



Finding a New Frame:

A Cultural-Cognitive Approach to Communication

October 2015

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**How people
make sense of
information and
experiences**

**Science and Social
Issue Translation**

3 Key Questions

Why Think about Framing?

Why is Effective Communication So Hard?

So What Do We Do?

...Because Your Issues Are In Danger

Geo-political shifts --> Less pressure on countries to uphold human rights

+

More focus on security --> less focus on human rights

Lack of public will/demand

An Urgent Need...A Critical Opportunity

...Because Opportunity is Not Enough

Social Change Requires a Master Frame

“Movements are engaged in ‘meaning-work’...the struggle over the production of ideas of meaning...The failure of mass mobilization when structural conditions seem otherwise ripe may be accounted for by the absence of a resonant **master frame**.”

- *Snow and Benford (1998)*

...Because Opportunity is Not Enough
Social Change Requires a Master Frame

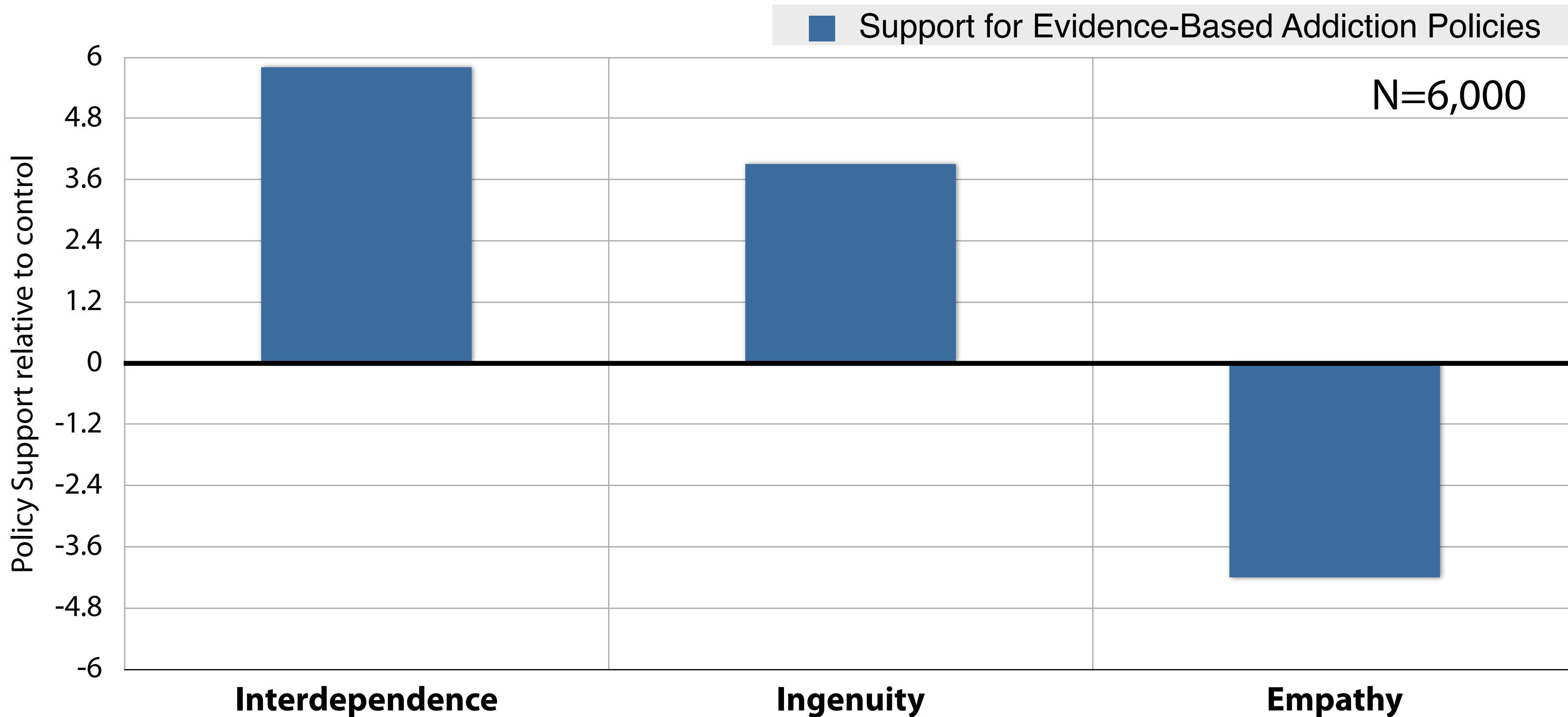
...Because Opportunity is Not Enough

Social Change Requires a *Master Frame*

1. Effective Messages (Frames Matter)

2. Effective Dissemination (a Strategy-Strategy)

1. Effective Messages (Frames Matter)



2. Effective Dissemination: A Strategy-Strategy

Splintering Vs. Amplifying Effects

2. Effective Dissemination: A Strategy-Strategy

Splintering Vs. Amplifying Effects

Health

Education

Child Development

Child Protection

Community Dev.

2. Effective Dissemination: A Strategy-Strategy

Splintering Vs. Amplifying Effects

Health

Education

Child Development

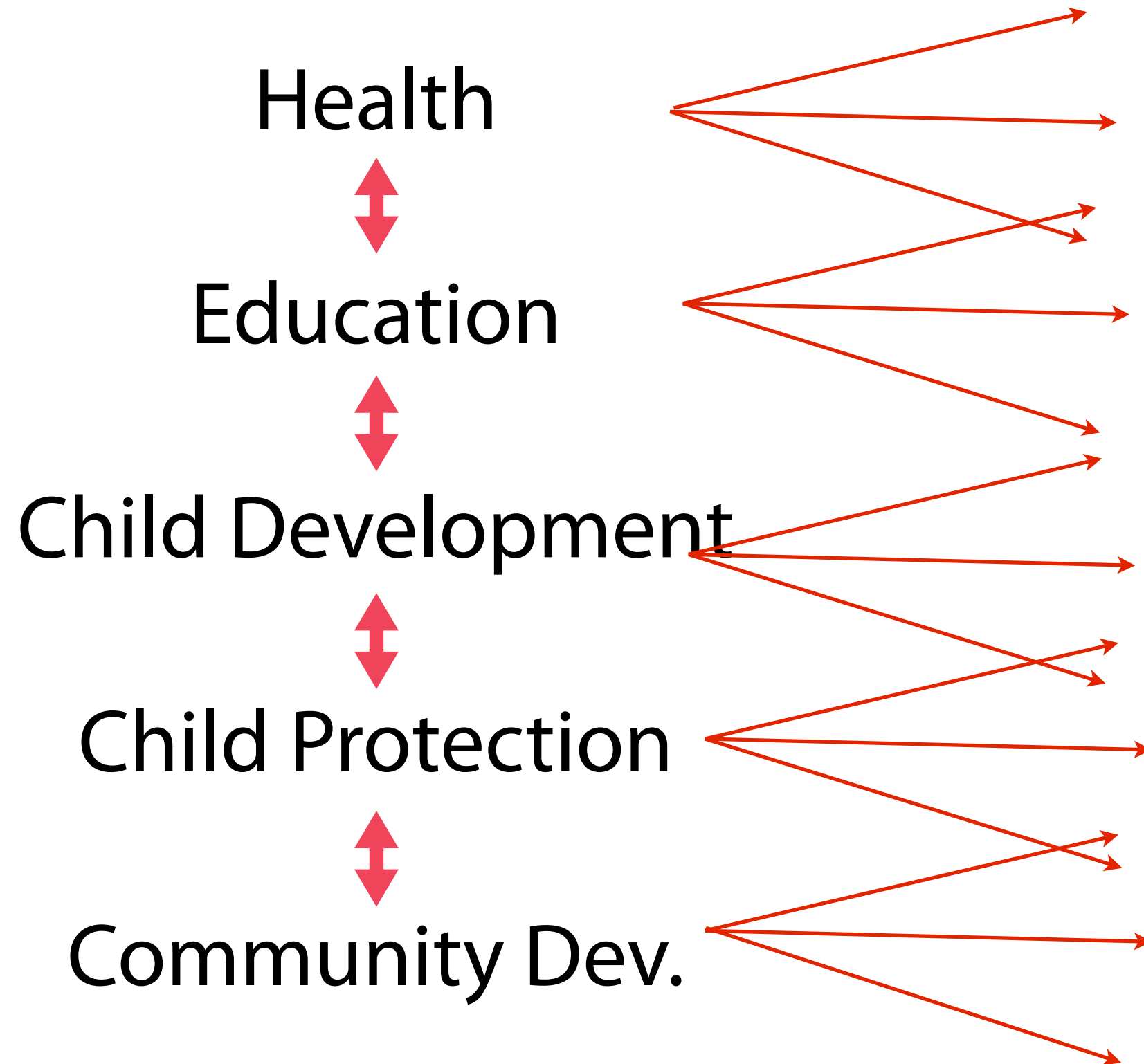
Public
Understanding

Child Protection

Community Dev.

2. Effective Dissemination: A Strategy-Strategy

Splintering Vs. Amplifying Effects



2. Effective Dissemination: A Strategy-Strategy

Splintering Vs. Amplifying Effects

Health

Education

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Effectively
Framed
Core Story

2. Effective Dissemination: A Strategy-Strategy

Splintering Vs. Amplifying Effects

Health

Education

Effectively
Framed
Core Story

Sticky
→
Passable

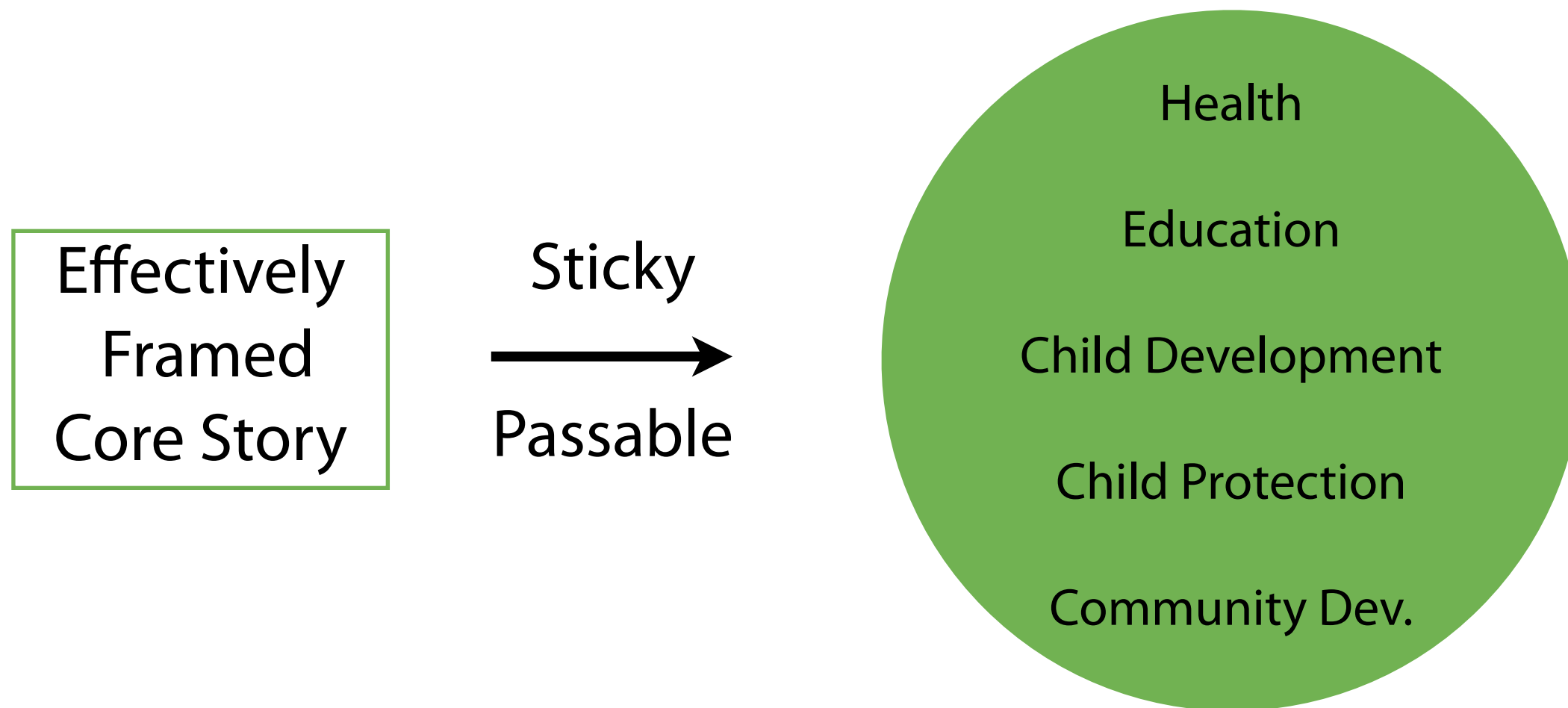
Child Development

Child Protection

Community Dev.

2. Effective Dissemination: A Strategy-Strategy

Splintering Vs. Amplifying Effects



2. Effective Dissemination: A Strategy-Strategy

Splintering Vs. Amplifying Effects



What Does a Strategy-Strategy Look Like?

Lasswell's Model of Communication:

Who says what in which channel to whom and with what effects

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Who says what in which channel to whom and with what effects

WHO

Influential
Frame
Sponsors

SAYS WHAT

Well-Framed
Explanations
of Science of
ECD

CHANNEL

High-Status
Publications
& Speeches

TO WHOM

Policymakers
& Engaged
Citizenry

EFFECTS

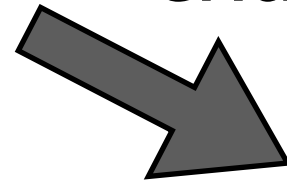
Increased
Understanding
& Support

...Because Frames Can Make Change

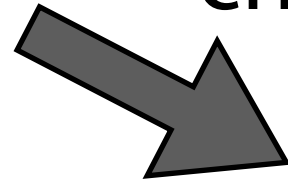
changes in communication



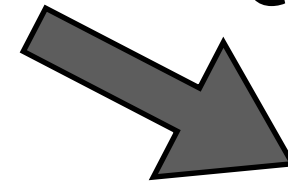
changes in discourse



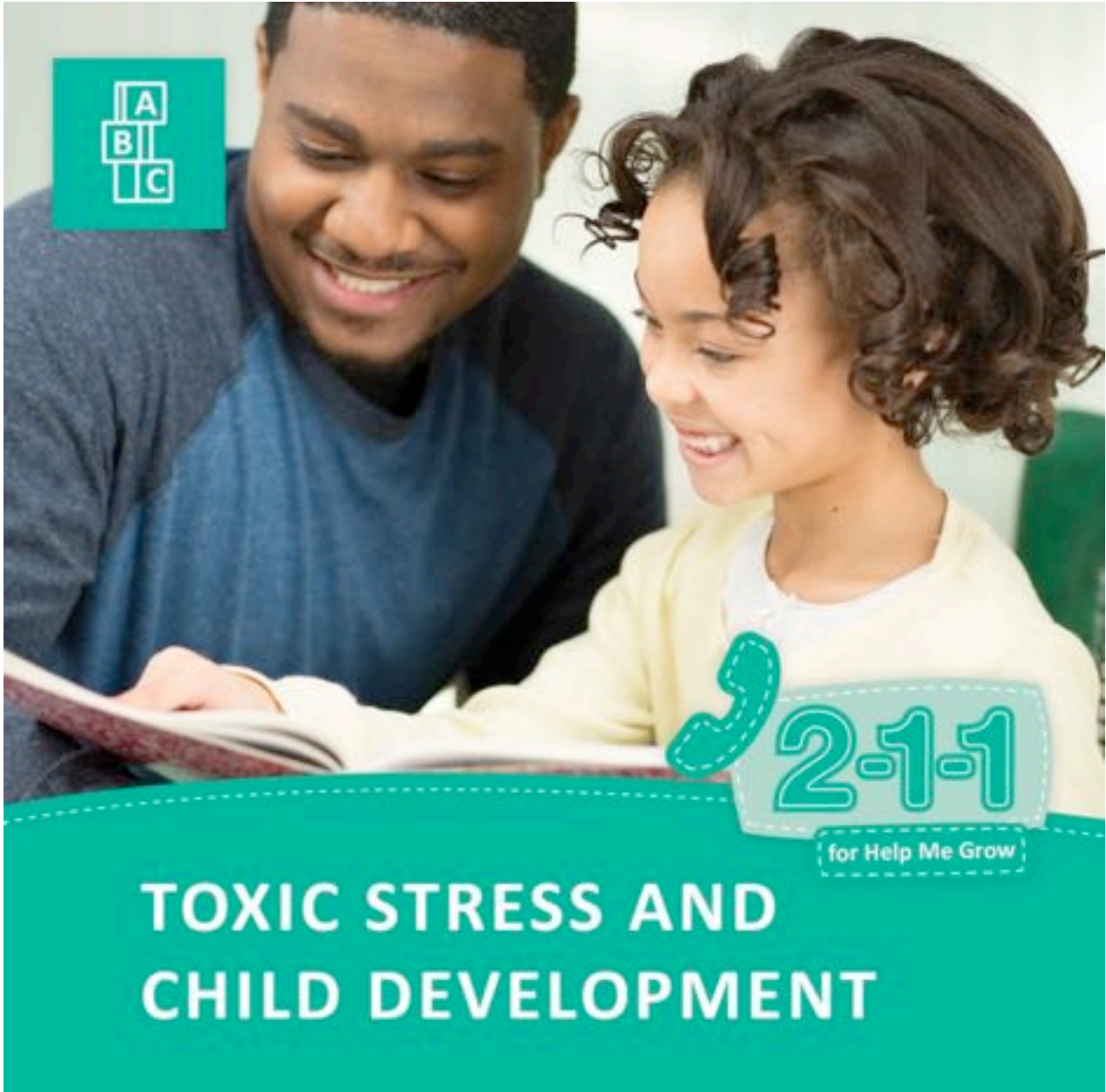
changes in thinking



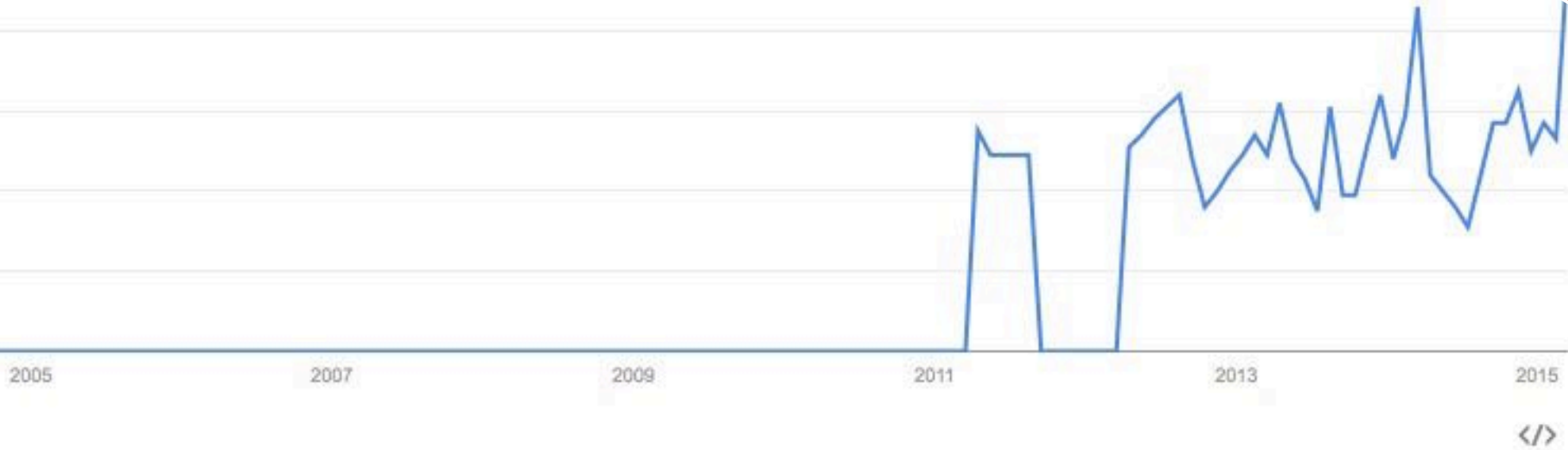
changes in policy



Changes in Communication



Changes in Discourse



The New York Times

The Opinion Pages

Opinionator

FIXES

Protecting Children From Toxic Stress

By DAVID BORNSTEIN OCTOBER 30, 2013 11:55 AM



Changes in Thinking



2002

Only 42% understood that infants can communicate before they learn to speak

Public unsure whether babies' cries were 'conscious manipulation' or expressions of genuine need

2011

96% understood that infants can communicate before they learn to speak

85% understood that for infants, cries and signals indicate a genuine need for adult attention

Changes in Policy



CALIFORNIA SENATE PASSES RESOLUTION ASKING GOV TO LOOK AT INTERVENTION POLICIES TO ALLEVIATE "TOXIC STRESS" IN CHILDREN



CALIFORNIA LEGISLATURE—2013-14 REGULAR SESSION

Assembly Concurrent Resolution **No. 155**

Introduced by Assembly Member Bocanegra
(Coauthors: Assembly Members Bonta, Bradford, Buchanan, and Ian Calderon)

May 28, 2014

Assembly Concurrent Resolution No. 155—Relative to childhood brain development.

LEGISLATIVE COUNSEL'S DIGEST

ACR 155, as introduced, Bocanegra. Childhood brain development: adverse experiences: toxic stress.
This measure would urge the Governor to identify evidence-based solutions to reduce children's exposure to adverse childhood experiences, address the impacts of those experiences, and invest in preventive health care and mental health and wellness interventions.
Fiscal committee: no.

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™

TECHNICAL REPORT

The Lifelong Effects of Early Childhood Adversity and Toxic Stress

abstract

Advances in fields of inquiry as diverse as neuroscience, molecular biology, genomics, developmental psychology, epidemiology, sociology, and economics are catalyzing an important paradigm shift in our un-

FREE

Jack P. Shonkoff, MD, Andrew S. Garner, MD, PhD, and THE COMMITTEE ON PSYCHOSOCIAL ASPECTS OF CHILD AND FAMILY HEALTH, COMMITTEE ON EARLY CHILDHOOD, ADOPTION, AND DEPENDENT CARE, AND SECTION ON DEVELOPMENTAL AND BEHAVIORAL PEDIATRICS



AFMC Primer on Biopsychosocial Approach to Addiction

Why Think about Framing?

Why is Effective Communication So Hard?

So What Do We Do?

...Because You Have a Problem

You Say...They Think



Expert

Public

You Say...They Think

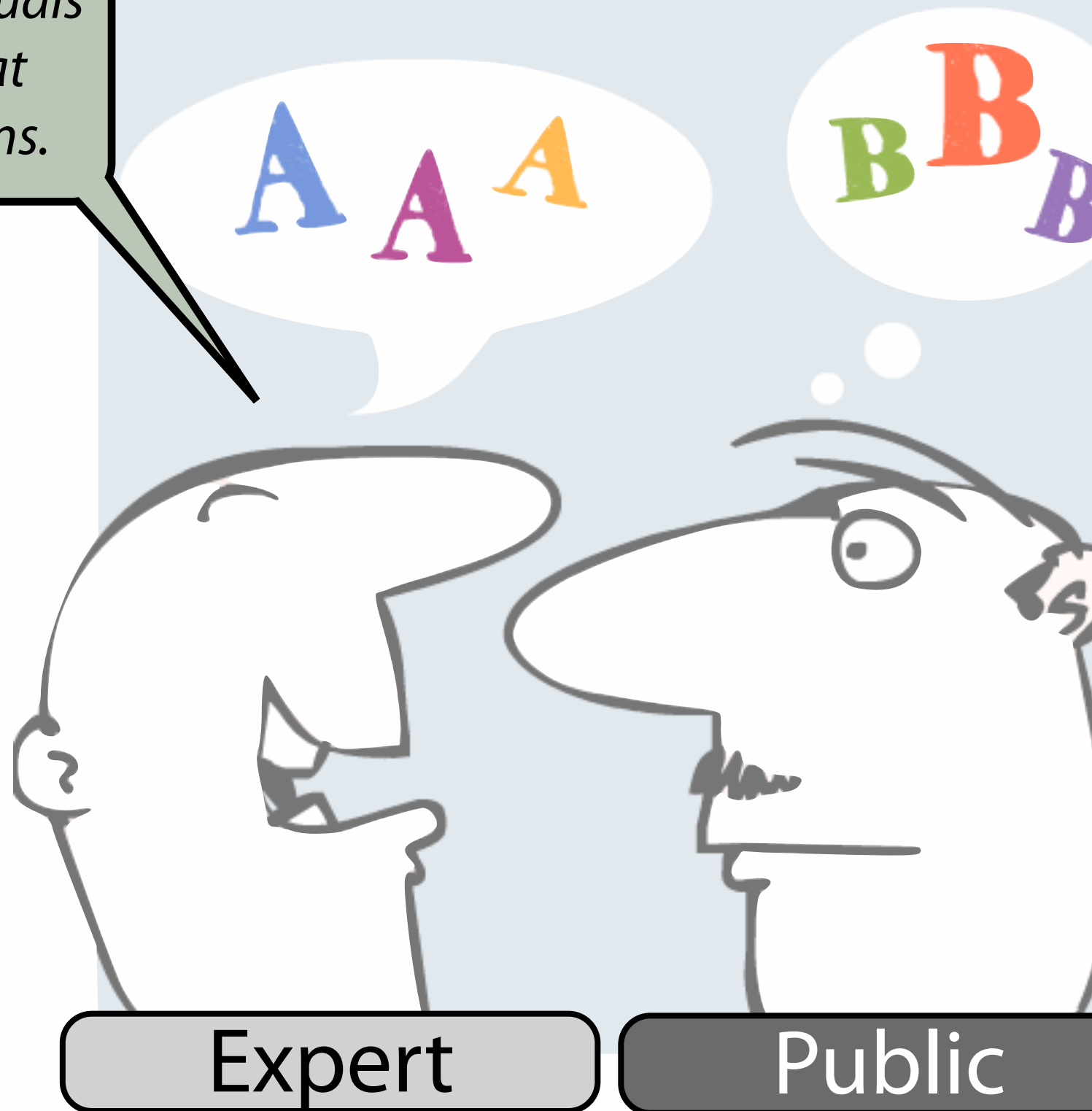


Expert

Public

You Say...They Think

Improving the CJ system is about supporting individuals and meeting needs so that people can better decisions.



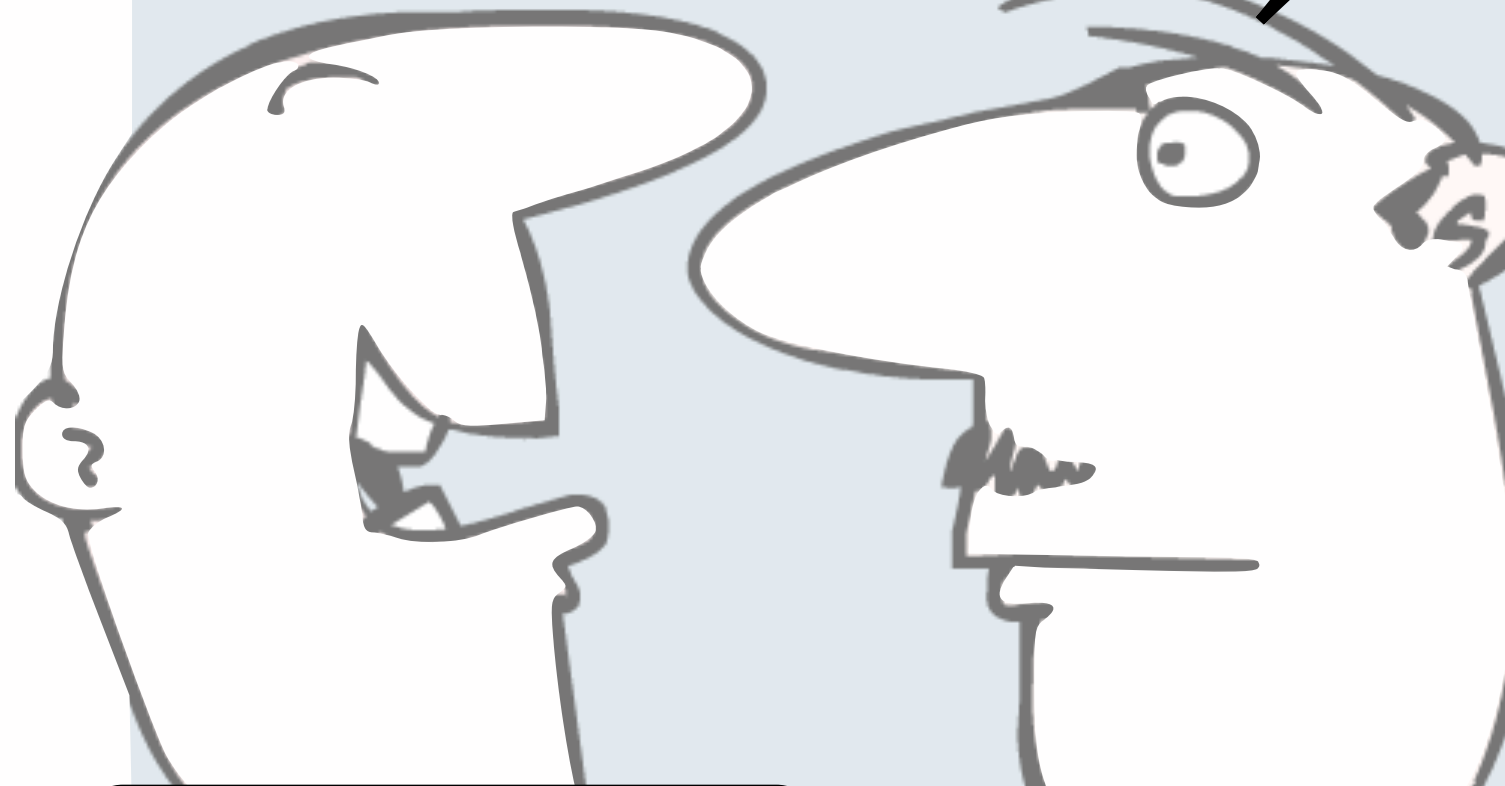
You Say...They Think

Improving the CJ system is about supporting individuals and meeting needs so that people can better decisions.

A A A

B B B

Yes! And the best way to affect these decisions is to make punishment more severe across the board so people will think twice before deciding to break the law! One strike and you're out...



Expert

Public

You Say...They Think

Improving the CJ system is about supporting individuals and meeting needs so that people can better decisions.

Persistence stress can lead to mental health problems in children and have long term negative effects on developmental outcomes.

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Sure, all people deserve respect, but if you're one of those people who chose to break the law, why should you get the same rights as those of us who follow it?

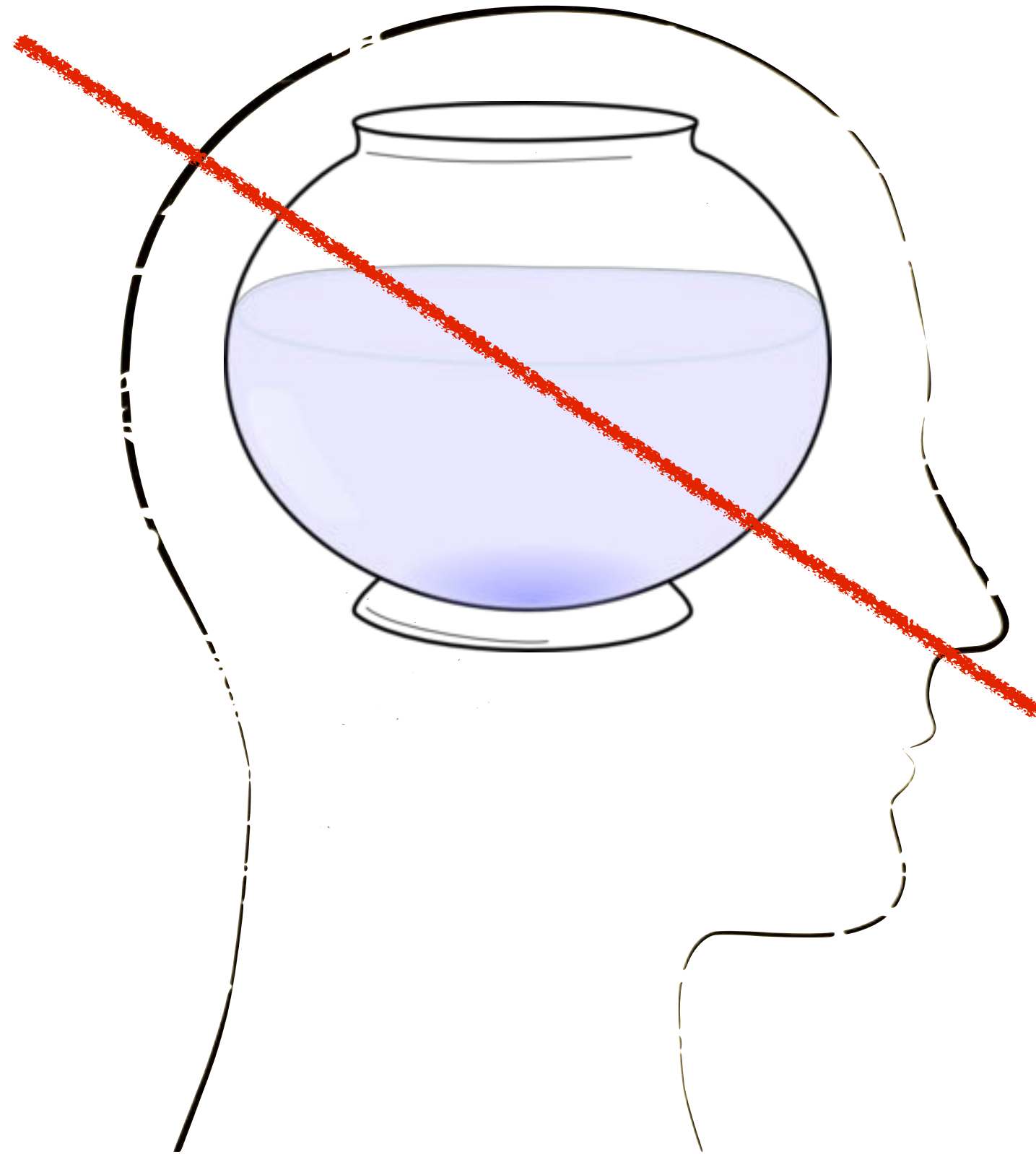
Expert

Public

Opinions as Expectations

“People approach the world not as naïve, blank-slate receptacles who take in stimuli ...in some independent and objective way, but rather as experienced and sophisticated *veterans of perception* who have stored their prior experiences as an organized mass. This prior experience then takes the form of expectations about the world, and in the vast majority of cases, the world, being a systematic place, confirms these expectations, saving the individual the trouble of figuring things out anew all the time.”

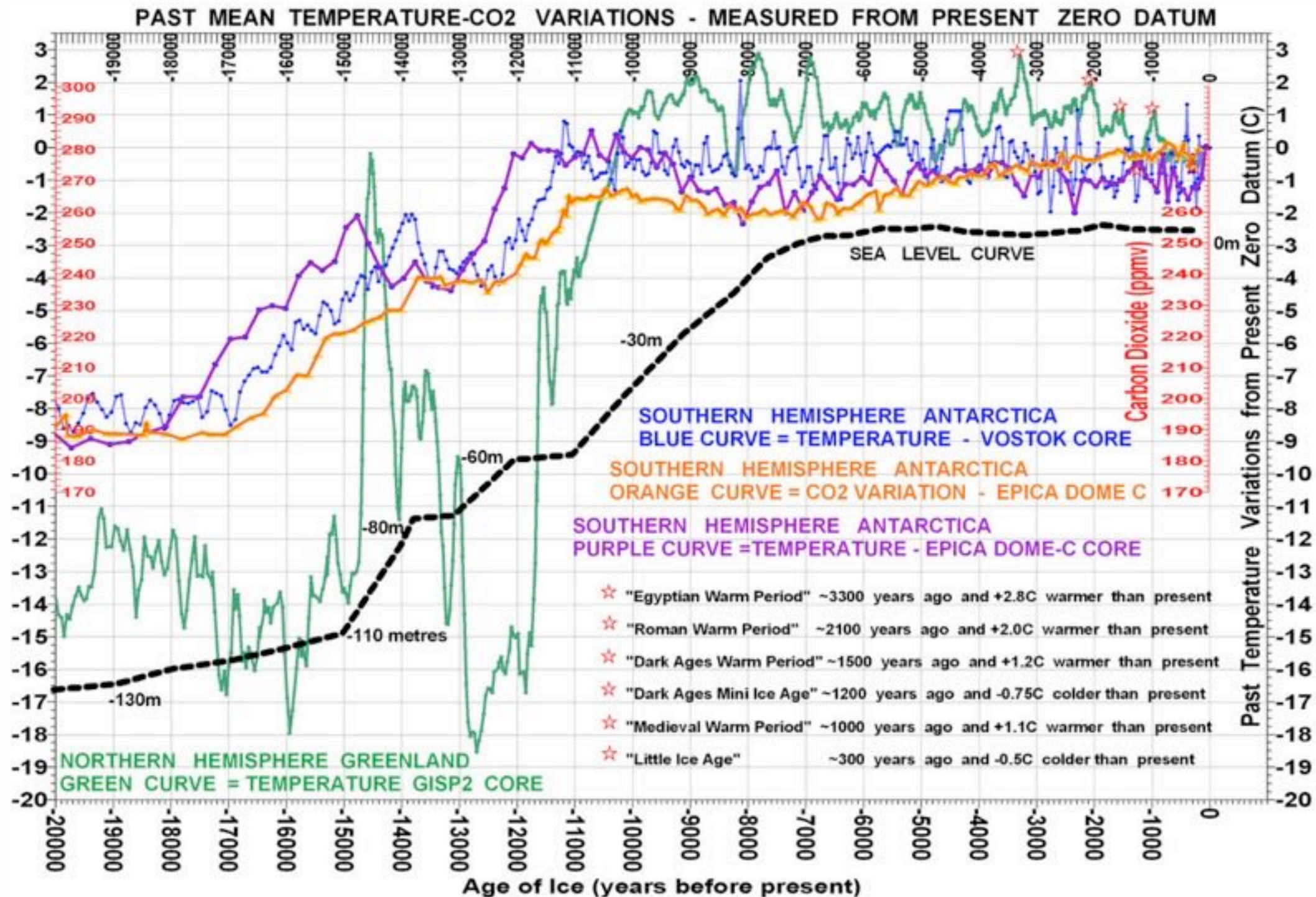
-- Deborah Tannen, *Framing in Discourse*. New York: Oxford University Press, 1993.





...Because Effective Communication is
Frequently ***Not*** Logical

It's NOT about Louder or More



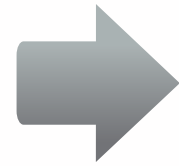
Graphic Compilation: G. LeBlanc Smith, 2008, Rock Knowledge Services Pty Ltd, www.rockknowledge.com.au

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: 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.

It's NOT about Louder or More

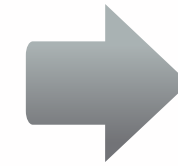
Numerical Data



**Charts, Graphs,
Tables, More Data**



More Evidence



Epiphany

It's NOT about Correcting Mistakes

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 Most of the time the flu shot will prevent the flu. In scientific studies, the effectiveness of the flu shot has ranged from 70% to 90% when there is a good match between circulating viruses and those in the vaccine. **Getting the vaccine is your best protection against this disease.**

MYTH "The side effects are worse than the flu."

FACTS The worst side effect you're likely to get from a shot is a sore arm. The nasal mist flu vaccine might cause nasal congestion, runny nose, sore throat and cough. The risk of a severe 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

- People misremembered the myths as true.
- Got worse over time.
- Attributed false information to the CDC.

It's NOT (Just) About Resonance

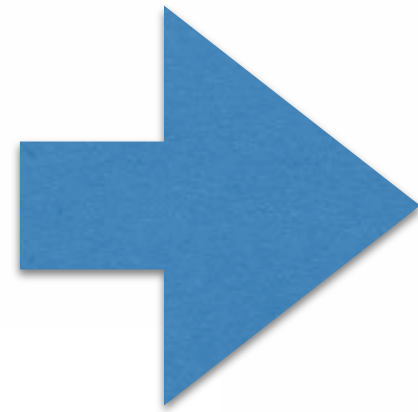


Measles: Unprotected Story

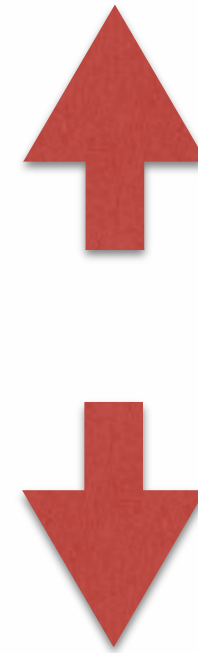
106 Degrees: A True Story

true
story

If you hear "106 degrees" you probably think "heat wave," not a baby's temperature. But for Megan Campbell's 10-month-old son, a life-threatening bout of measles caused fevers spiking to 106 degrees and sent him to the hospital.



“
We spent 3 days in the hospital fearing we might lose our baby boy... We spent a week [at home] waking at all hours to stay on schedule with fever reducing medications and soothing him with damp wash cloths.
”



Beliefs that **vaccines** have serious side effects

Intent to vaccinate

Nyhan, B., Reifler, J., Richey, S. and Freed G.L. (2014) Effective Messages in Vaccine Promotion: A Randomized Trial. Pediatrics; March 3, 2014; DOI: 10.1542/peds.2013-2365



26,000

PRIMARY AGE KIDS

WERE ADMITTED TO HOSPITAL

LAST YEAR BECAUSE OF

TOOTH DECAY

CAUSED BY SUGAR

#SugarRush

RETWEETS 712 FAVORITES 377



4:07 PM - 3 Sep 2015



judy swafford @judykarol · Sep 3
@jamieoliver and neglectful parents forgot that part.

4



Love Lassi @LoveLassi1 · Sep 3
@jamieoliver #SugarRush educate educate educate - cook home made food, drink water, take responsibility for your children's health

3



linda mackenzie @lindamackenzie5 · Sep 3
@jamieoliver its impossible to omit sugar from kids diets! Fresh juice or not. What can we do?? I don't take sugar as I hate sweet things.

1



Lesley MacGregor @scoobs1969 · Sep 3
@jamieoliver I refuse to give my son drinks which contain aspartame and sweeteners in them x

2



Brushbaby @brushbabytweet · Sep 4
@scoobs1969 & we can help with the toothbrushing! Take a look: brushbaby.co.uk

1



Lisa Downes @downesrule · Sep 4
@jamieoliver well done but good luck.. ive worker in special care dental services for 27 years we have over a year waiting list. Good luck

1



I can't put it into layman's language for you. I don't know any layman's language.

A lush green forest with a swampy area in the background. The foreground is filled with dense green foliage and tree trunks. In the middle ground, a body of water reflects the surrounding greenery. The background shows more trees and a slightly hazy atmosphere, suggesting a swampy or wetland environment.

It Is About the Swamp

Knowing what's in the swamp that's eating your messages

Using proven strategies to get your messages out alive

Causes of Crime

Rational actor

"Rotten eggs"

Parents



Government

Responsible

Inept, wasteful

The System

Police

Corrupt individuals

Broken beyond repair

Race

Historical progress

Separate fates

Minority "culture" (lack of self-makingness)

What's in the swamp of...
Public Safety and Criminal Justice



Fairness

Uniform: sentencing needs to be consistent

Contextual: punishment takes context into account

Solutions

????????????

Fatalism

Affect decision calculus: ↑ surveillance, ↑ punishment

Find the dirty cops and get them out of the system

Context and Circumstances

Context matters



ONWARD

"Them"

Law/Enforcement
Biggest/Most Visible/Visible
Immigration/Border
Security and Control

Zero Sum

Anti-Corporate
Disruptive System

Punitive

Immigration System
Set an Example - National Action



Fatalism

Immigration Surge
Heavy Costs
Public Law 114
System Too Big and Complex To

Black Box

Immigration

"Us"

Forward - People are People
Nation of Immigrants
Cultural Diversity

Pragmatism

System of
Trade & Tech

PHOTOGRAPH

Questions?

Why Think about Framing?

Why is Effective Communication So Hard?

So What Do We Do?

5 Framing Fundamentals

Framing Fundamental #1:

Figure Out What You Want to Translate
Before You Try to Translate It

The Expert Story of Resilience: Positive Outcomes in the Face of Adversity

How does “it” work?

- Environments contain factors that threaten or facilitate positive outcomes to various degrees.
- Environments vary in the degree to which they are invested with such factors.
- Individuals vary in susceptibility to environmental factors.
- That variability originates in the body’s genetic instructions, but experiences can adjust susceptibility by shaping whether, and how fully, genes are expressed and by building competency.

What does the science say about “resilience”?

- Resilience is a positive outcome in the face of adversity.
- Resilience is explained by each individual’s unique combination of bio susceptibility, and experiences that facilitate compensational skills.

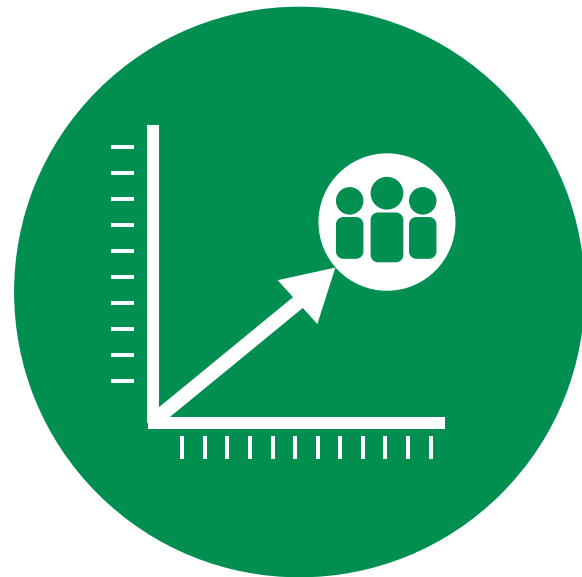
What are the solutions?

- Better outcomes can be cultivated by promoting protective factors and reducing risk factors.
- Supportive relationships are a key protective factor.
- Skills can be cultivated that mitigate vulnerability to risk factors.

Framing Fundamental #2: Use Values To Direct Thinking

Values:

*enduring beliefs, which **orient** individuals' attitudes and behavior (perceptual lenses)*



Shared Fate/Common Good



Pragmatism



Prevention

But Which Values Work?

An Empirical Question

But Which Values Work?

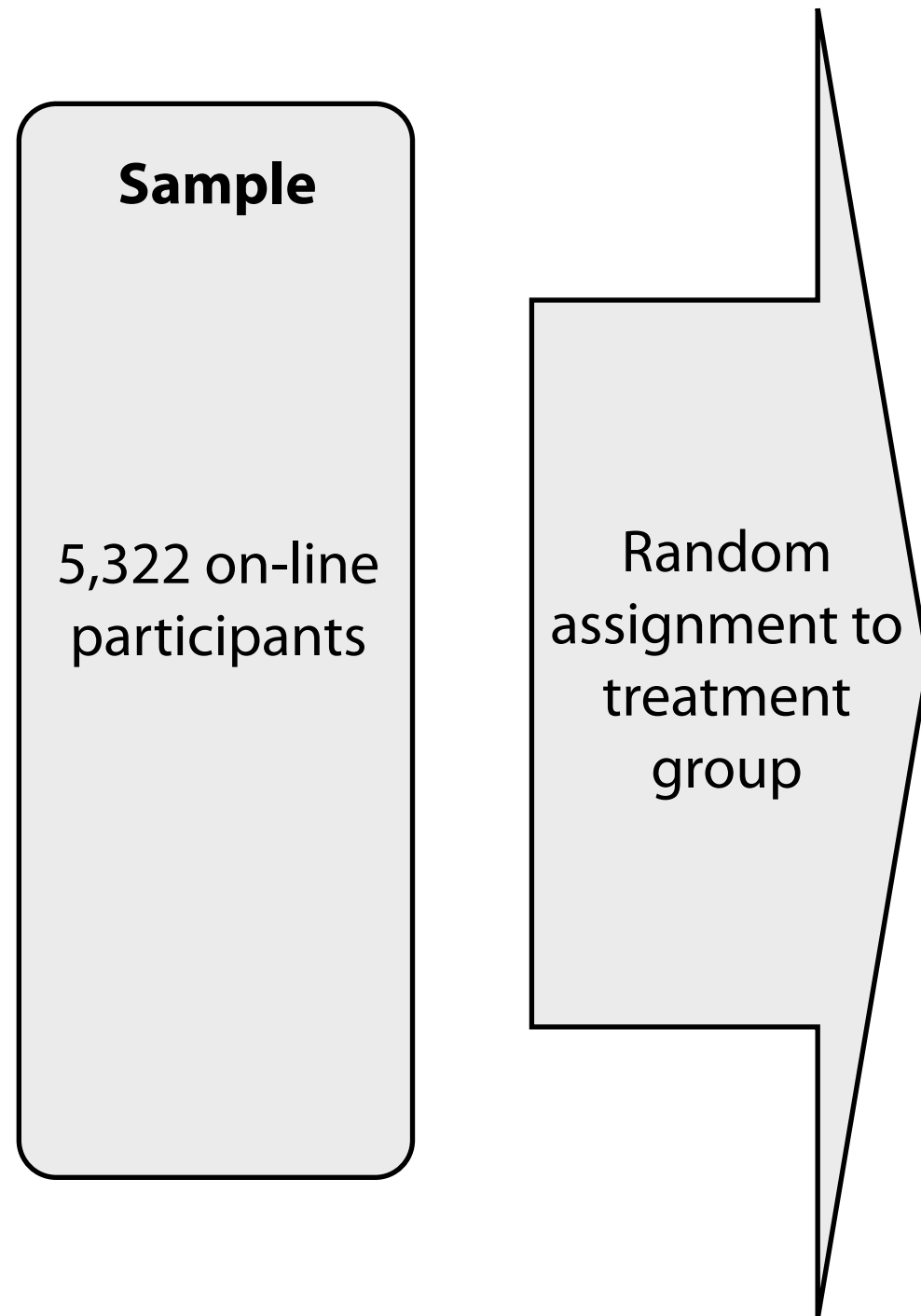
An Empirical Question

Sample

5,322 on-line
participants

But Which Values Work?

An Empirical Question



But Which Values Work?

An Empirical Question

Sample

5,322 on-line
participants

Random
assignment to
treatment
group

Independent Variable: Values

1. Prosperity
2. Ingenuity
3. Prevention
4. Vulnerability
5. *Control*

But Which Values Work?

An Empirical Question

Sample

5,322 on-line
participants

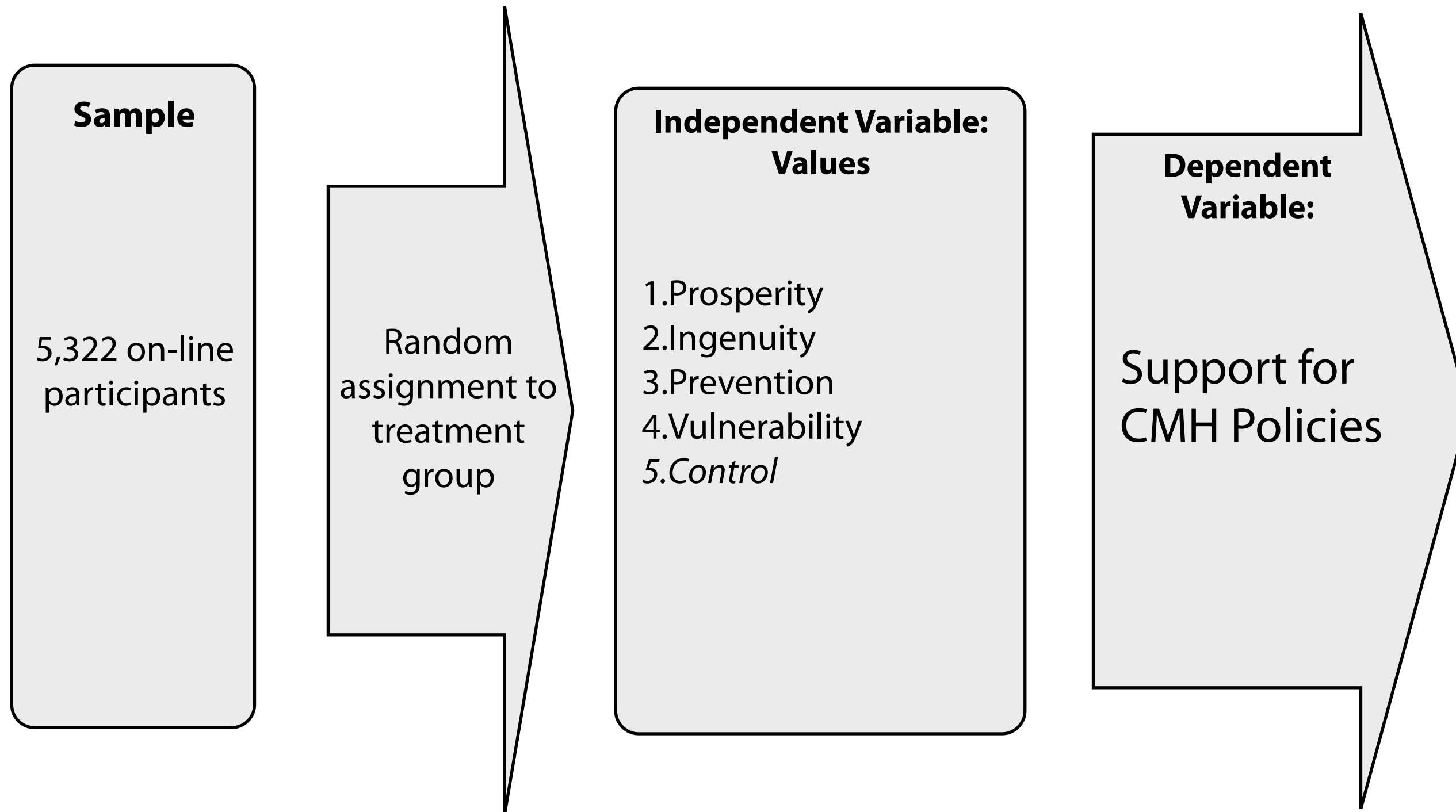
Ingenuity

Society needs to invent and replicate more effective policies and programs for young children. Some innovative areas have been able to design high-quality programs for children, but many areas don't have access to these innovations.

ass
t

But Which Values Work?

An Empirical Question



But Which Values Work?

An Empirical Question

Sampl

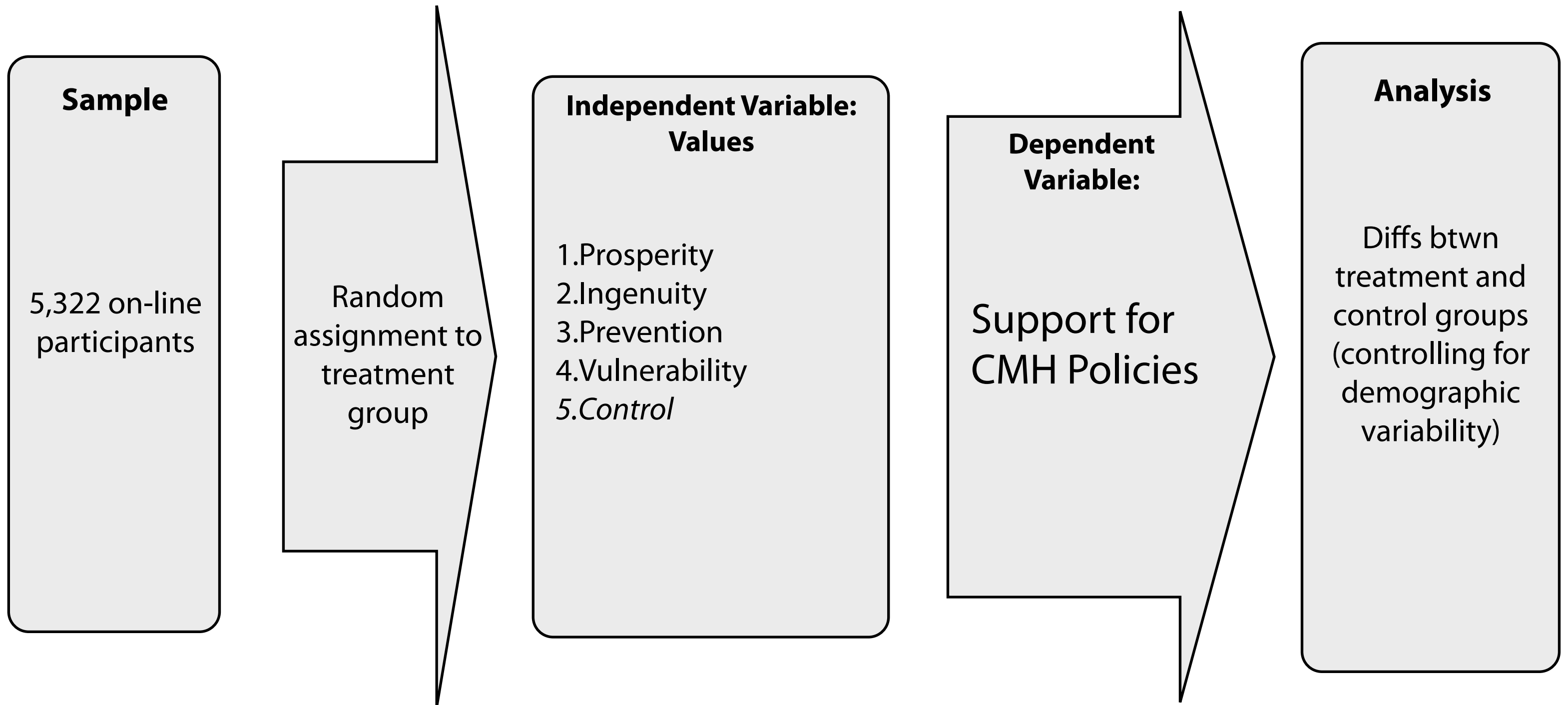
5,322 on-
participa

Dependent Variable: CMH Policies

- Mental health and substance abuse services should be available and affordable for all parents, caregivers and children who need them.
- Victims of child abuse should receive priority in the allocation of mental health funds so that appropriate treatment can be given to prevent the cycle from continuing when they reach adulthood.
- Sufficient numbers of well-trained professionals with expertise in mental health services should be recruited, trained and licensed to serve the documented needs of families with young children.
- Early care and education professionals should be required to receive training in mental health screening to aid in their early detection of mental health concerns in young children.
- Culturally and linguistically appropriate screening services for early detection of mental health concerns in young children and their families should be available to all who need them.

But Which Values Work?

An Empirical Question



Support for CMH Policies

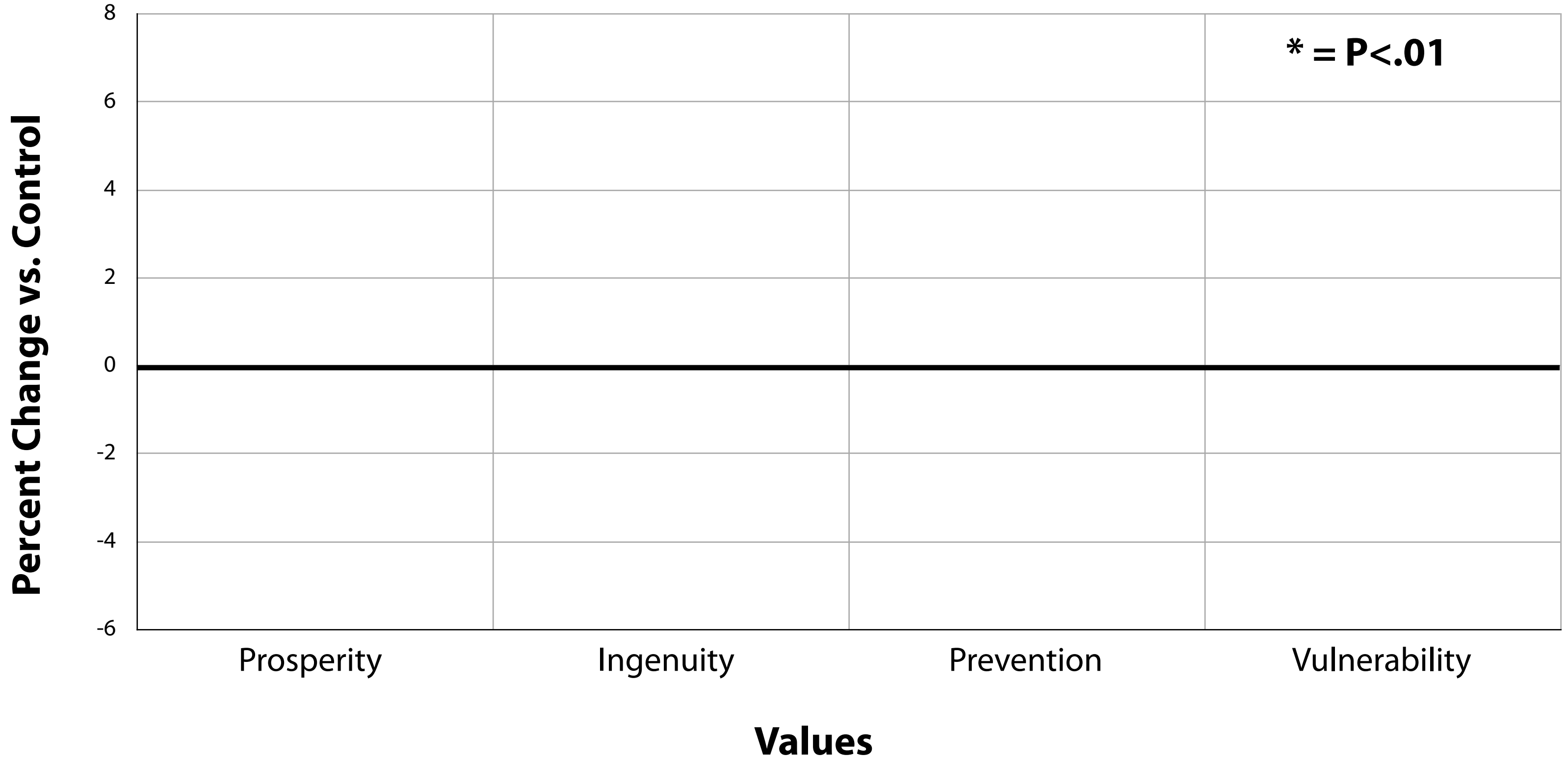
* = P<.01

Percent Change vs. Control

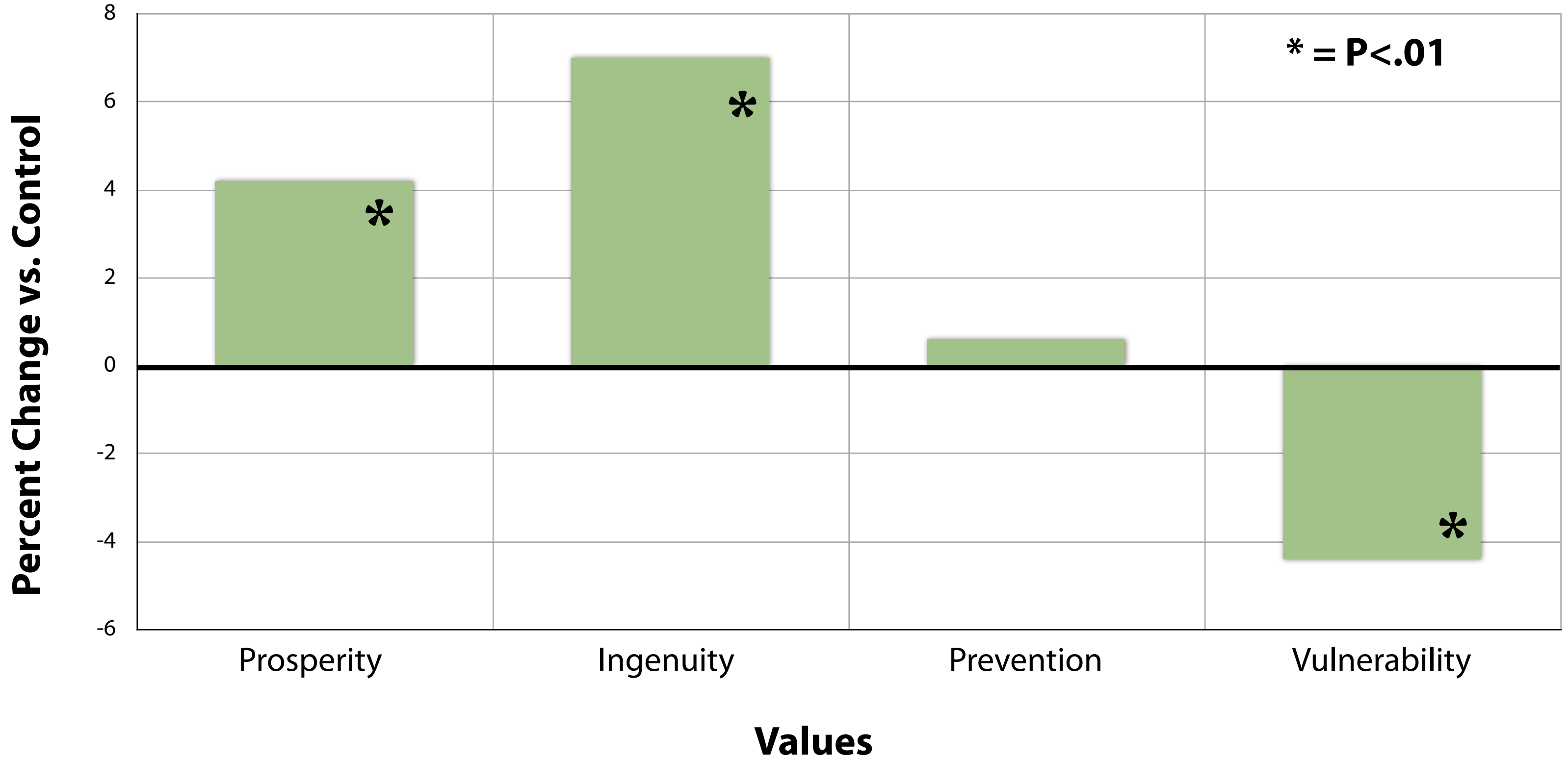


Values

Support for CMH Policies



Support for CMH Policies

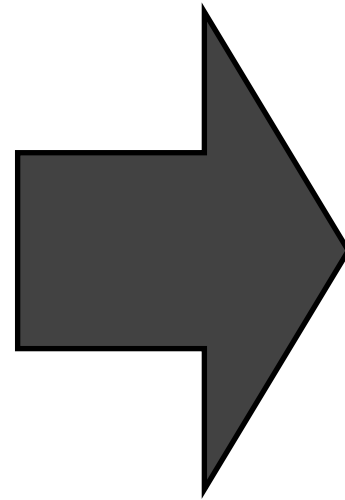


Framing Fundamental #3:

Explain How Things Work to Make People
Better Thinkers



Cause



Solution

Unfortunately....

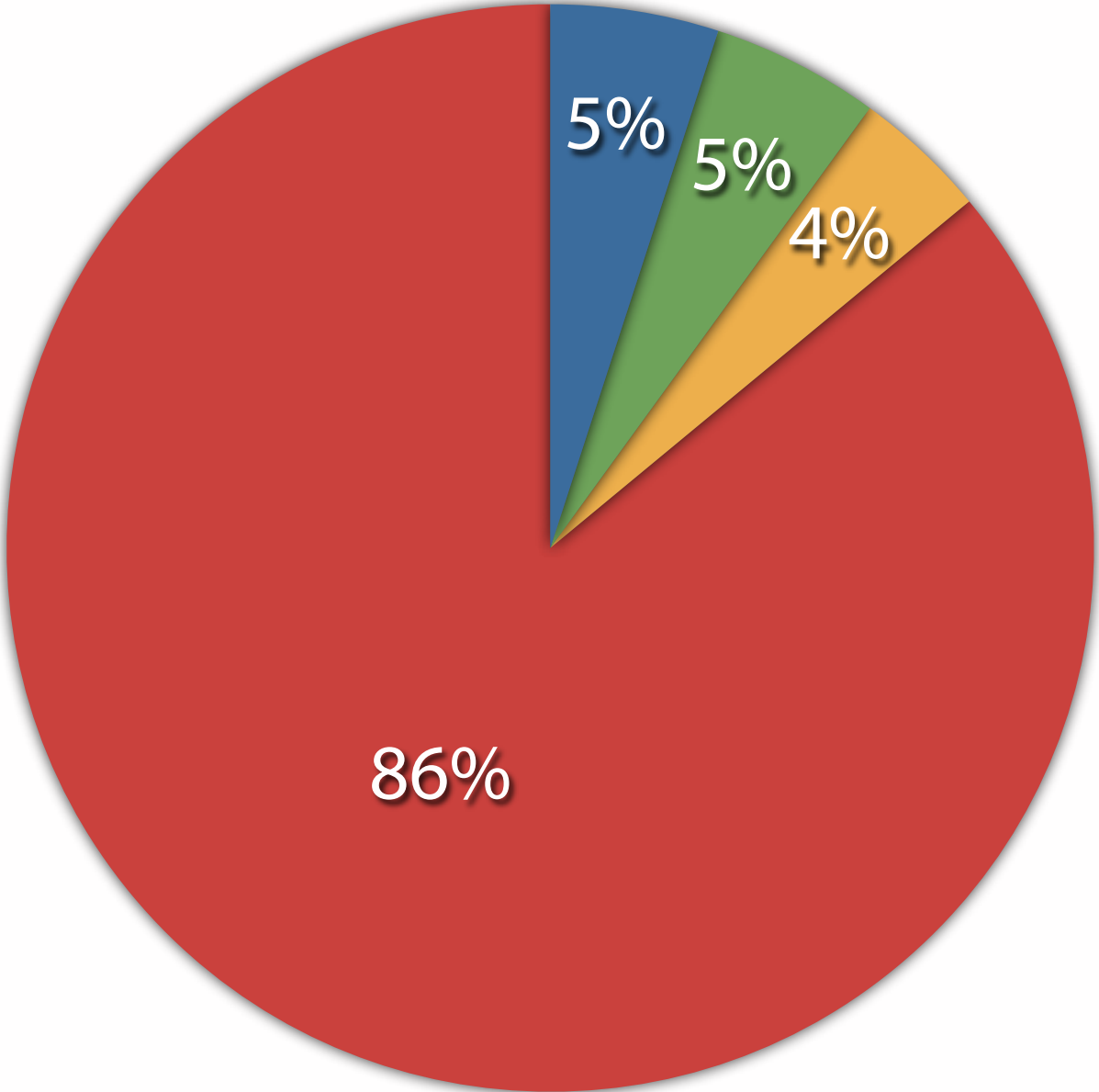
Causal Explanations

Child Development: 5%

Community Factors: 5%

Individual Factors: 4%

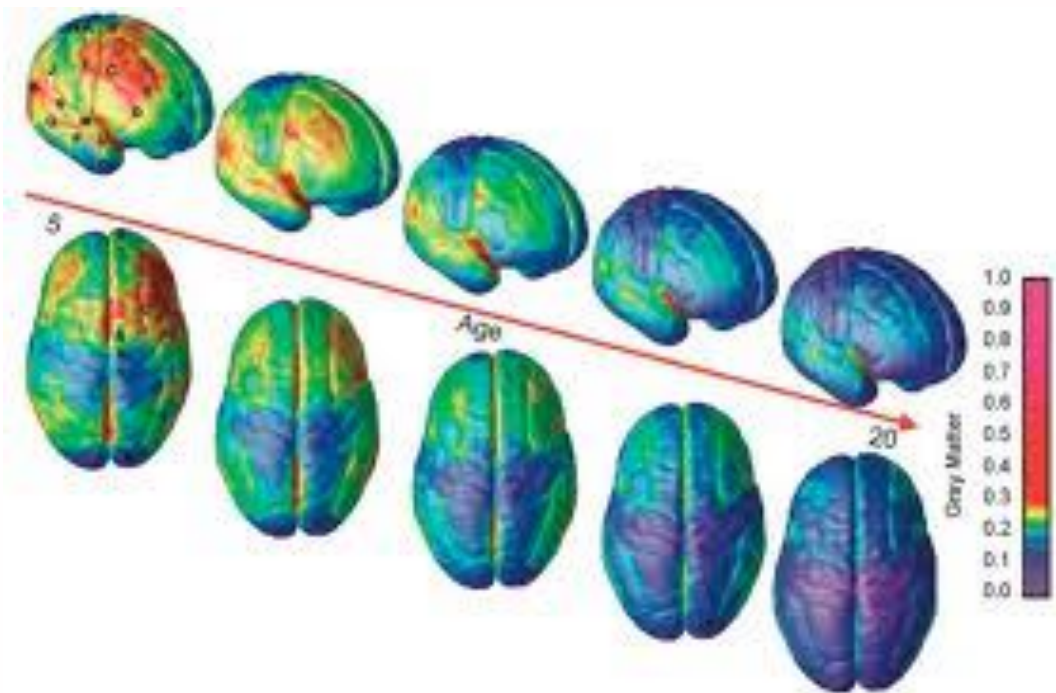
NO CAUSE MENTIONED: 86%



The Explanatory Metaphor:

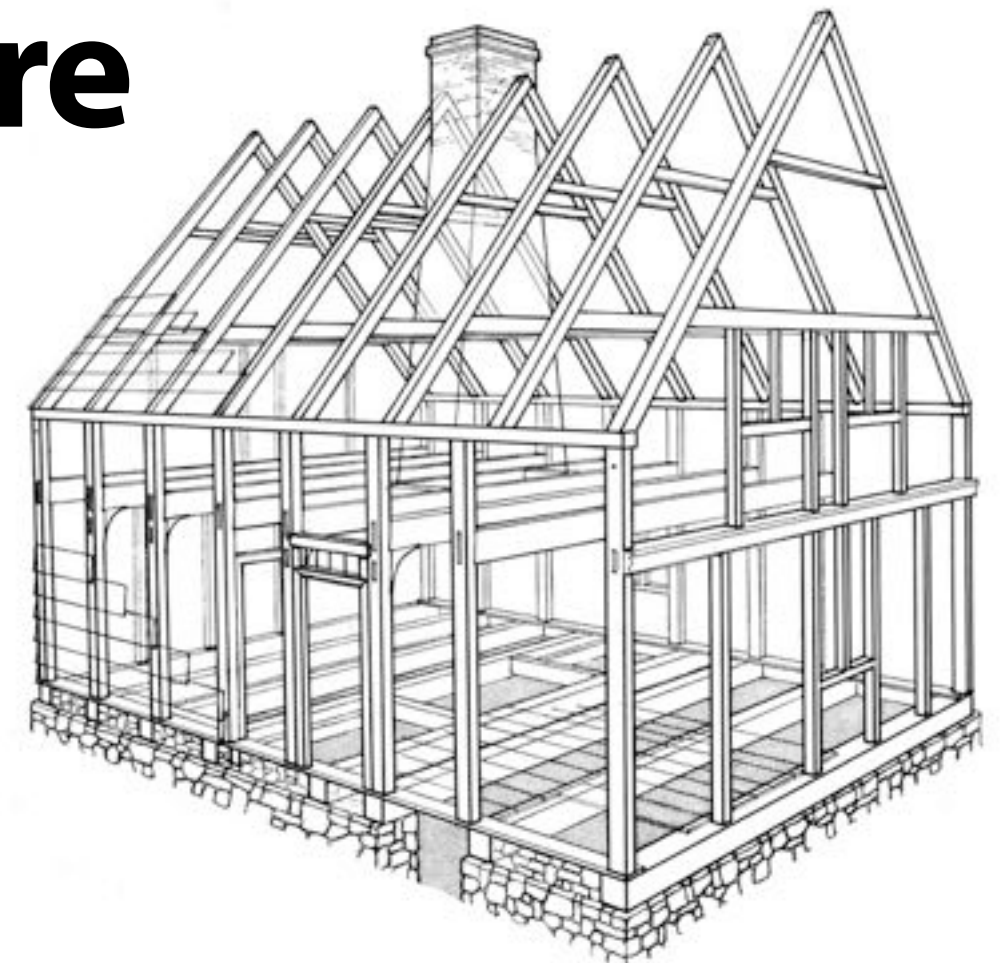
Makes something that is hard to understand easier to understand, by comparing it to something concrete and familiar

Brain Architecture



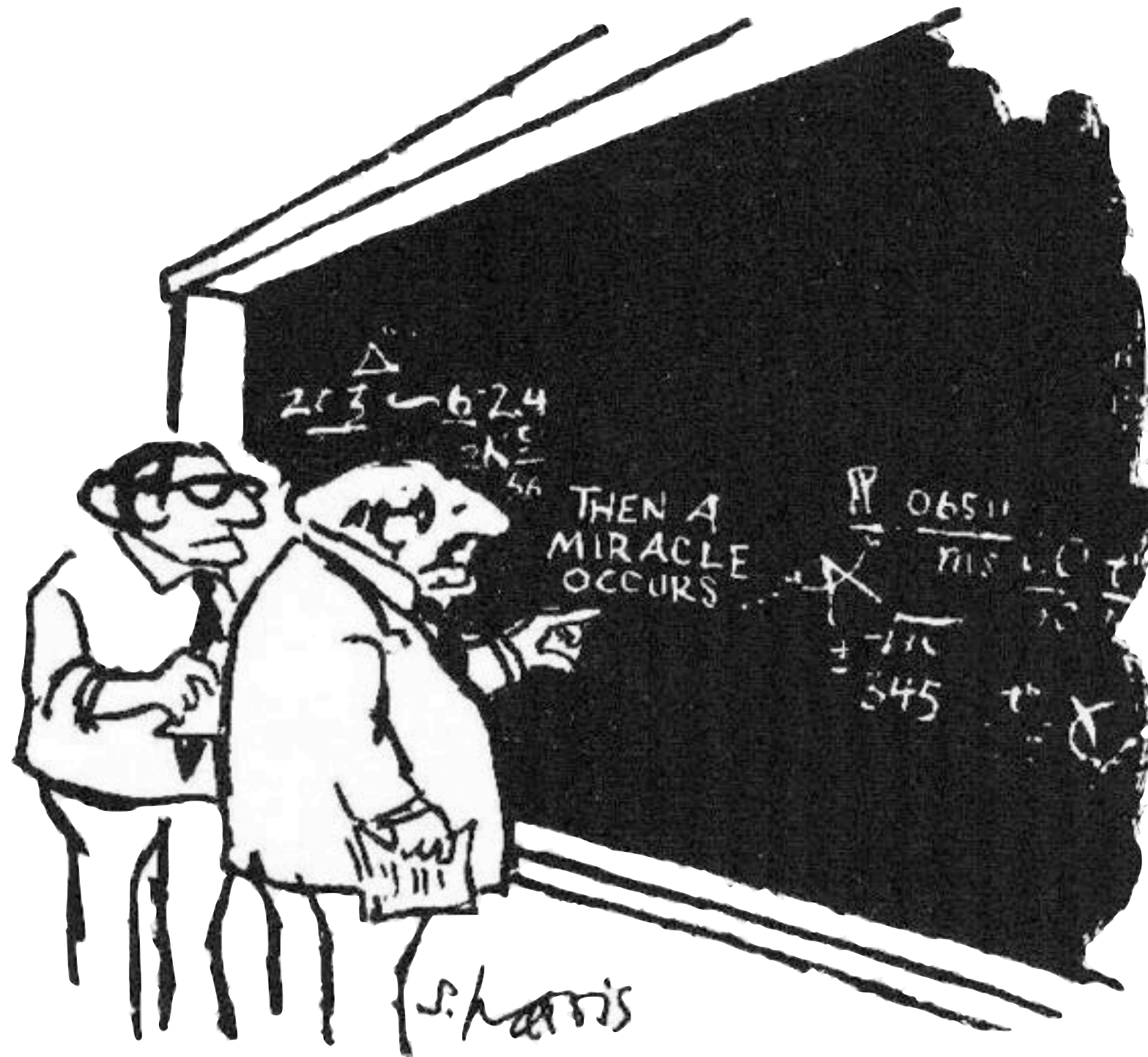
Brain Development

≈



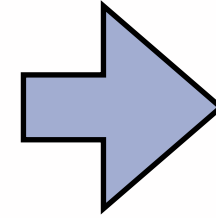
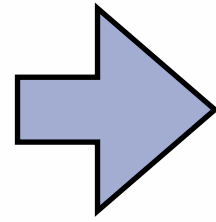
Building/Architecture

The Power of 'How'

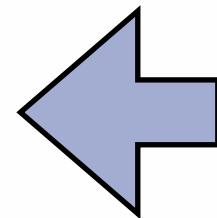
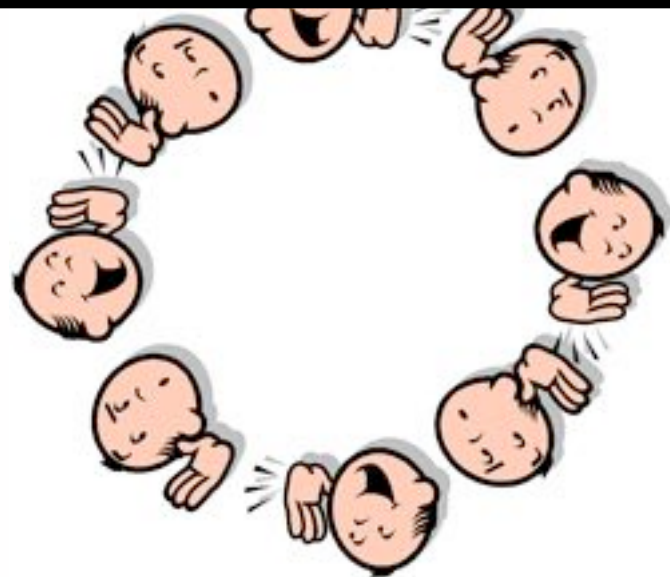
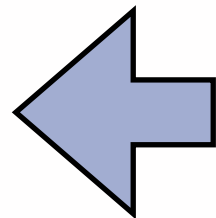
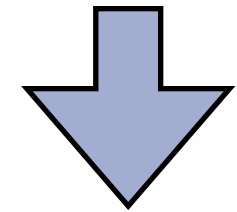


“I think you should be more explicit here in step two.”





Consistent Effects that are
Positive in Relation to
Communications Goals

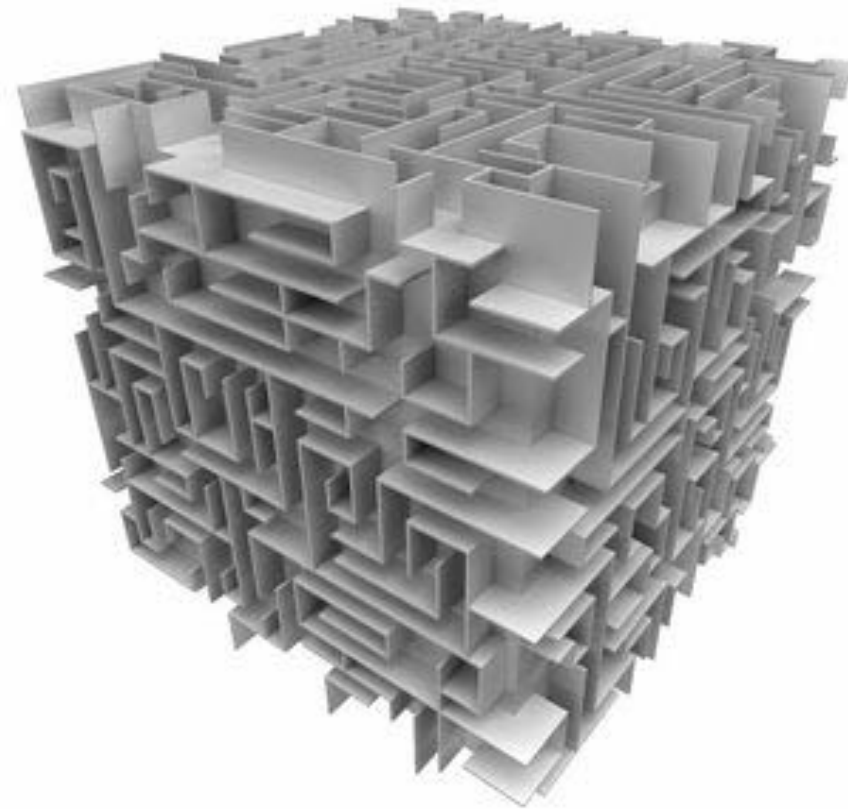


What the Metaphors were Designed to “Do”

1. **Systems Shape Outcomes:** Help people understand how systems affect individual and group outcomes
2. **Ineffective and Inefficient:** Explain that the current system is ineffective, inefficient and creates poor/disparate outcomes
3. **Change System-->Improve Outcomes:** Allow people to see how system-level solutions have can improve outcomes

The Maze

A metaphor for flaws in the system that contribute to mass incarceration and other problems



Our current criminal justice system is like an exceptionally difficult maze, with too many paths in and too few ways out. Let's redesign it.

Strategic way to redirect these public perceptions...

Individualism

Rational Actor

Fairness = Uniformity

Fatalism

Works to:

Establish Systems Perspective

Illustrate how Systems Affect Individuals

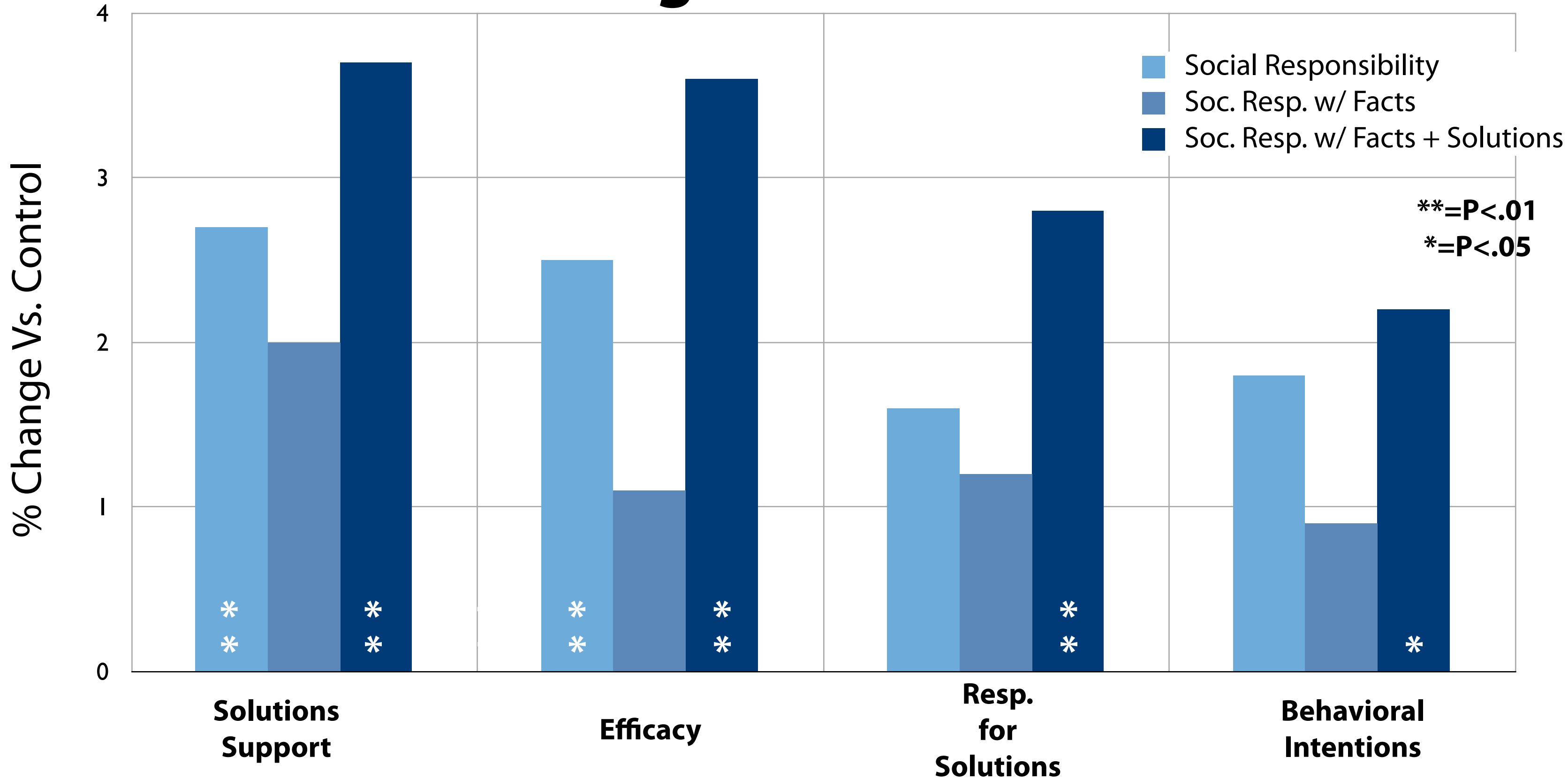
Clarify "Design" as Problem and Re-Design as Solution

Framing Fundamental #4: **Don't Forget the Solutions**

The Magic Combination

	Low Efficacy	Hi Efficacy
Low Urgency	<i>Baseline</i>	<i>Low Motivation</i>
Hi Urgency	<i>Fatalism</i>	<i>Magic</i>

Don't Forget the Solutions

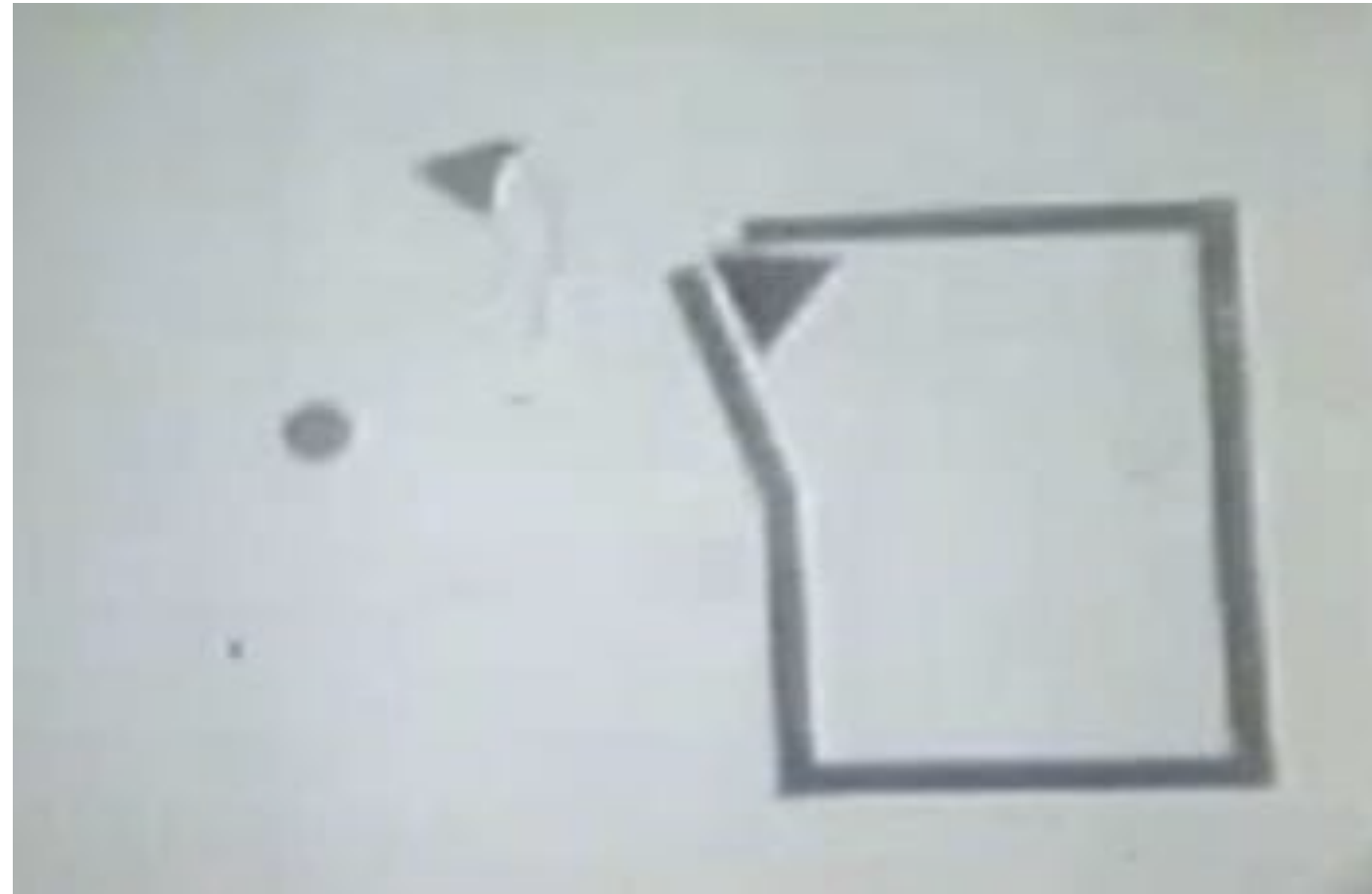


Solutions: Don't Leave Them Out

Urgency + Efficacy = Magic Combination

Sense of problem cannot outweigh sense of solution

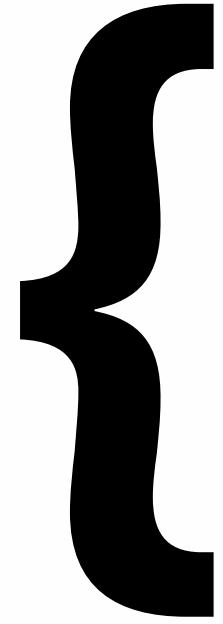
Solutions need an explanatory approach--people need to see *how they work to improve outcomes*



Framing Fundamental #5:

We Think in Story...Always Tell a Story

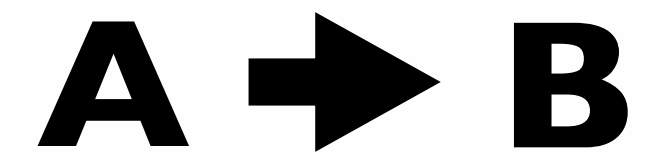
Narrative
(what is the issue about)



Values
(why the issue matters)



Metaphors
(how the issue works)



Facts/Examples
(why the issue is important)

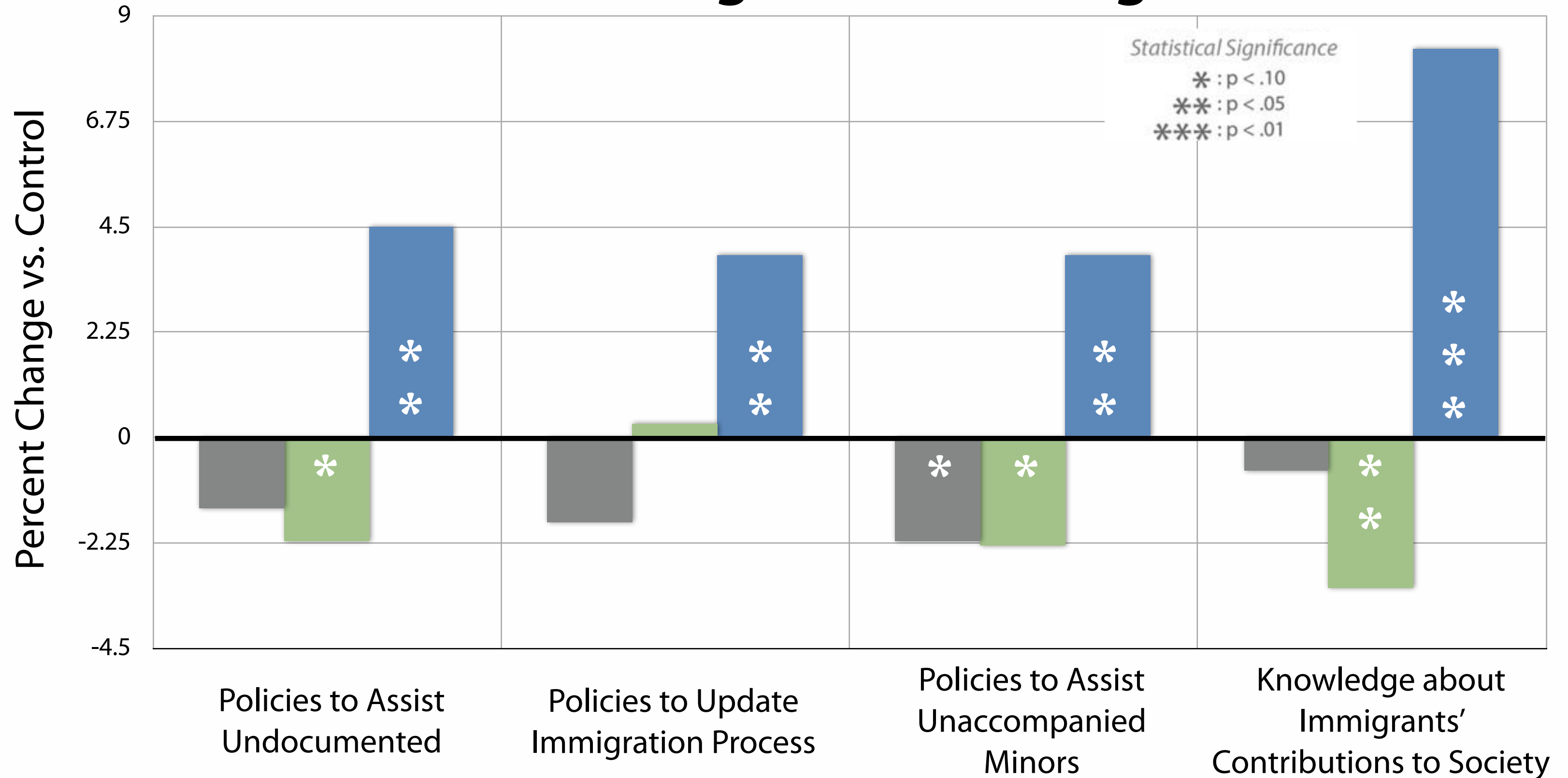


Solutions
(what to do and why)



Understanding, Efficacy, Support

Effects of Shared Prosperity Narrative vs. Facts on Attitudes and Knowledge about Immigration Reform



The Only Way to Counter a Story... Is With a Better Story

HUFF
POST POLITICS

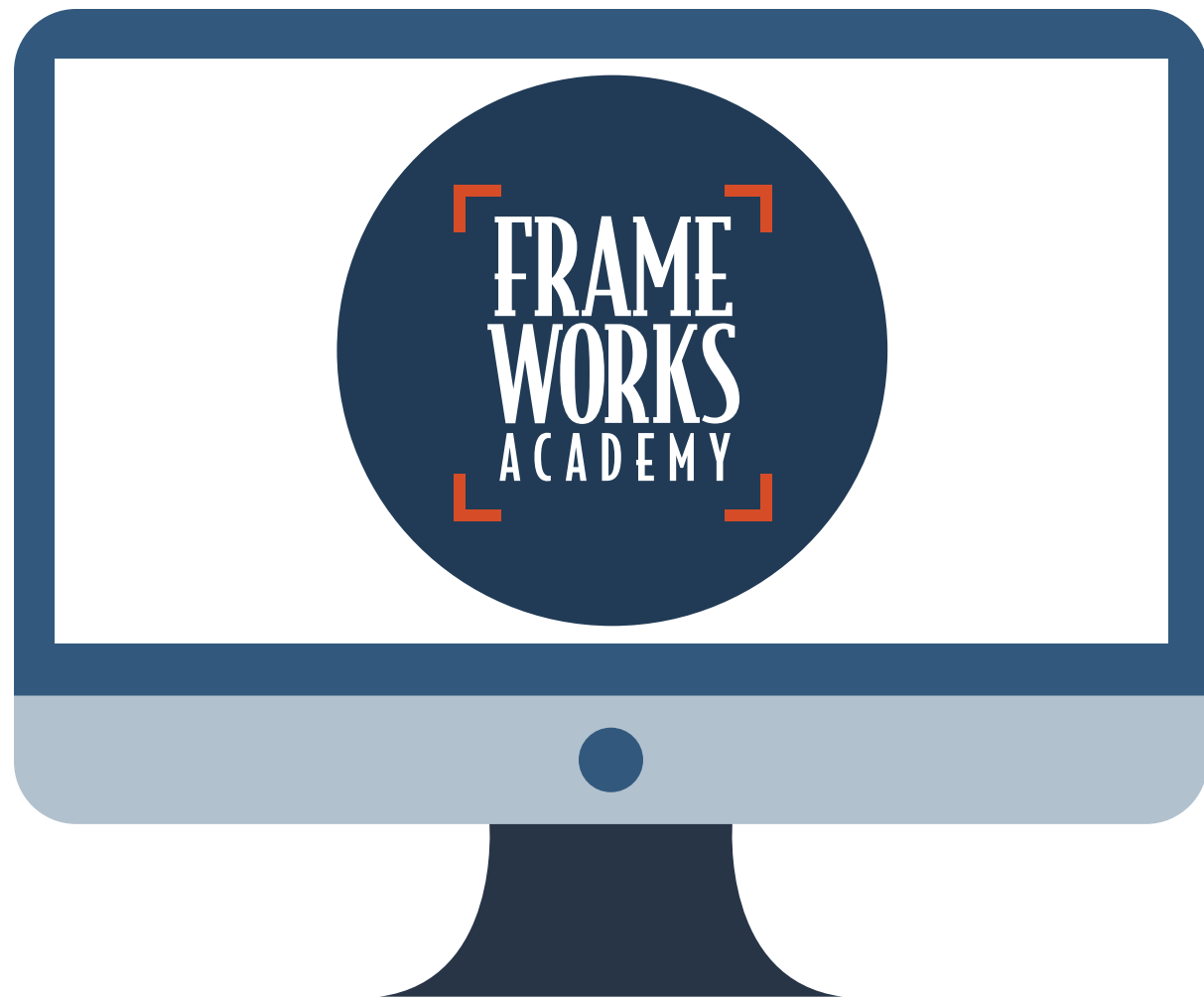
Florida Gov. Rick Scott **said** Monday in an interview with the *Sarasota Herald-Tribune* that the state does not need more anthropologists. As it turns out, his daughter has a degree in anthropology.

"Is it a vital interest of the state to have more anthropologists? I don't think so," Scott said. He told the Sarasota paper that he wants to shift funding to science, technology and math departments, and away from departments like psychology and anthropology.

"If I'm going to take money from a citizen to put into education then I'm going to take that money to create jobs," he said. "So I want that money to go to degrees where people can get jobs in this state."

The Only Way to Counter a Story... Is With a Better Story





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Lens

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