



NOISE.

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Today

- How do mindsets shape our audiences?
- How does framing shape mindsets?
- How does culture shape our thinking?
- How can we shape more effective messages?

Have I ever baked a cake?

Have I ever been on a
motorcycle?

Have I ever been
suspended from school?

Experience

Community

Family

Workplace

MINDSETS

Heritage

Friends

Media

Social Cues

Culture

MINDSETS

are pre-determined.

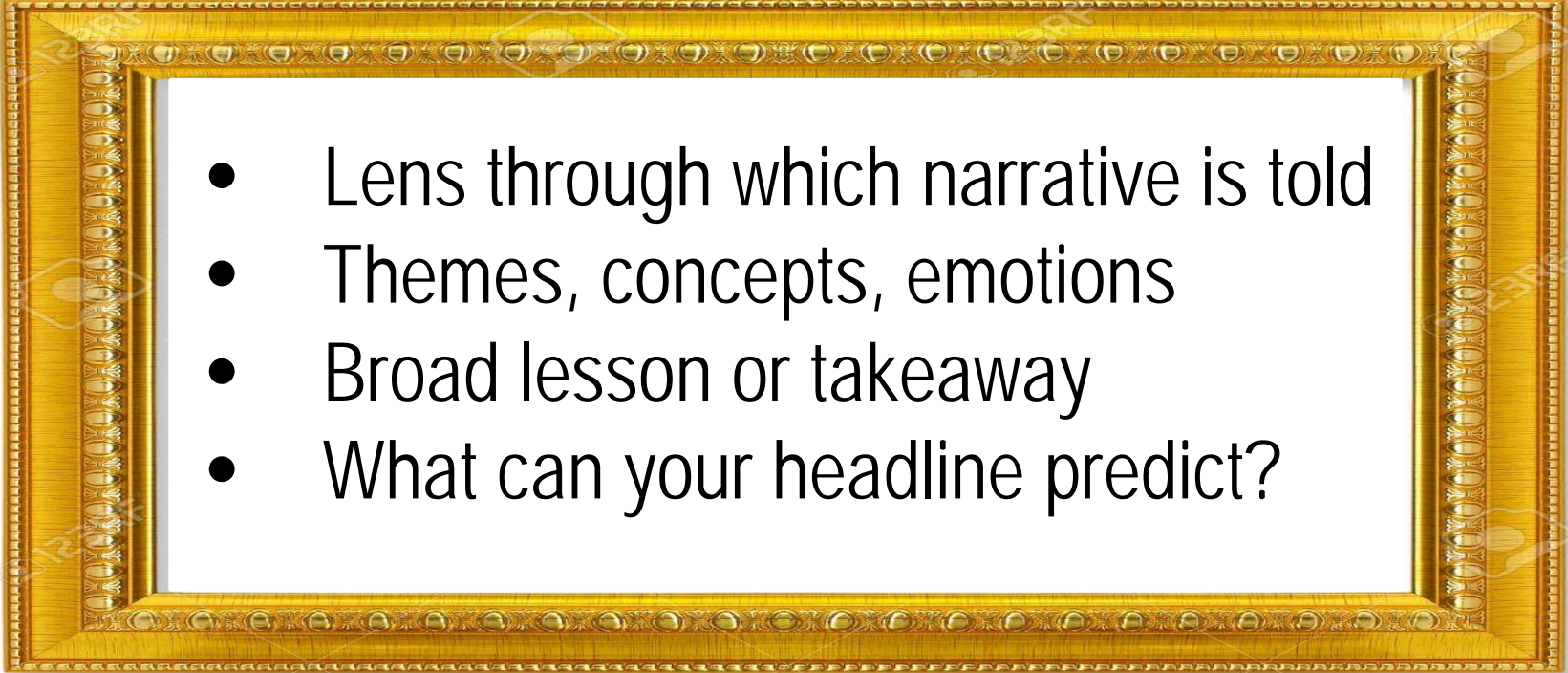
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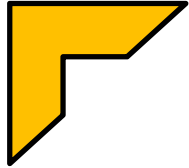
MINDSETS

can change.

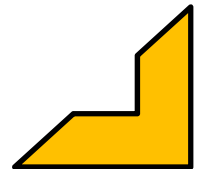
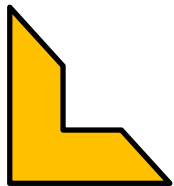


FRAMING

- 
- Lens through which narrative is told
 - Themes, concepts, emotions
 - Broad lesson or takeaway
 - What can your headline predict?



FIVE KEY FRAMING TAKEAWAYS



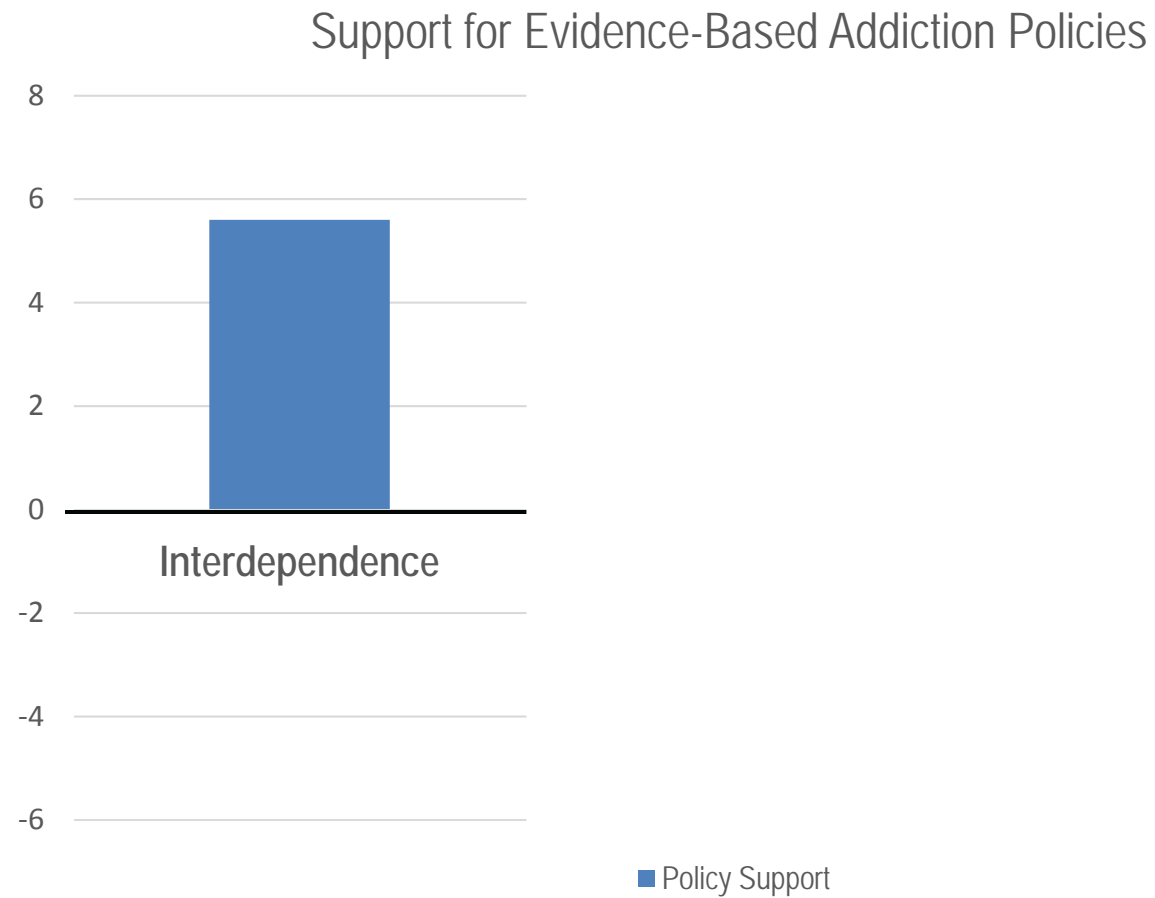


#1

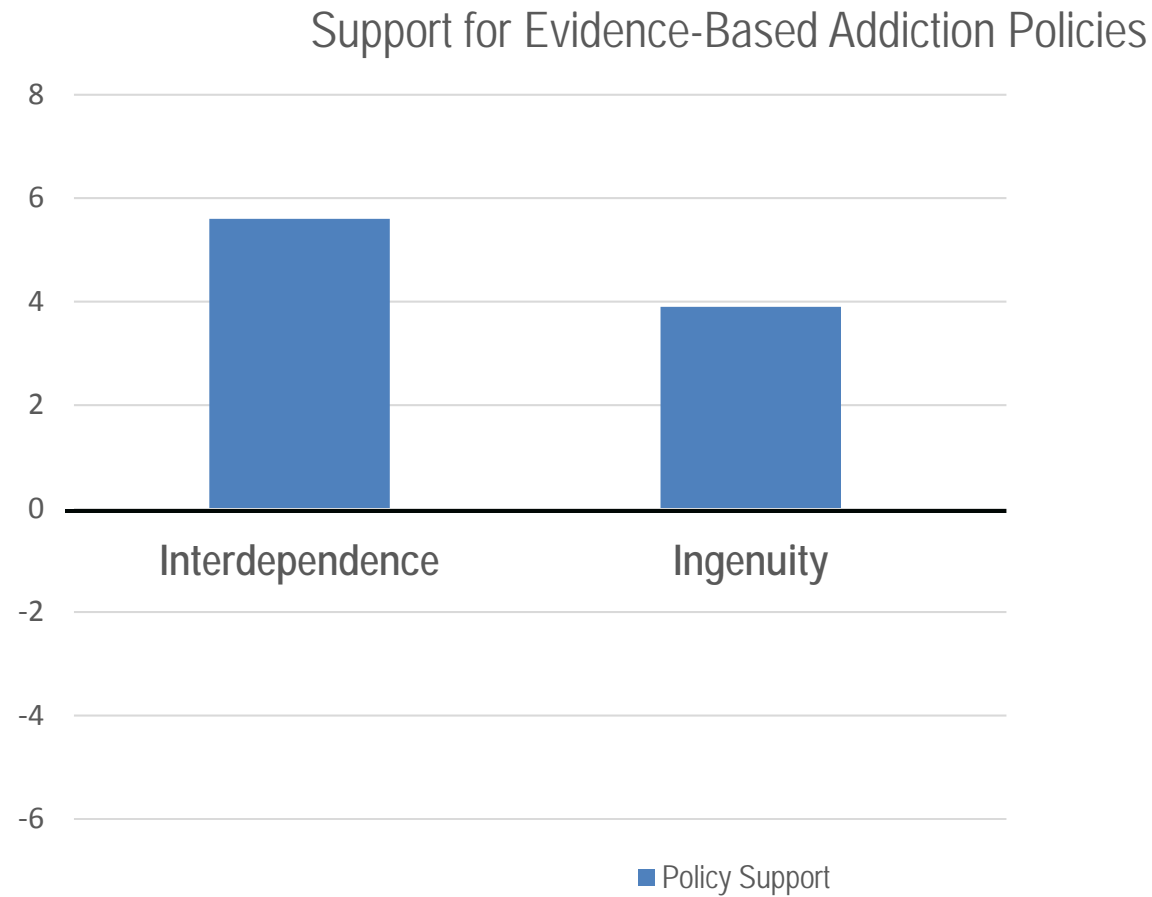
UNDERSTANDING IS
FRAME DEPENDENT



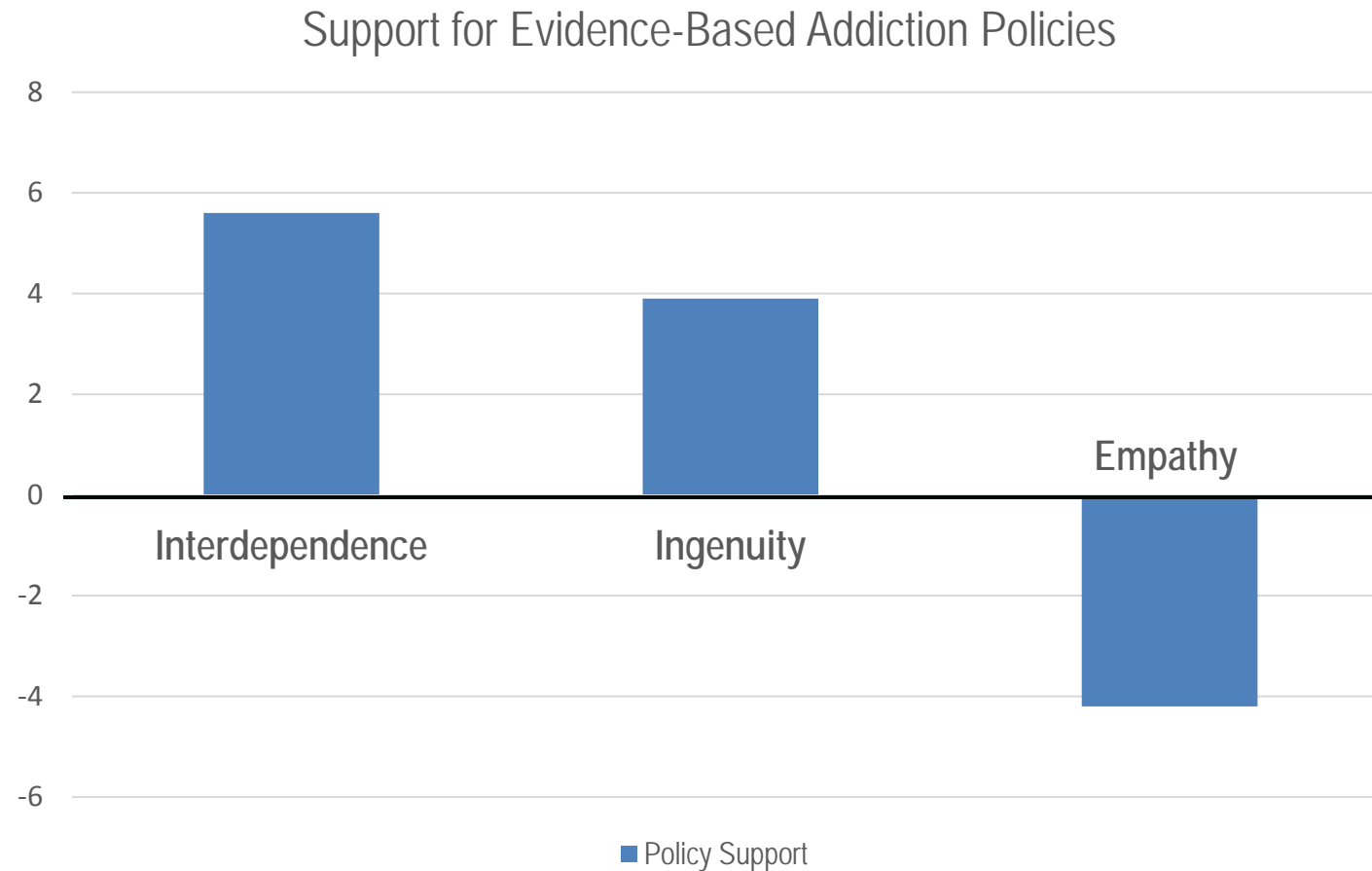
#1 UNDERSTANDING IS FRAME DEPENDENT



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#1 UNDERSTANDING IS FRAME DEPENDENT

- Frames matter
- Some are better than others



#2

WE HAVE A PROBLEM



Public Narrative

Why does this matter?

How does it work?

What's the goal?

Why isn't it working?

How do we fix it?

Public Narrative

Why does this matter?

How does it work?

What's the goal?

Why isn't it working?

How do we fix it?

Education

Why does this matter?

System in crisis

Education

How does it work?

Caring teachers
Involved parents
Motivated kids

Education

What's the goal?

Individual success
Better grades
Back to basics

Education

Why isn't it working?

Unions obstruct
Students are lazy
Parents don't care

Education

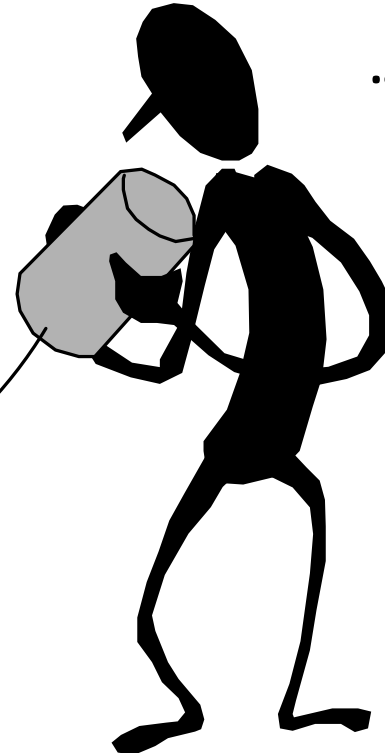
How do we fix it?

We can't
Care more
Run like a business

You say...



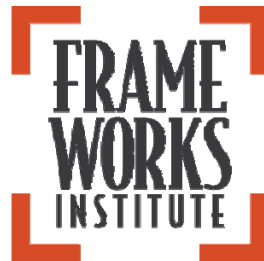
...They Think



"All schools should provide children with a rich, rigorous education that develops critical thinking habits, encourages intellectual curiosity, and develops communication skills in multiple languages."



Expert / Advocate



Public

"Improving the criminal justice system is about supporting individuals and meeting needs so that people can have stable lives and can make better decisions."



Expert / Advocate



Public

"The environments that children are exposed to shape how they do throughout childhood and even as adults. Early environments and experiences really matter."



Expert / Advocate



Public

"The environments that children are exposed to shape how they do throughout childhood and even as adults. Early environments and experiences really matter."



Expert / Advocate

CULTURE



Public

#2 WE HAVE A PROBLEM

- There are multiple framing models
- Goal is to choose most productive ones



#3

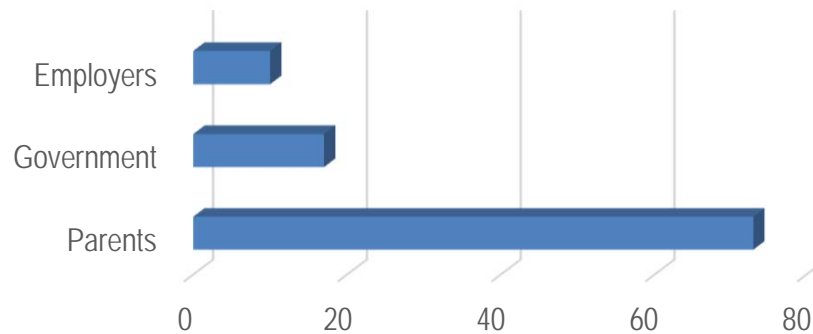
ALL THAT RESONATES
IS NOT GOLD



#3 ALL THAT RESONATES IS NOT GOLD

In a Poll on Early Childhood Development...

Who is responsible for making sure that families have childcare?



What are the most serious problems that children face?

85% say “parents not paying enough attention to what’s going on in their children’s lives”

#3 ALL THAT RESONATES IS NOT GOLD

Parent responsibility

Blaming and Shaming

Blind to the other contributors to early childhood development

Depresses comprehensive policy support

Individual

vs.

Collective

Illegal aliens

Immigration

Undocumented workers

Man-made pollution

Climate Change

Atmosphere trapping CO₂

Controlling impulses

Addiction

Recalibrating the brain

#3 ALL THAT RESONATES IS NOT GOLD

- Just because it resonates doesn't mean it works
- Messaging must align with ultimate goals



#4

REFUTING A FRAME CAN
JUST REINFORCE IT



Flu Vaccine Facts & Myths



Department of Health and Human Services
Centers for Disease Control and Prevention

MYTH "The flu isn't a serious disease."

FACTS Influenza (flu) is a serious disease of the nose, throat, and lungs, and it can lead to pneumonia. Each year about 200,000 people in the U.S. are hospitalized and about 36,000 people die because of the flu. Most who die are 65 years and older. But small children less than 2 years old are as likely as those over 65 to have to go to the hospital because of the flu.

MYTH "The flu shot can cause the flu."

FACTS The flu shot cannot cause the flu. Some people get a little soreness or redness where they get the shot. It goes away in a day or two. Serious problems from the flu shot are very rare.

MYTH "The flu shot does not work."

FACTS The flu shot will prevent the flu. In the U.S., about 9 million people get the flu each year. Getting the vaccine is your best protection against this disease.

MYTH "The flu shot is a sure arm." The nasal mist flu vaccine might cause nasal congestion, runny nose, sore throat and cough. The allergic reaction is less than 1 in 4 million.

MYTH "Only older people need a flu vaccine."

FACTS Adults and children with conditions like asthma, diabetes, heart disease, and kidney disease need to get a flu shot. Doctors also recommend children 6 months and older get a flu shot every year until their 5th birthday.

MYTH "You must get the flu vaccine before December."

FACTS Flu vaccine can be given before or during the flu season. The best time to get vaccinated is October or November. But you can get vaccinated in December or later.

For more information, ask your healthcare provider or call 800-CDC-INFO (800-232-4636) Website www.cdc.gov/flu



Myths misremembered as facts

Got worse over time

Attributed false info to CDC

#4 REFUTING A FRAME CAN JUST REINFORCE IT

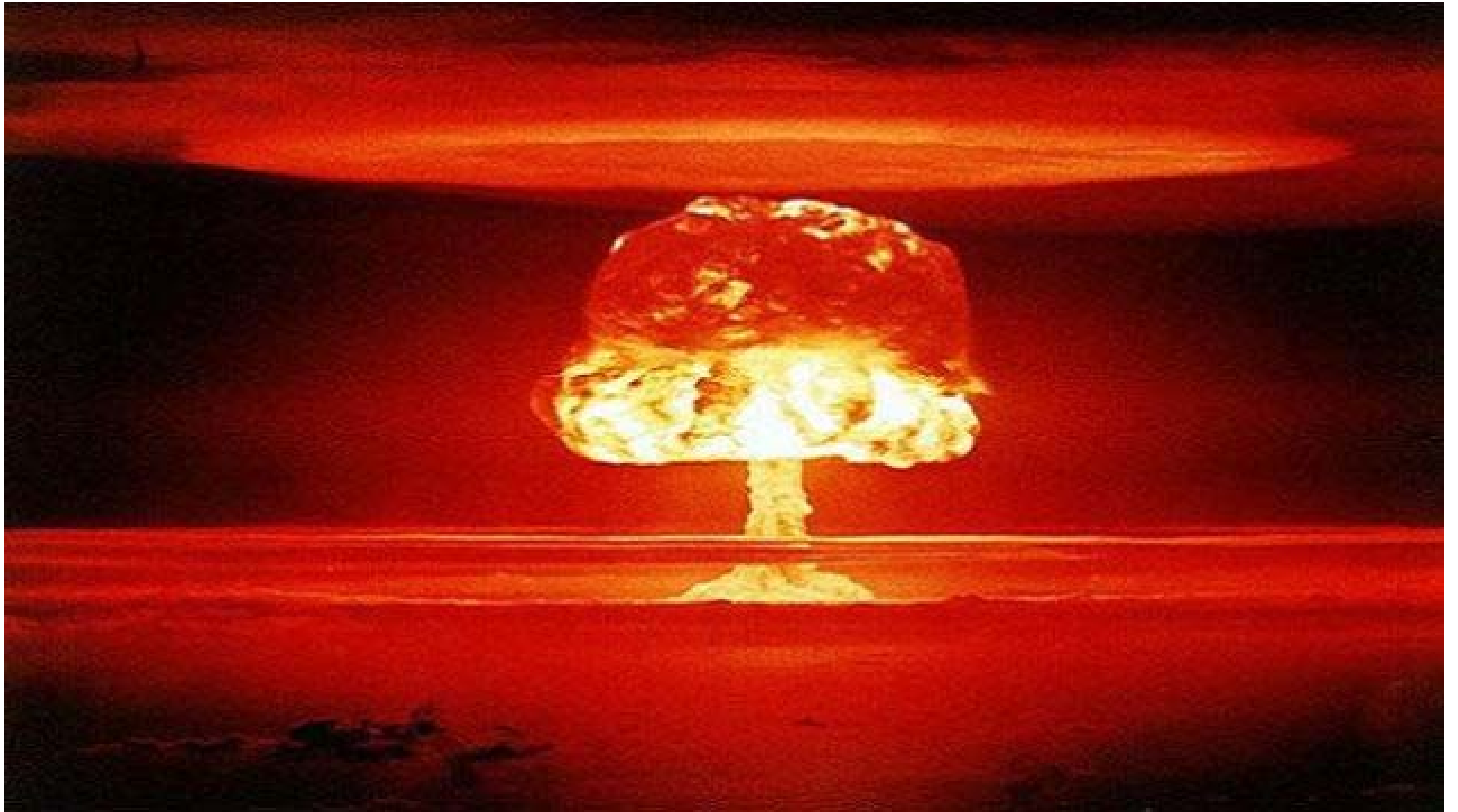
- Cognition is not logical
- Offer alternative, more compelling frames
- For God's sake – stop busting myths!



#5

URGENCY ISN'T ENOUGH





#5 URGENCY ISN'T ENOUGH

	Low Efficacy	High Efficacy
Low Urgency		
High Urgency		

#5 URGENCY ISN'T ENOUGH

	Low Efficacy	High Efficacy
Low Urgency	BASELINE	
High Urgency		


#5 URGENCY ISN'T ENOUGH

	Low Efficacy	High Efficacy
Low Urgency	BASELINE	
High Urgency	FATALISM	

#5 URGENCY ISN'T ENOUGH

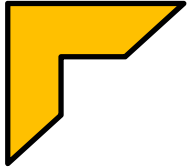
	Low Efficacy	High Efficacy
Low Urgency	BASELINE	LOW MOTIVATION
High Urgency	FATALISM	

#5 URGENCY ISN'T ENOUGH

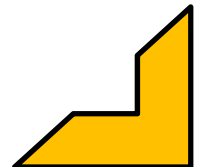
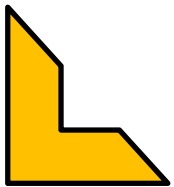
	Low Efficacy	High Efficacy
Low Urgency	BASELINE	LOW MOTIVATION
High Urgency	FATALISM	 Sweet Spot

#5 URGENCY ISN'T ENOUGH

- Crisis frames can have opposite effect
- Depress ability to appreciate complexity
- Balance your urgency with solutions



THE WAY OUT



What are your
message frames?

What are the cultural
mindsets of your issue?

*“The advocates’ message tends to be **complicated** rather than simple, **longer** rather than shorter, and **contrary to** rather than consistent with popular understanding. . . . For the most part, this means that we have to **explain**, our opponents just have to state; we need to **change people’s minds**, they just need to reinforce what people already think; we need to **emphasize shared responsibility**, they just need to highlight personal choice.”*

Wallack et al., *Media Advocacy and Public Health - Power for Prevention*, 1993.



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