

Overview

- ◆ Understand the basics of messaging, framing and values
- ◆ Learn how to speak to different audiences
- ◆ Learn how to answer hard questions
- ◆ Practice making the case!

Making the Case for Prevention

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June 13, 2011



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Transformational



**What are the outcomes
you're trying to achieve
in your communities?**

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Goals first, messaging second

- ◆ Policy, environmental change goals and outcomes should always come first.
- ◆ The messaging and communication strategy will follow.
- ◆ Both audience and messenger have an impact on the message.



or



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Framing the Need for Change



Framing is how our minds recognize patterns of ideas, categorize them, and derive meaning.

Frames are important because they influence how people react to ideas.

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Conceptual Frames

PREVENTION

Slide from Berkeley Media Studies Group

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Conceptual Frames

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The default frame...



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Portrait Frames

- ◆ Focus primarily on individuals or a single event
- ◆ Evoke feelings of personal responsibility
- ◆ Are episodic

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Landscape Frames

- ◆ Connect individuals and events to a larger context
- ◆ Evoke solutions that focus on policy, systems, and environmental change
- ◆ Are thematic

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Values

- ◆ Fairness
- ◆ Ingenuity or “Can-Do” Spirit
- ◆ Prevention



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Fairness

Discussing fairness shows that certain communities do not have a fair chance to live healthy lives, and that policy change will help even the playing field so all communities have access to health



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Ingenuity or “Can-Do” Spirit

The idea that communities can and do work together to create lasting and meaningful change can help people see that it is possible to establish policies that benefit the common good, even though it might be difficult



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If you begin with statements that cue context, you can talk about our responsibility as a community to *prevent* health problems by creating the environments in which all people can enjoy long-term good health



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Core Message

Preventing disease and injury *in the first place* is the most effective, common-sense way to improve health for all



Elements of Strong Messages

- ◆ Cue the environment first
- ◆ Avoid the “choice” trap
- ◆ Focus on solutions, not just problem
- ◆ Emphasize local control
- ◆ Include co-benefits
- ◆ Use “real” people and stories to illustrate outcomes



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“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”

Institute of Medicine

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Photo Courtesy of Latino Health Access

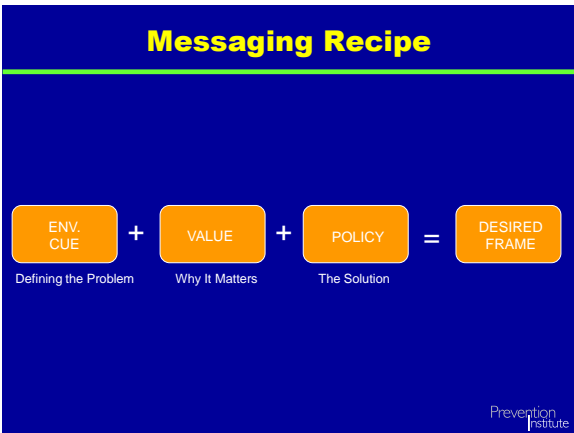
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Fairness

Communities are healthier and safer when neighborhoods are walkable and bikeable with efficient transportation systems.	Environmental Cue
It's not fair that some communities are transportation disadvantaged while others are not.	Value
If we provide all pedestrians and bicyclists with equal access to the road, all communities will have a fair chance to be healthy and safe.	Policy

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Ingenuity or "Can-Do" Spirit

Communities are healthy, prosperous and inclusive with effective transportation planning and policies.	Environmental Cue
We have planning departments who can incorporate health in transportation strategies and policies.	Value
A range of transportation strategies and policies can address leading health, environmental, injury and economic issues simultaneously.	Policy

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Children are healthier when they can safely walk and bike to school or a friend's house.

Environmental Cue

When streets are dangerous for children, it's unsafe for children to be active to, from and after school, and they don't get the exercise they need to be healthy.

Value

We can prevent poor health now and in the future if we make streets safe for our children

Policy

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Applying the recipe: Joint Use

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Fairness

Children are healthier when they have safe places to play with well-maintained playgrounds.

Environmental Cue

It's not fair that some children in our city have this while others don't.

Value

If we keep schoolyards open after hours, all children can have safe places to play.

Policy

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Ingenuity or "Can-Do" Spirit

Children are healthier when they have safe places to play.

Environmental Cue

Fortunately, we already have those places: schoolyards.

Value

The smart solution is to keep schoolyards open after hours so all children can be more active

Policy

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Prevention

Children are healthier when they have safe places to play.

Environmental Cue

When schoolyards are closed after hours, some children can't play outdoors, which means they don't get the exercise they need to be healthy.

Value

We can prevent poor health now and in the future if we keep schoolyards open after hours

Policy

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Applying the recipe: Food Access

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Fairness

Communities are healthier when they have access to high-quality, affordable, fresh food.

Environmental Cue

It's not fair that some communities have this and others are over-burdened by convenience outlets and fast foods.

Value

If we provide all communities with access to high-quality, affordable, fresh food, all communities will have a fair chance at health.

Policy

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Ingenuity or "Can-Do" Spirit

Communities benefit economically when they have healthy food retail.

Environmental Cue

Grocery stores can easily provide jobs and an "anchor" for other retail stores.

Value

Encouraging grocery stores in underserved communities can keep revenue within the community and generate jobs.

Policy

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Residents are healthier when they have access to high-quality, affordable, fresh food.

Environmental Cue

When there is a lack of grocery stores, residents can't buy fresh produce and other goods, which means they don't get food that is nutritious and healthy.

Value

We can prevent poor physical and mental health now and in the future if provide access to healthy food retail.

Policy

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How to Handle Choice

- ◆ Remain in control of the message: cue the environment first whenever you can
- ◆ Focus on "healthy choice as the *default* choice" versus "healthy choice as the *easy* choice"
- ◆ Develop pivot phrases...

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Pivot Phrases...

- ◆ Acknowledge individual behavior but don't dwell on it
- ◆ Serve as the bridge from individuals to environments

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Shouldn't parents make healthy choices for their children?

"Sure, parents want to make good nutrition choices for their children..."

but parents don't choose what is stocked in grocery stores or whether a grocery store with healthy food is even located in their neighborhood. It's simply not fair that some families have easy access to healthy food and others don't. That's why we need to *[add your policy action here].*"

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Focus on solutions, not just the problem



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Emphasize Local Control

- ◆ Community prevention is about helping neighborhoods work together with local businesses, community groups, and local health departments to figure out the best ways to build health where they live.



Youth gardening in Denver, CO

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Include Co-Benefits

- ◆ Prevention is good for business
- ◆ The money invested in community prevention also builds neighborhood infrastructure and the local economy
- ◆ Workplace wellness programs result in a healthier workforce and a better bottom line

Use "Real" People and Stories

- ◆ Stories put a face on your work and make it personal
- ◆ Stories from local businesses, schools, and community members keep prevention local, tangible, and meaningful



East Bay Center of Performing Arts,
Richmond, CA

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Questions?

Summary

- ◆ Cue the environment first
- ◆ Consider your audience
- ◆ Include values and solutions
- ◆ Don't get trapped by choice
- ◆ Practice!

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