

# Presenter



**Nathaniel Kendall-Taylor, PhD**  
Chief Executive Officer  
Frameworks Institute

# Strategic Frame Analysis Pursues These Questions



# Strategic Frame Analysis Pursues These Questions



- How do people understand an issue - and how do patterns of thinking shape opinions?

# Strategic Frame Analysis Pursues These Questions



- How do people understand an issue - and how do patterns of thinking shape opinions?
- How can we anticipate these expectations to more effectively frame communications to inform the public?

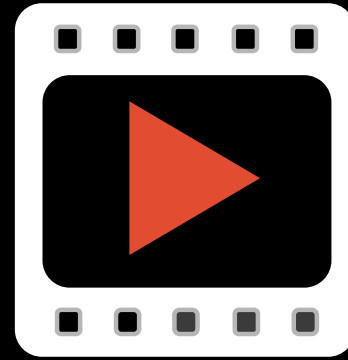
# Strategic Frame Analysis Pursues These Questions



- How do people understand an issue - and how do patterns of thinking shape opinions?
- How can we anticipate these expectations to more effectively frame communications to inform the public?
- How can we use potent frame elements—e.g., values, tone, solutions, or metaphors—to help our communications get through as intended?

# FrameWorks Studies That Informed Climate + Health Tools

- People, Polar Bears, and the Potato Salad: Mapping the Gaps Between Expert and Public Understandings of Environmental Health.
- Just the Earth Doing Its Thing: Mapping the Gaps between Expert and Public Understandings of Ocean and Climate Change.
- The Value of Explanation: Using Values and Causal Explanations to Reframe Climate and Ocean Change.
- Using Values to Building Public Understanding and Support for Environmental Health Work.
- Getting to the Heart of the Matter: Using Metaphorical and Causal Explanation to Increase Understanding of Ocean and Climate Change.
- Talking Environmental Health: A FrameWorks MessageMemo.



FrameWorks explored how the  
public models climate and health

# Dominant Patterns in Public Thinking Obscure Climate-Health Connection



# Dominant Patterns in Public Thinking

## Obscure Climate-Health Connection

- *Climate confusion*. Public doesn't understand basic mechanism of climate change.

# Dominant Patterns in Public Thinking

## Obscure Climate-Health Connection

- *Climate confusion*. Public doesn't understand basic mechanism of climate change.
- *Short list of impacts*. Public associates a few negative impacts with climate change - changes in weather patterns, and damage to Arctic habitats.

# Dominant Patterns in Public Thinking

## Obscure Climate-Health Connection

- *Climate confusion*. Public doesn't understand basic mechanism of climate change.
- *Short list of impacts*. Public associates a few negative impacts with climate change - changes in weather patterns, and damage to Arctic habitats.
- *Health Individualism as Cause and Solution*. Public assumes good health is caused by good lifestyle choices, and bad health by poor lifestyle choices—contextual dimensions hard to see. People assign responsibility for improving health to individuals, and struggle to think of *public* health measures that could affect health.

# Dominant Patterns in Public Thinking

## Obscure Climate-Health Connection

- *Climate confusion*. Public doesn't understand basic mechanism of climate change.
- *Short list of impacts*. Public associates a few negative impacts with climate change - changes in weather patterns, and damage to Arctic habitats.
- *Health Individualism as Cause and Solution*. Public assumes good health is caused by good lifestyle choices, and bad health by poor lifestyle choices—contextual dimensions hard to see. People assign responsibility for improving health to individuals, and struggle to think of *public* health measures that could affect health.
- *Fear and Fatalism*. Public defaults to overwhelmed sense of impending disaster and does not see issue as addressable.

# Communications Challenge:

## Climate Confusion

Reframing Solution:

Teach the Basic Mechanism with Heat  
Trapping Blanket

## BACKGROUND

When we burn fossil fuels, such as coal and gas, we release carbon dioxide (CO<sub>2</sub>). CO<sub>2</sub> builds up in the atmosphere and causes Earth's temperature to rise, much like a blanket traps in heat. This extra trapped heat disrupts many of the interconnected systems in our environment.

Climate change also affects human health by increasing the frequency and intensity of extreme heat events. Increases in the overall temperature of the atmosphere and oceans associated with climate change cause changes in wind, moisture, and heat circulation patterns. These changes contribute to shifts in extreme weather events, including extreme heat events.



- Explanation starts with fossil fuels
- Uses simple, “sticky” analogy of a blanket
- Ends with “disruption,” not just “warming”

# Communications Challenge:

Short List of Impacts

# Reframing Solution:

Explain What Affects What

1

*Sentence  
titling is  
explanatory*

CLIMATE CHANGE INCREASES  
THE NUMBER AND GEOGRAPHIC RANGE OF DISEASE-CARRYING  
**INSECTS AND TICKS**



2

Other hazards can appear after a storm has passed. For example, a damp or flooded building can develop mold. Mold affects indoor air quality. Living with poor air quality and in damp conditions has been shown to increase health problems. These health problems include aggravation of asthma and other upper respiratory tract symptoms such as coughing and wheezing due to mold exposure. They also include lower respiratory tract infections like pneumonia.

*storms → damp buildings → mold → breathing problems*



# Communications Challenge:

Health Individualism

## Reframing Solution:

Foreground *Public* Health Measures and  
Set Scope at Collective Level

## ACTIONS WE CAN TAKE TO MANAGE PRECIPITATION EXTREMES

We also can take actions to prepare our communities for the present and future effects of climate change. Some communities are already implementing effective programs to address climate-sensitive health issues associated with precipitation extremes. When it comes to managing the health threats associated with precipitation extremes, there are approaches that we know work:

- 💧 Land-use planning can reduce the risks associated with floods. This planning can include restricting development in flood-prone areas, and incorporating design elements that better handle storm water run-off, such as permeable paving materials.

## ACTIONS WE CAN TAKE TO PREPARE FOR EXTREME HEAT EVENTS

We also need to take actions that make our communities less vulnerable to climate change impacts already in progress. Many communities have programs to address climate-sensitive health issues. When it comes to managing the health threats associated with extreme heat, there are approaches that we know work:

- 🔥 Heat wave early warning systems can protect people by communicating heat wave risks and suggesting protective actions. These warning systems are much less costly than treating and coping with heat illnesses.

# Communications Challenge:

Fear and Fatalism

## Reframing Solution:

Build Sense of Efficacy, Not Just Urgency

**Build Sense of Efficacy, Not Just Urgency**

# Build Sense of Efficacy, Not Just Urgency

- *Lots of Values cues* throughout the sheets build a sense of “can-do.” The frame elements of *Protection* and *Responsible Management* boost public’s appraisal of the issue’s importance and our ability to address it.

# Build Sense of Efficacy, Not Just Urgency

- *Lots of Values cues* throughout the sheets build a sense of “can-do.” The frame elements of *Protection* and *Responsible Management* boost public’s appraisal of the issue’s importance and our ability to address it.
- *Curated lists of impacts establish the problem without cueing “Crisis Thinking.”* Short sets of impacts were worded to foreground the nature of the problem rather than to emphasize the extent of it.

# Build Sense of Efficacy, Not Just Urgency

- *Lots of Values cues* throughout the sheets build a sense of “can-do.” The frame elements of *Protection* and *Responsible Management* boost public’s appraisal of the issue’s importance and our ability to address it.
- *Curated lists of impacts establish the problem without cueing “Crisis Thinking.”* Short sets of impacts were worded to foreground the nature of the problem rather than to emphasize the extent of it.
- *Scale of recommended Solutions matches the scale of the problem.* By focusing on policy-level steps, the framing offers steps that feel “big enough” to tackle a problem that is global in nature. The space dedicated to Solutions is equal to, or greater than, the space dedicated to negative health impacts.

# AVOID

Leaving *climate change* unexplained

This is about public health

Lists of everything that could go wrong

Here's what you can do to protect yourself

# ADVANCE

Fossil fuels emit heat-trapping gases

This is about protecting humans from harm

Explanations of how cause leads to effect

Here's what a prepared society looks like