



Applied Prevention Message Development

Framing as strategic communication

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Anna Marie Trester , PhD

atrester@frameworksinstitute.org

What we'll do today

Part I (1:10 - 2:10)

- Quick Review - Why does framing matter?
 - What assumptions in public understanding can we anticipate and navigate in communications about prevention and wellbeing?
 - What strategies shift thinking?
 - What strategies should communicators avoid?
- **PRACTICE: FRAMING with METAPHORS**
(the WHAT and HOW of the work)

Part II (2:20 - 3:20)

- Quick Review - Why does framing matter?
 - Why communicate with the WHY of your work?
- **PRACTICE: FRAMING with VALUES**
- Generating language to give to the teens for their campaign generation activities - sending these stories forward!

Cultural Models Help People “Think Fast”



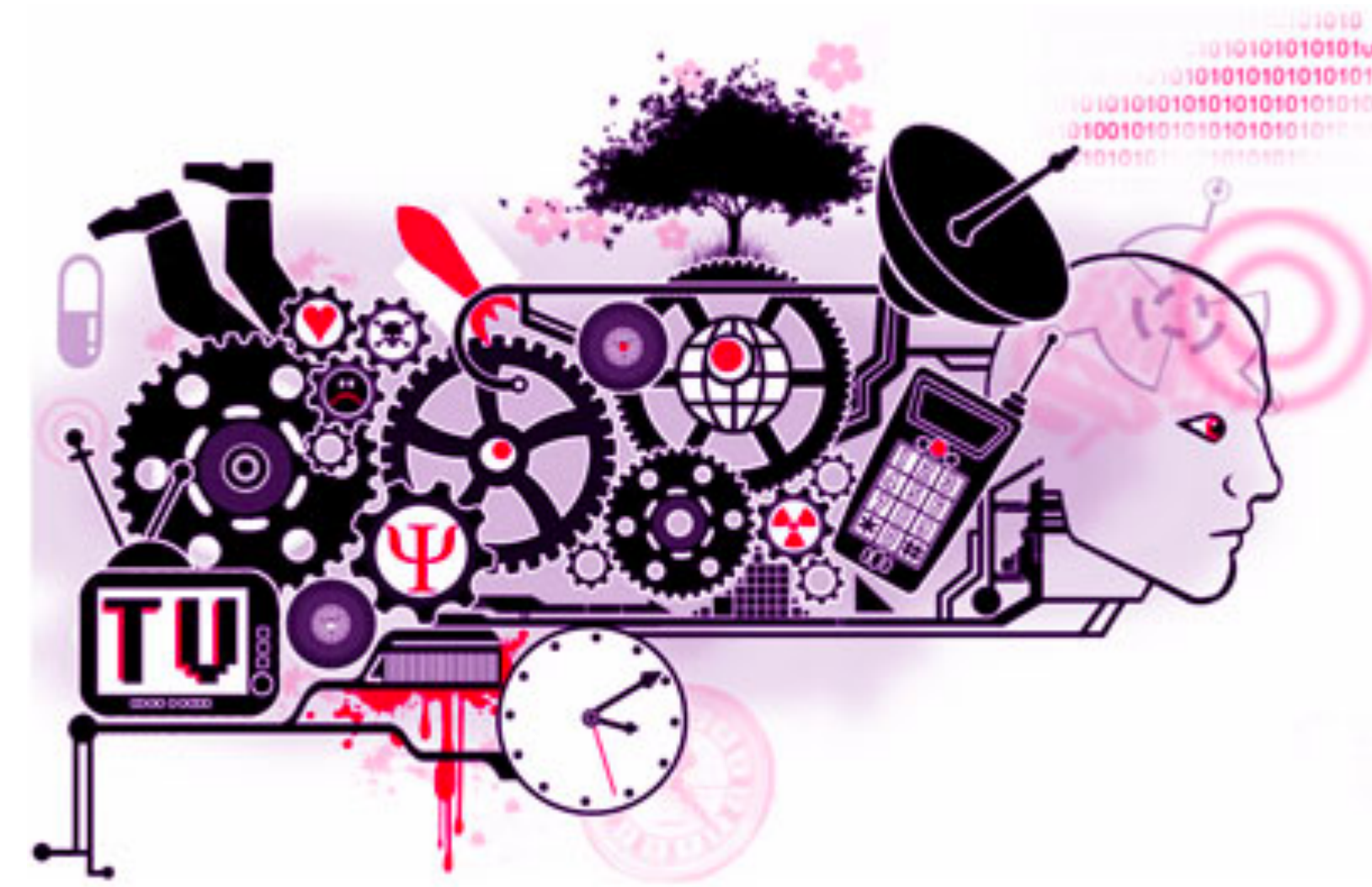
- Cultural models are cognitive short cuts created through years of experience and expectation. They are taken-for-granted and largely automatic assumptions.
- People rely on cultural models to interpret, organize and make meaning out of all sorts of stimuli, including experiences, feelings, thoughts ... and your communications.

There are multiple models on any issue - and they structure thinking



Willpower

*"It all comes down to
that personal choice to
smoke or not."*



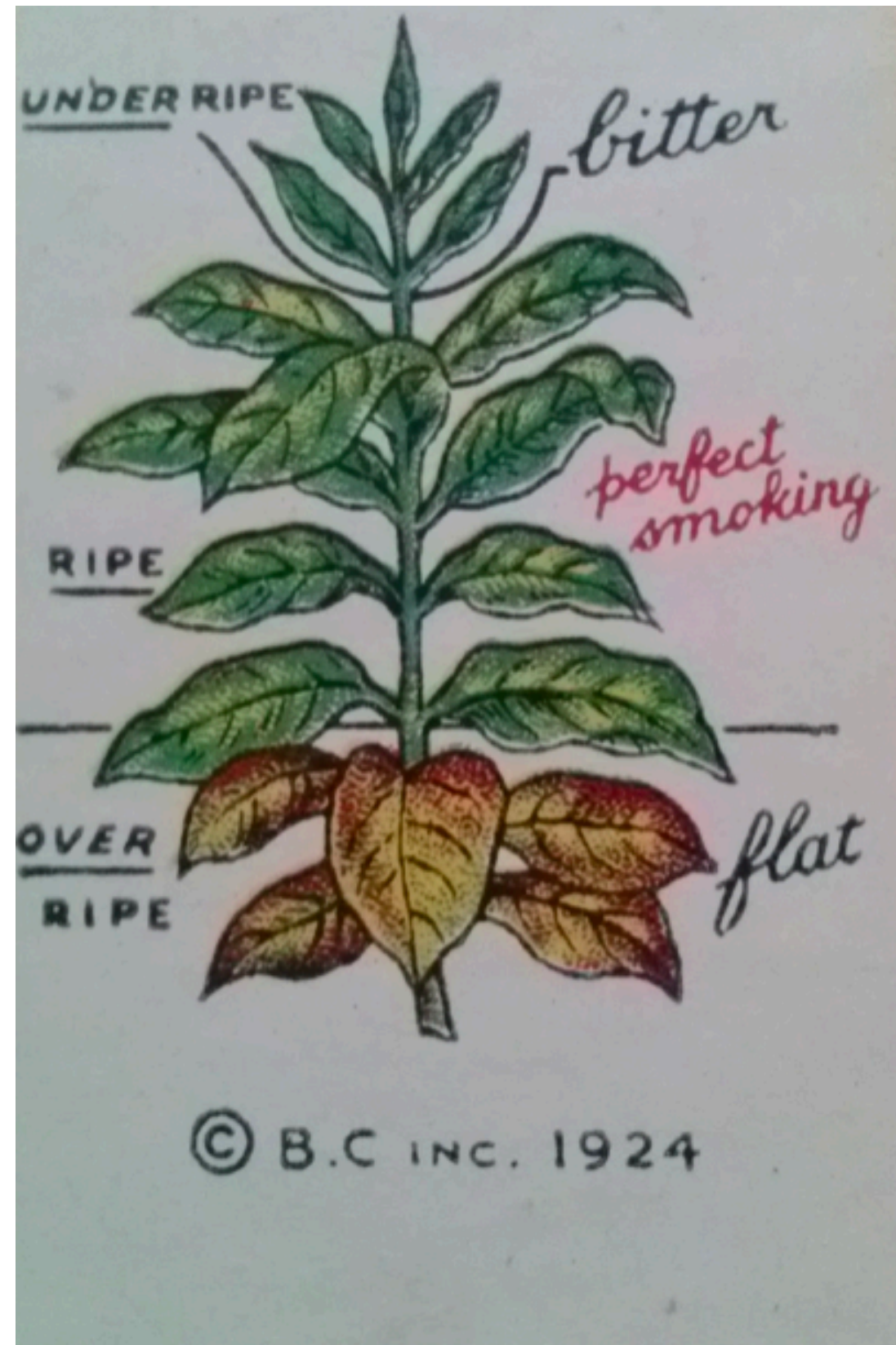
Modern Life Is Stressful

*"Things today are so
hectic that people are
looking for ways to cope."*

Cultural models are durable



1834



1924



2007

Communications challenges surrounding adolescent substance use

- Prevention is difficult to frame and explain; protective factors are not understood
- Health care providers are not seen as as having a critical role to play in addressing substance use
- The public has preexisting (negative) assumptions about adolescents; the impact of serious use on long term development needs to be understood
- The “You are not your audience” challenge

“Traps” and Challenges can block issue engagement

Communications “Traps”

- Fighting myths with facts and “meeting people where they are”
- Leading with “crisis”
- Using “prevention” as a value, without giving examples or offering solutions.


Framing Challenges

- Overcoming *Fatalism*
- Overcoming *Individualism*
- Overcoming *Experimentation is Natural*



Let's Go!





**Navigating around
communications challenges**



Strategic framing is about choices:

- what to say
- what to emphasize
- what not to say

in order to shape people's understanding of an issue.

Values	Tone	Messenger
Numbers	Order	Explanatory Chains
Narrative	Explanatory Metaphors	Examples
Solutions	Visuals	Context



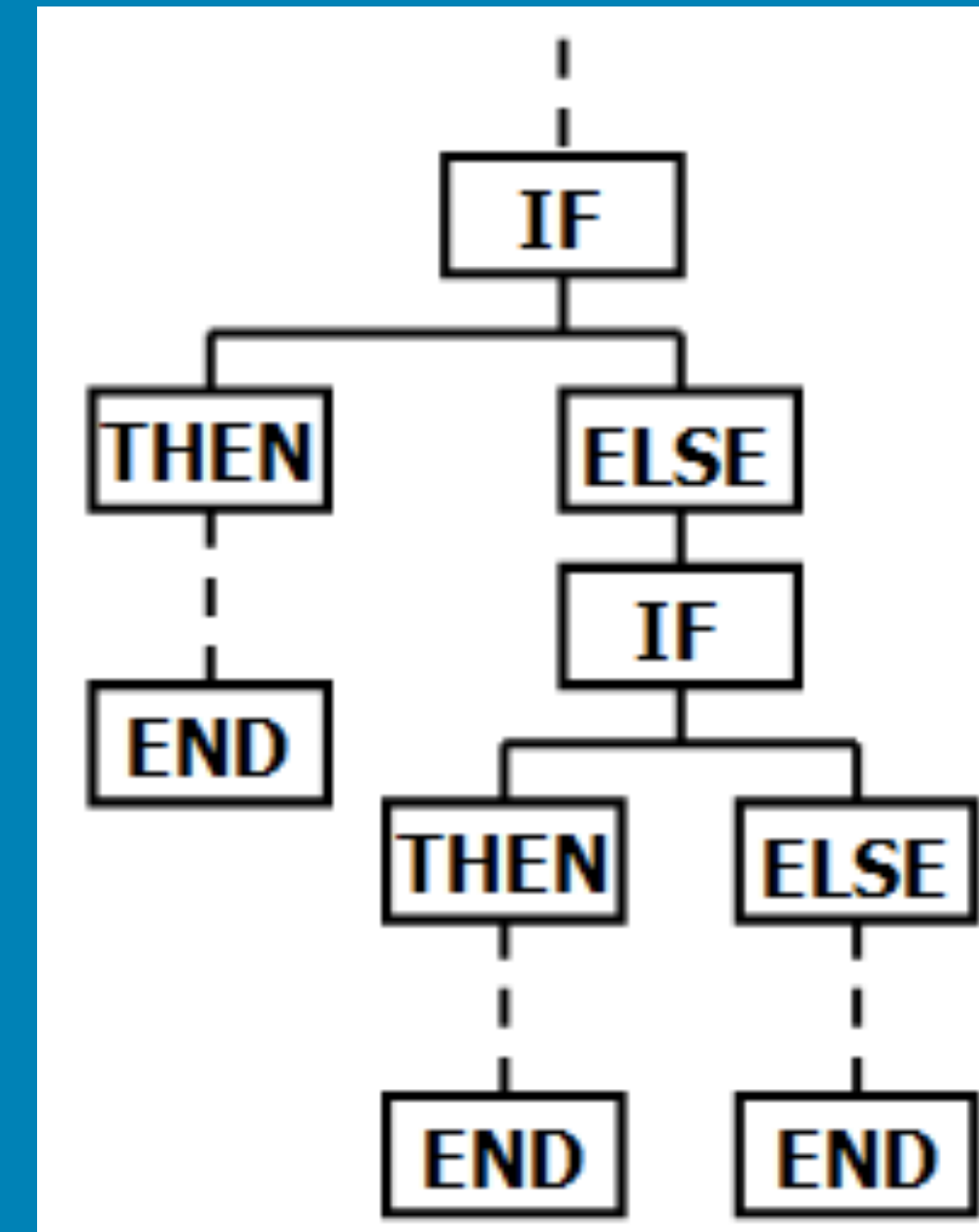
Framing with metaphors

AVOID



Invisible process

ADVANCE



How it works

Framing with metaphors



- **Metaphor:** a poetic device that applies a word, phrase, or concept to new domain that is not typically applicable.
- For example, if **an argument \approx a journey**...
 - *I'm lost.*
 - *I can't follow you.*
 - *You're going in circles.*

Framing Challenges:

Individualism/Willpower, Black Box, Charity, Remediation

Framing Solution: *Construction*



Just as building a strong house requires certain materials, building well-being requires community resources, social relationships, and opportunities to thrive. When these materials are not available, people and communities may have difficulty weathering life's storms.

Framing Challenges: Fatalism, Experimentation is Natural

Framing Solution: *Boiling Over*



By creating environments that “turn down the temperature” for adolescents, we can prevent early substance use entirely or keep it from boiling over into a more serious problem.

▶ Why do framers stick to metaphors that have been tested?

Impact Through Community Action
Factors that Turn Up the Heat
Factors that Keep the Heat Low
Substance Specific Risks

KEEPING THE HEAT LOW

By being proactive and fostering a healthy environment for kids in Norwood, we can prevent youth substance use from boiling over into a bigger problem. There are a number of factors (protective factors) at different levels—from the individual to the community—that can keep the heat down for adolescents in Norwood.

+ Community Level

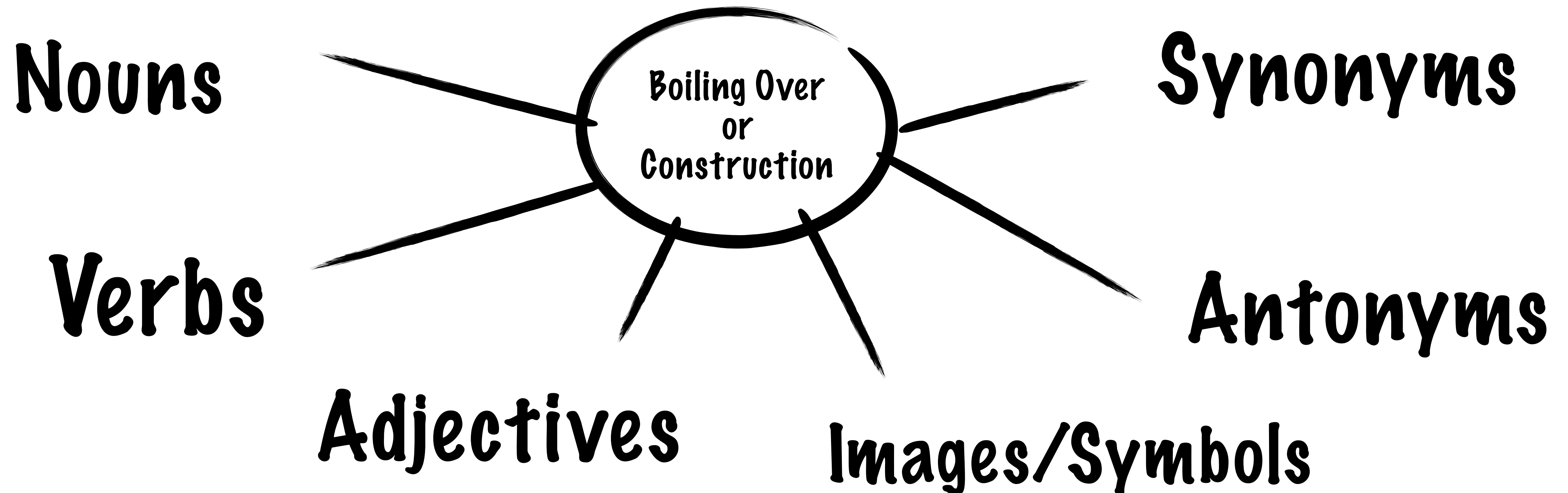


I Want to Help Create a Healthy Norwood



Finding the Frame

Creative brainstorm: In small groups, generate a list of ideas, words, and visuals for bringing one of these frame elements to life in campaign materials.





Framing Practice

Using the *Construction* metaphor

Brainstorm how to use the *Construction* concept to explain how your affiliate's work builds, maintains, and supports wellbeing in the community.

Consider these factors:

- **Expand on the concept of a building project.** Multiple people contribute to creating a structure. Who works on the building wellbeing project in Kentucky?
- **Expand on the coordination theme.** Many elements hold up a structure. How is coordination an integral part of your work?
- **Expand on the idea of "materials" and "tools".** What are the materials and tools that go into building wellbeing in your community?
- **Consider maintaining a structure.** What circumstances show that wellbeing needs improvement? What can damage the structure? Who maintains wellbeing?



Recap and Wrap up

Strategies for reframing



**Frames
that work**

- Avoid language that cues up *fatalism* (“it’s inevitable”; “spiral”, “vulnerable”)
- Use values (especially *Responsibility*) to introduce a conversation about effects of use
- Feature pediatricians and adolescents as messengers
- Explain primary care providers role in preventing adolescent substance use

Strategies for reframing



Frames to avoid

- Avoid opening conversations with the *economic prosperity* or *health and happiness* values
- Avoid *prevention* as a value; refocus on how to promote factors that can prevent use
- Avoid leaving statistics without context
- Avoid analogies to other health problems
- Explain primary care providers role in preventing adolescent substance use

Expansion of a key message:

We are engaging educators in making conversations about substance use more widespread.

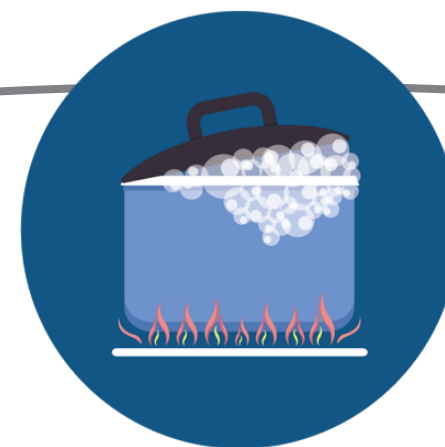
How does this work? What is standing in the way of success?

What can we do about it?

Why does this matter?



Apply the *Responsibility* value:
High school principles are committed to the futures of Kentucky's young people. Part of that responsibility is helping prevent the negative health effects of substance use.



Apply the *Boiling Over* metaphor:
We know that high school age children are still developing and growing. And we don't want their use of substances to heat up and boil over into health problems during this time.

Fill in a solution or next step:
This is why we need to make sure that our staff are ready for conversations with young people about substances and substances use. We need to know what the risks are, and to have more guidance on how to support prevention on a community level.

Expansion of a key message:

Young people misusing prescription drugs need support

How does this work? What is standing in the way of success?

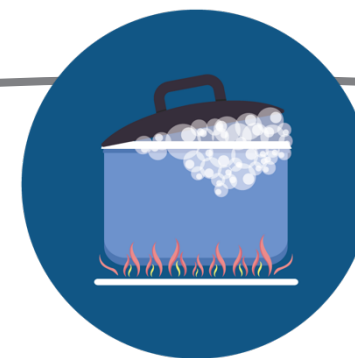
What can we do about it?

Why does this matter?



Apply the *Responsibility* value:

Helping young people anticipate and prepare for their future is our tradition. One of the ways we live up to that responsibility is by supporting their overall health. It's our role to step in and avoid the negative effects of misusing prescription drugs.



Apply the *Boiling Over* metaphor:

Using other people's prescriptions or using medication outside of the recommended use are actions that can intensify, heat up and boil over into other negative outcomes. Let's find strategies and community partners to turn down that heat and support young people.

Fill in a solution or next step:

That's why our organization is engaging medical professionals like pediatricians and adolescent specialists in the conversation about treatment and support.

Discussion questions

- How do you support other communicators in using campaign materials?
- What types of support do you need in using campaign materials?
- What opportunities do you have in the future to make use of campaigns?
- What other campaigns have you used (e.g. Count it, Lock it, Drop It) and how have you used them?

Thank you!



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Implementing Framing Strategies

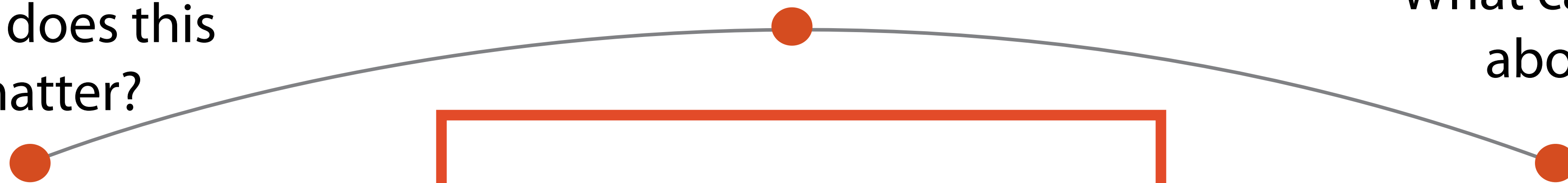
Expanding on a key message

[Insert key message here]

How does this work? What is standing in the way of success?

What can we do about it?

Why does this matter?



You Say ... They Think

CULTURE!

Healthcare practitioners have a role to play in addressing adolescent substance use. Training providers to deal with adolescent substance use should be a

What can doctors do about and smoking pot? What? It seems like we just keep off the hook for this kind of



Expert/Advocate



Public

You Say...They Think

**What story
gets in the
way?**

“Health is determined
multiple factors that
over time.”

about lifestyle, diet
se.



The Field



The Public



Public thinking about adolescent substance use

A few patterns in public thinking about

Prevention, Wellbeing and Substance Use

Experimentation is Natural

Just the Basics

Fatalism

- Disparities will always exist
- Damage done is damage done
- Fatalism: No matter what, some people will still smoke

Individualism

- Outcomes are result of good choices
- No adversity too great if you have willpower
- Consumerism

Environments Matter

- Good environment = safety

Effects

- Behavioral effects first
- Cigarettes → lung disease
- Personal price for a personal vice
- It's not a problem unless it affects daily life or functioning

Dangerous Times

- World=Threatening
- Adolescents=Sensitive
- Adolescents=Vulnerable

Solutions

- Better information for better decisions
- Government should...do something
- Tobacco is man-made, other substances are not
- It's impossible to solve