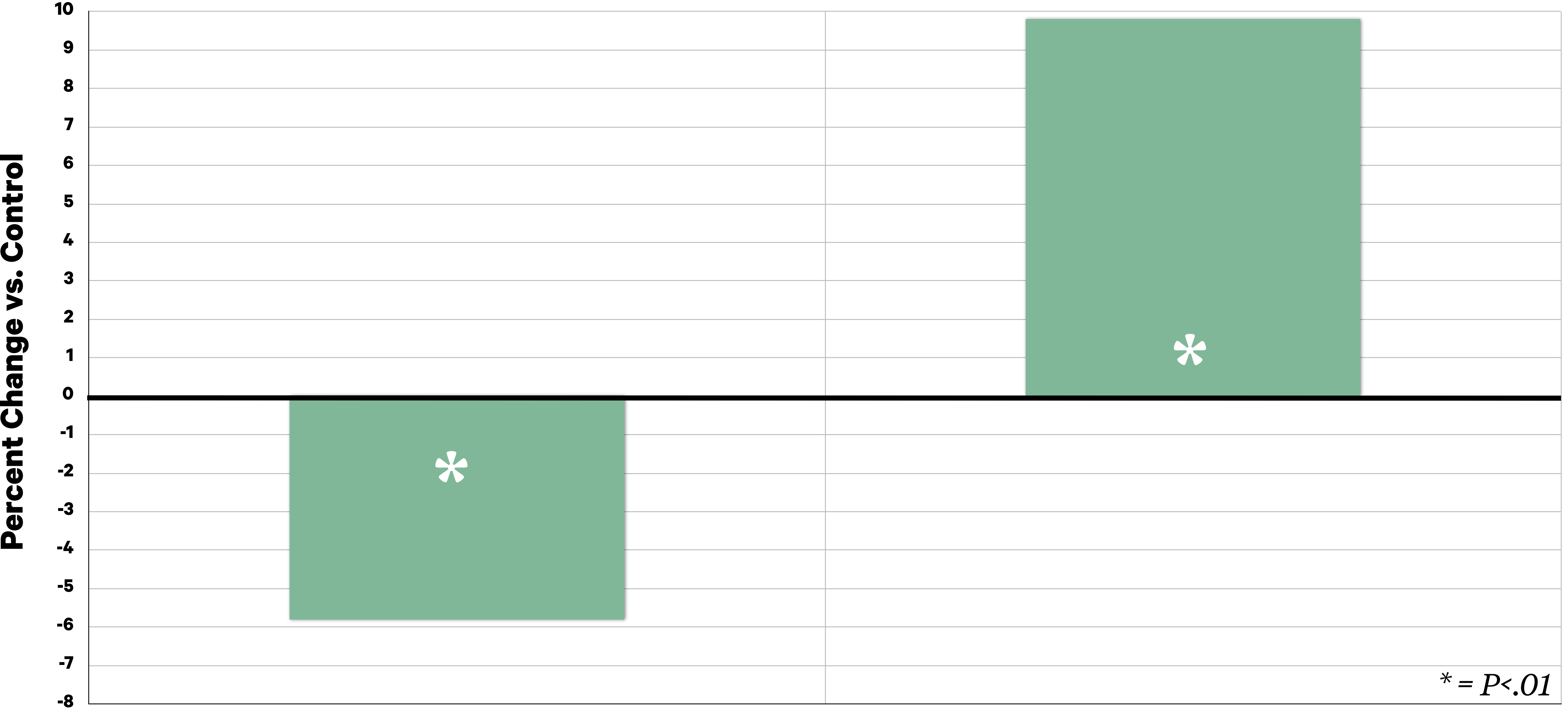
- connect actions with outcomes
- show this connection over time (stretch people's thinking on time)
- use examples from different issues that show this connection (people learn and transfer)

What can we do?

#1: Connect action *now* with outcomes *later* and...repeat

#2: How you define the issue matters

Support for parenting programmes



Different definitions of problem affect public will to eliminate tobacco disparities

Economic impacts

increased health care costs



Backfire! Reduced policy support!
People blamed smokers for harming the economy

Disparities as “last mile”

overall reduction, but high
prevalence in communities
of color and other groups



Backfire! Reduced policy support!
People blamed affected groups for poor choices

Justice

a just society makes sure no
community is singled out or
over-exposed to harm



Increased support for equity-focused policies
Reduced stigma/blame

What to do

- think about the best way ‘in’ to your issue—where does your starting point take people?
- values define what the issue is about
- lead with values


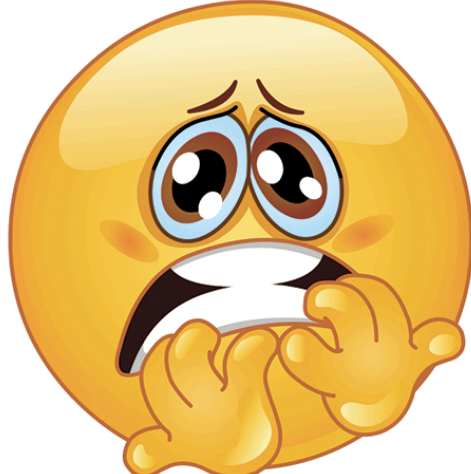

What can we do?

#1: Connect action *now* with outcomes *later* and...repeat

#2: How you define the issue matters

#3: Spend time on solutions...not just problems

the problem with problems

	Low Efficacy	High Efficacy
Low Urgency	<div>Baseline</div>	<div> Low Motivation</div>
High Urgency	<div> Fatalism</div>	<div> <u>MAGIC</u></div>



Registered charity number 216401
Scottish charity number SC037717



What to do

- bring a solution when you can
- explain how it works
- tone matters: communicate that there are solutions, not just problems
- but connect with how hard things are; *don't* forget the urgency part of the equation

Individual-level solutions

Every year, roughly 3,600 babies in the US die suddenly for unknown reasons. Researchers estimate that if expectant moms would just quit smoking, we could prevent 800 of those deaths.

Systems-level solutions

Researchers estimate that if we connect expecting families to treatment for nicotine dependency, we could prevent 800 infant deaths a year.

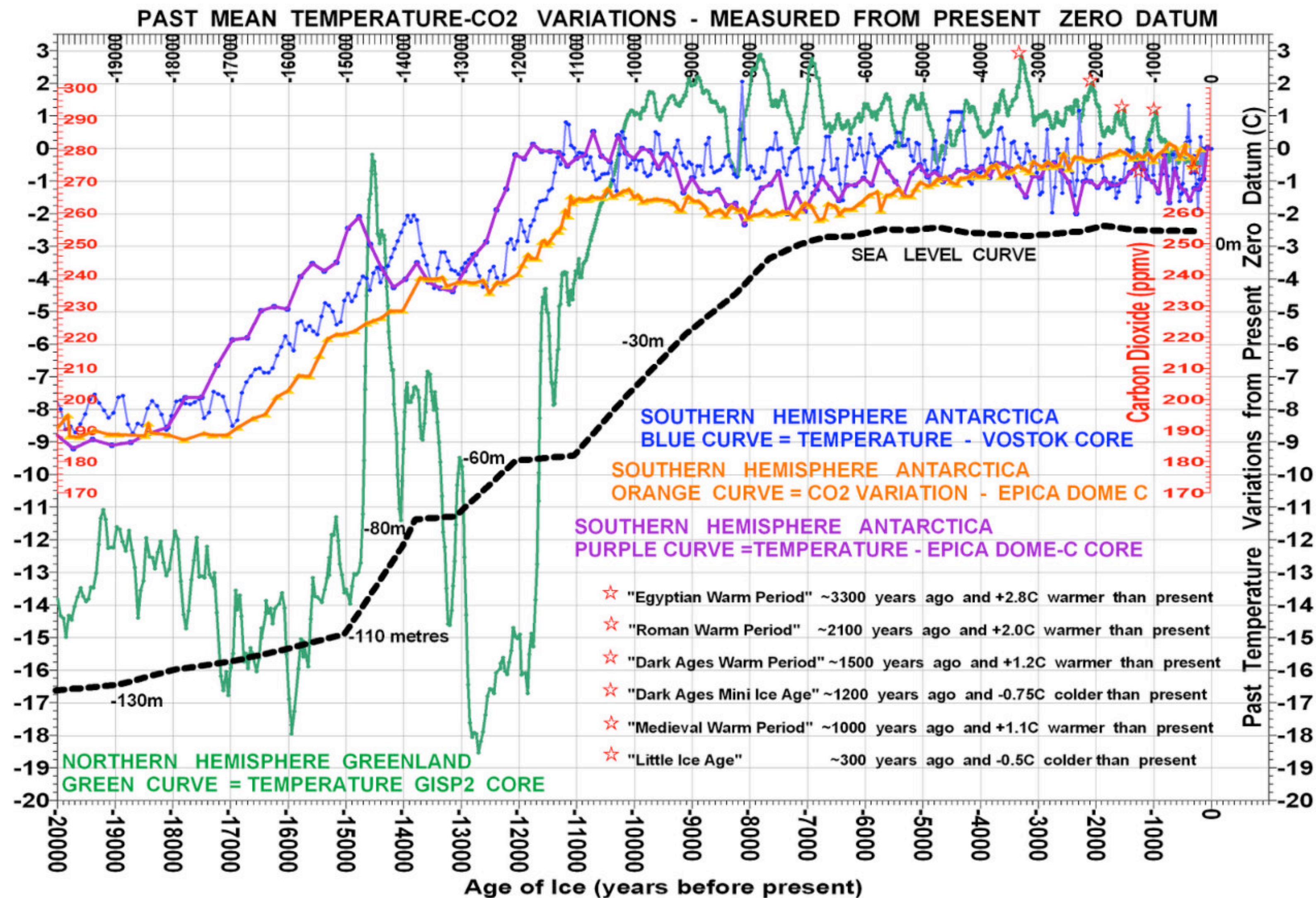
What can we do?

#1: Connect action *now* with outcomes *later* and...repeat

#2: How you define the issue matters

#3: Spend time on solutions...not just problems

#4: Data matter, but need context



Graphic Compilation: G. LeBlanc Smith, 2008, Rock Knowledge Services Pty Ltd, www.rockknowledge.com.au

DATA CITATION: Monnin, E., et al., 2004. EPICA Dome C Ice Core High Resolution Holocene and Transition CO2 Data. IGBP PAGES/World Data Center for Paleoclimatology Data Contribution Series # 2004-055. NOAA/NGDC Paleoclimatology Program, Boulder CO, USA.

DATA CITATION: Alley, R.B., 2004. GISP2 Ice Core Temperature and Accumulation Data. IGBP PAGES/World Data Center for Paleoclimatology Data Contribution Series #2004-013. NOAA/NGDC Paleoclimatology Program, Boulder CO, USA.

DATA CITATION: Fleming, K., Johnson, P., Zwart, D., Yokoyama, Y., Lambeck, K., Chappell, J., 1998. Refining the eustatic sea-level curve since the Last Glacial Maximum using far- and intermediate-field sites. Earth and Planetary Science Letters 163, 327-342.

DATA CITATION: Jouzel, J., et al., 2004. EPICA Dome C Ice Cores Deuterium Data. IGBP PAGES/World Data Center for Paleoclimatology Data Contribution Series # 2004-038. NOAA/NGDC Paleoclimatology Program, Boulder CO, USA.

DATA CITATION: Petit, J.R., et al., 2001. Vostok Ice Core Data for 420,000 Years. IGBP PAGES/World Data Center for Paleoclimatology Data Contribution Series #2001-076. NOAA/NGDC Paleoclimatology Program, Boulder CO, USA.

Key Sectors

12,244 Inspections & Investigations

Written Advice Given **42%**
 Enforcement Action Taken **8%**

3,622 Construction

Written Advice Given **35%**
 Enforcement Action Taken **6%**

2,967 Agriculture, Forestry & Fishing

Written Advice Given **38%**
 Enforcement Action Taken **10%**

1,430 Wholesale/Retail

Written Advice Given **53%**
 Enforcement Action Taken **11%**

1,323 Manufacturing

Written Advice Given **53%**
 Enforcement Action Taken **9%**

1,300 Chemicals

70% Written Advice Given

Published guides covering;

Chemicals
 Construction
 Agriculture
 Transport
 Manufacturing

28 Prosecutions

Fines of **2.1** million

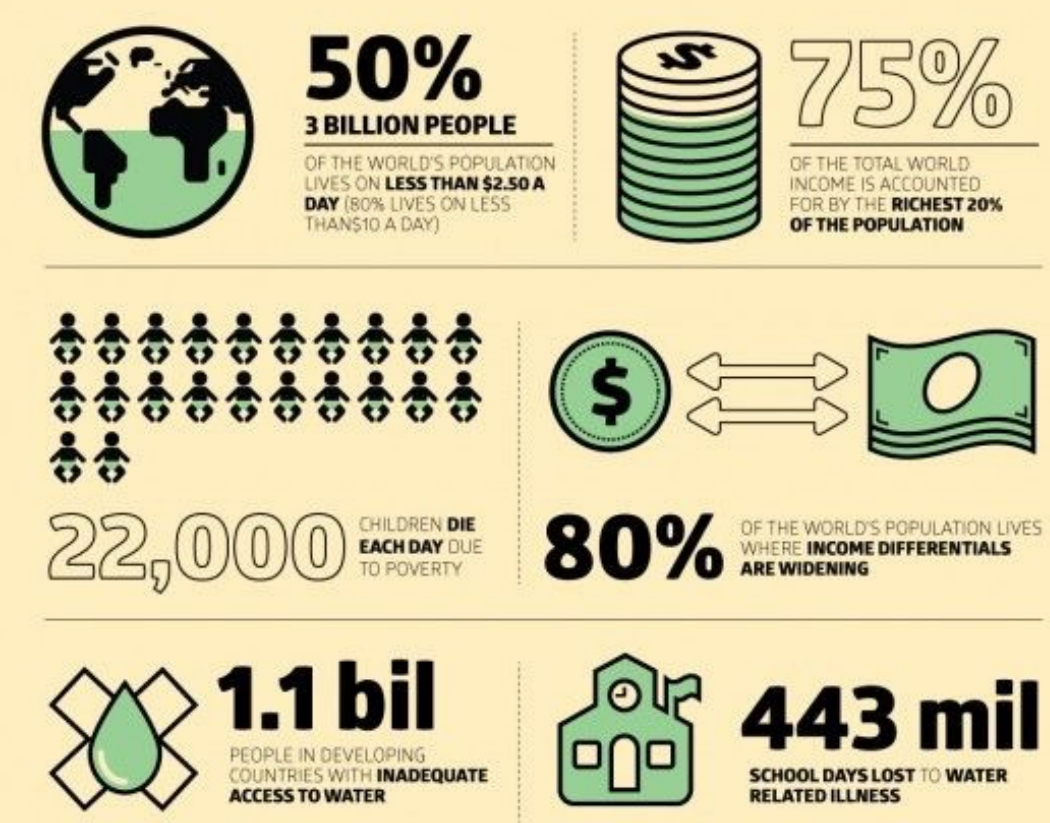
17,813 Businesses using HSA's free online safety tool **BeSMART**

25,000

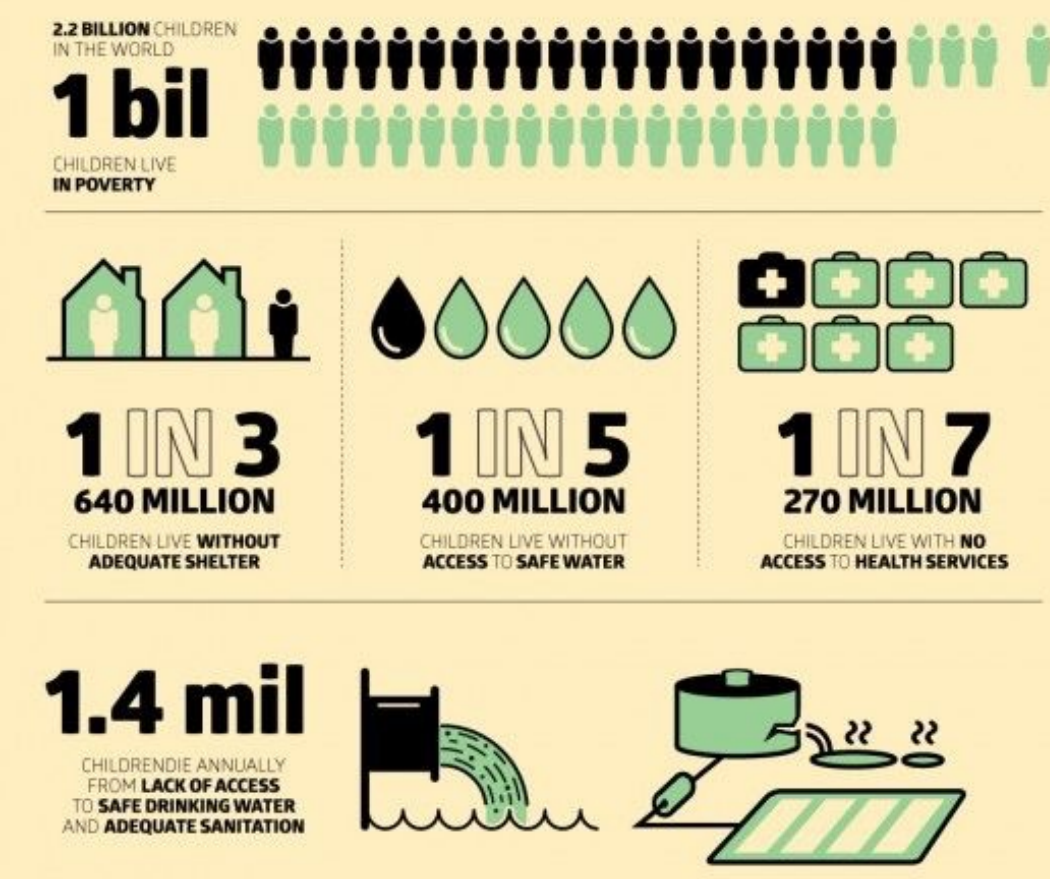
Contacts to Workplace Contact Unit (call centre) in 2013

1 million hits to website

WORLD POVERTY STATISTICS



CHILD WORLD POVERTY STATISTICS



POVERTY TO WEALTHY RATIO STATISTICS

YEAR	RATIO OF PEOPLE AT POVERTY TO WEALTHY LEVEL
1820	3 / 1
1913	11 / 1
1950	35 / 1
1973	44 / 1
1992	72 / 1
2013	88 / 1

THE STATS ON THE HOMELESS
Every year, an estimated 2 million or more people spend time homeless, or houseless, in America. With added economic hardships and the continuing recession, these figures are most likely a conservative estimate. You might think of homeless people as uneducated, drug-addicted, dirty, unstable people who are just too lazy or crazy to have a job, but that's only a small fraction of the millions of Americans who are without a home. Let's learn who the homeless really are.

OF THE 2 MILLION HOMELESS:

- 44% Single Men
- 36% Families
- 13% Single Women
- 7% Unaccompanied Minors

RACIAL BREAKDOWN:

- 50% African-American
- 35% Caucasian
- 12% Hispanic
- 2% Native-American
- 1% Asian

AGE BREAKDOWN:

- 40% (31-50 Years Old)
- 22% (Under 18)
- 20% (18-30)
- 18% (Over 50)

OF THE HOMELESS MALES, 40% SERVED THEIR COUNTRY IN THE ARMED FORCES.

OF THE SINGLE, ADULT HOMELESS POPULATION, 25% ARE SUFFERING FROM A MENTAL ILLNESS.
Bi-polar disorder and schizophrenia are the most common diseases.

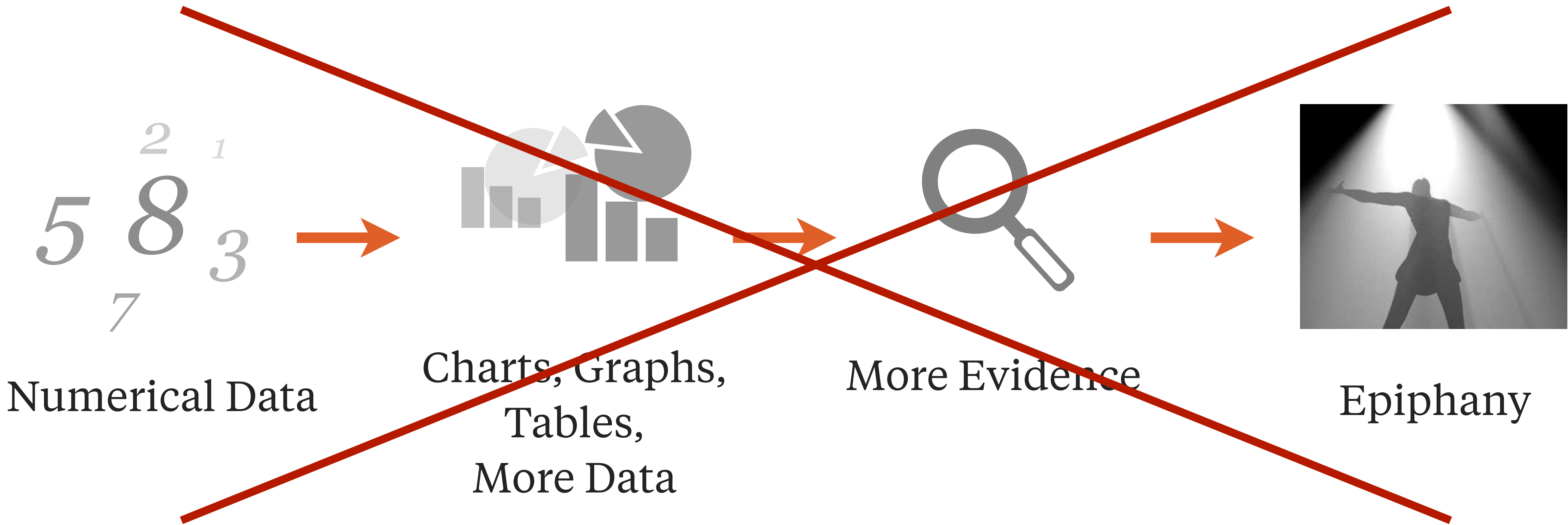
HALF OF THE HOMELESS ARE AFFLICTED WITH DIABETES, HIGH BLOOD PRESSURE, CANCER OR ARTHRITIS, BUT DO NOT RECEIVE TREATMENT.
An additional 25% suffer from pneumonia, tuberculosis, or AIDS.

A LARGE NUMBER OF HOMELESS PEOPLE WORK.
44% report they were legally employed within the last month.

DESPITE POPULAR BELIEF, MOST HOMELESS PEOPLE DON'T REMAIN HOMELESS.
40% find a home within

RATES OF HOMELESSNESS: (per 100,000)

Washington D.C.	90
Nevada	49
Hawaii	47
Oregon	47
California	44



What to do

- use values to show why data matter
- state and explain what data mean (don't let data stand alone)
- use “social math” to make data relatable and sticky
- think about using data to show something other than extent of problem

Leading with data:

In 2017, more than 72,000 people died in the US from an overdose—over 49,000 of which involved an opioid. One study showed that more than half of those who died from an overdose had suffered at least one job-related injury.

Framing data:

Workplace safety practices decrease injuries, which in turn decreases opioid use and overdose. In 2017, more than 72,000 people died in the US from an overdose—over 49,000 of which involved an opioid. One study showed that more than half of those who died from an overdose had suffered at least one job-related injury. Providing safe workplaces prevents job-related injuries and opioid overdoses.

What can we do?

#1: Connect action *now* with outcomes *later* and...repeat

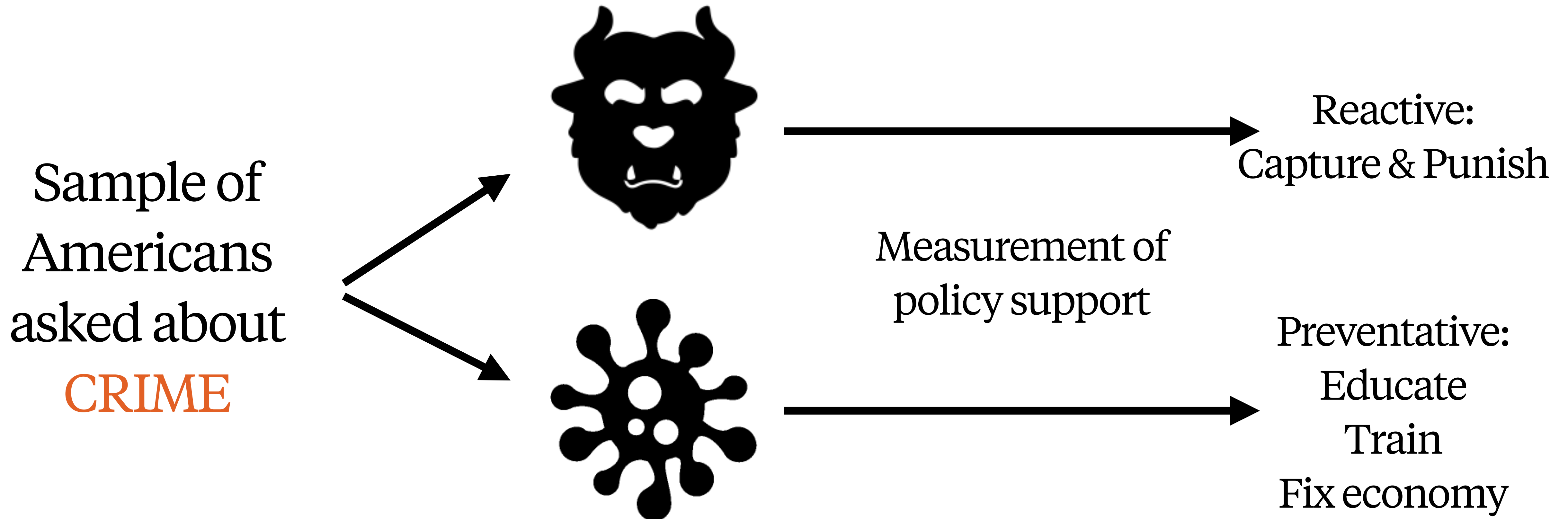
#2: How you define the issue matters

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#4: Data matter, but need context

#5: Explain how things work to make people better solutions thinkers (and supporters)

Explain to shift perspective



What to do

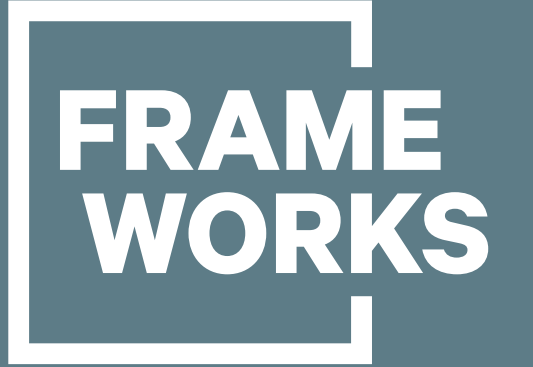
- explain how problem works
- explain how solution works
- use examples or metaphors to help make explanation stick

“

A talent for speaking differently, rather than arguing well, is the chief instrument of cultural change.

Richard Rorty

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Frame on

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