



Framing with Values:

Cuing Up Productive Conversations about Environmental Health Work

Webinar 2 of a Three-Part Series

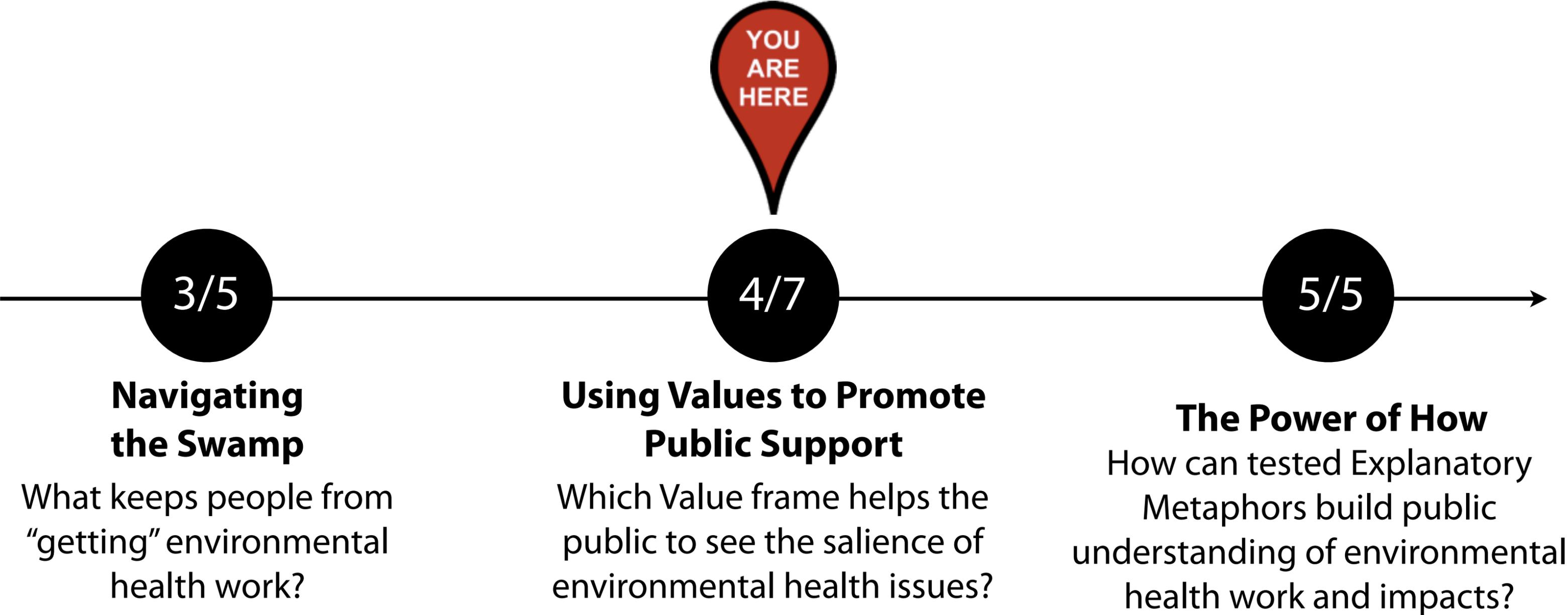
Sponsored by the American Public Health Association, the Centers for Disease Control and Prevention, and the Agency for Toxic Substances and Disease Registry

April 7, 2015

Presented by Jennifer Nichols, Ph.D.

Strategic reframing can build public understanding of environmental health work . . . but how does it work?

Our Learning Itinerary:





The Research Question:

How can environmental health professionals more effectively educate the public about

- the relationship between environments and public health?
- the challenges of addressing environmental health risks?
- the importance of environmental health research and regulation?
- the largely invisible work of thousands of highly trained environmental health professionals?

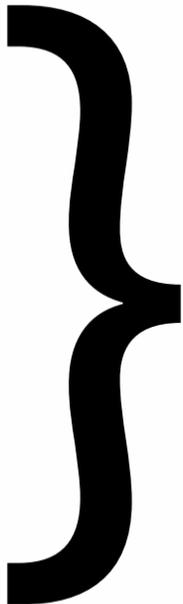
Research Base

Expert's Untranslated Story

Public's Story

Explanatory Metaphor Reframes

Values Reframes



n > 4,500

Number of Americans surveyed about environmental health

Framing research sponsored through APHA and CDC

PUBLIC PERCEPTIONS

- People, Polar Bears, and the Potato Salad: Mapping the Gaps between Expert and Public Understandings of Environmental Health (2012)

MEDIA CONTENT ANALYSIS

- The Media Narrative of Environmental Health (2012)

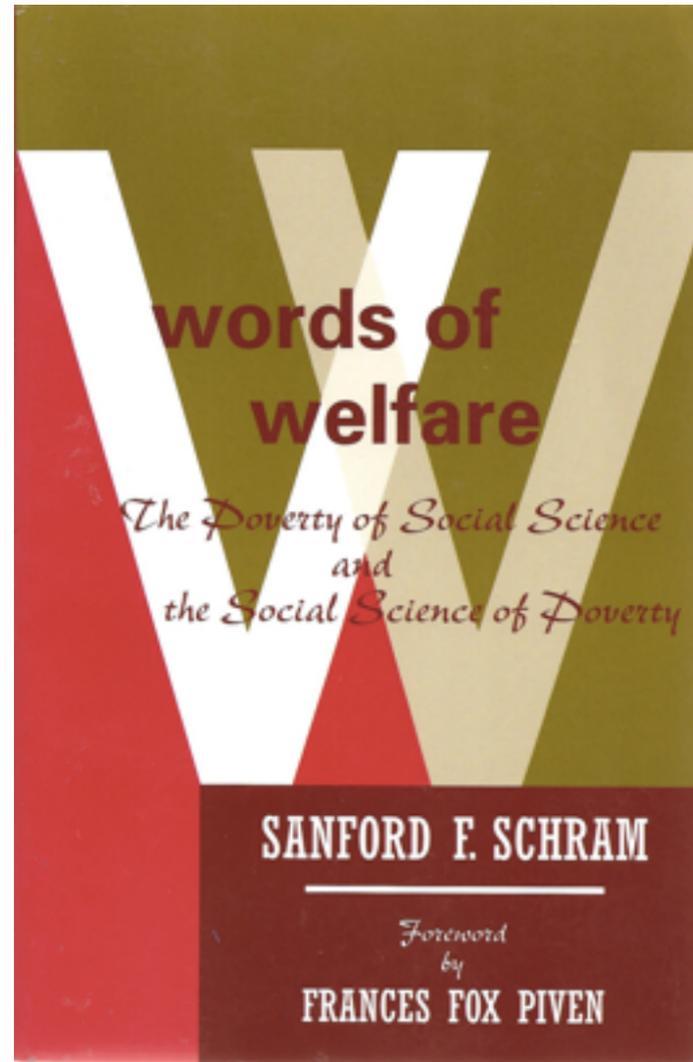
REFRAMING RESEARCH

- Using Values to Build Public Understanding and Support for Environmental Health Work (2013)
- Pictures in Their Heads (Video Memo summarizing our cultural models research)
- We Need a Ground Crew for Environmental Health Working Upstream: Using Explanatory Metaphors to Improve Public Understanding of Environmental Health and Its Workforce (2014)

STRATEGY & APPLICATIONS

- Talking Environmental Health: A FrameWorks Message Memo (2014)
- Building Public Understanding of Environmental Health: A Communications Toolkit (2014)

Talk Creates Policy and Policy Creates Talk



“Postmodern policy analysis...may be defined as those approaches to examining policy that emphasizes how the initiation, contestation, adoption, implementation and evaluation of any policy are shaped in good part by the discursive, narrative, symbolic and other socially constructed practices that structure our understanding of that policy..”

Sanford F. Schram, Words of Welfare, 1995

**Stickiness
is an
Empirical
Pursuit**

“So a good process for making your ideas stickier is:

- (1) Identify the central message -- find the core;
- (2) Figure out what is counter-intuitive about the message -- why isn't it happening naturally?
- (3) Communicate your message in a way that breaks your audience's guessing machines
- (4) Once their guessing machines have failed, help them refine their machines.”

Chip Heath and Dan Heath, *Made to Stick*. New York:Random House. 2007

Health Individualism

Health is each individual's responsibility
Household = environment

Everyone Is Responsible

Government is corrupt/inept
Business is greedy, focused
Community is key
Individuals must do what they can

Contamination

Threats to food, water, air

What's in the swamp of . . .

Environmental Health

Determinism

Result of modern life
Remediation, not prevention

Healthy Environment = Basic Right

Context influences health
Organization of the built environment matters
Social relations important
Economic conditions influence outcomes

Environmental Health Work?

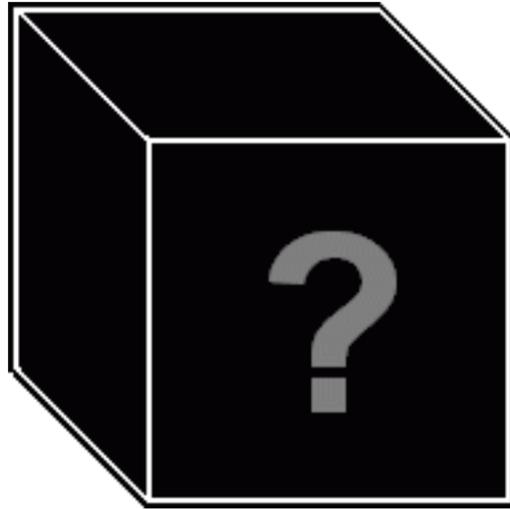
= Black box
Taken for granted

Environmentalism

Extreme
Puts animals over people



Selected, Dominant Cultural Models of Environmental Health



BLACK BOX: WHO DOES ENVIRONMENTAL HEALTH WORK?



GOVERNMENT IS INEFFECTIVE



**CONTAMINATION:
IT'S ALL ABOUT THREATS**



CONTEXT MATTERS



**HEALTH INDIVIDUALISM:
WE ALL MAKE CHOICES**

CULTURAL MODELS AS BASIS FOR STRATEGIC COMMUNICATIONS



SOME MORE PRODUCTIVE THAN OTHERS



MULTIPLE MODELS AVAILABLE

CHOOSE THE CUES THAT ACTIVATE THE MOST PRODUCTIVE

A Tacit Formula in Current Communications Practice



+



=



Social Analysis:
Not Fair, Need More
Resources

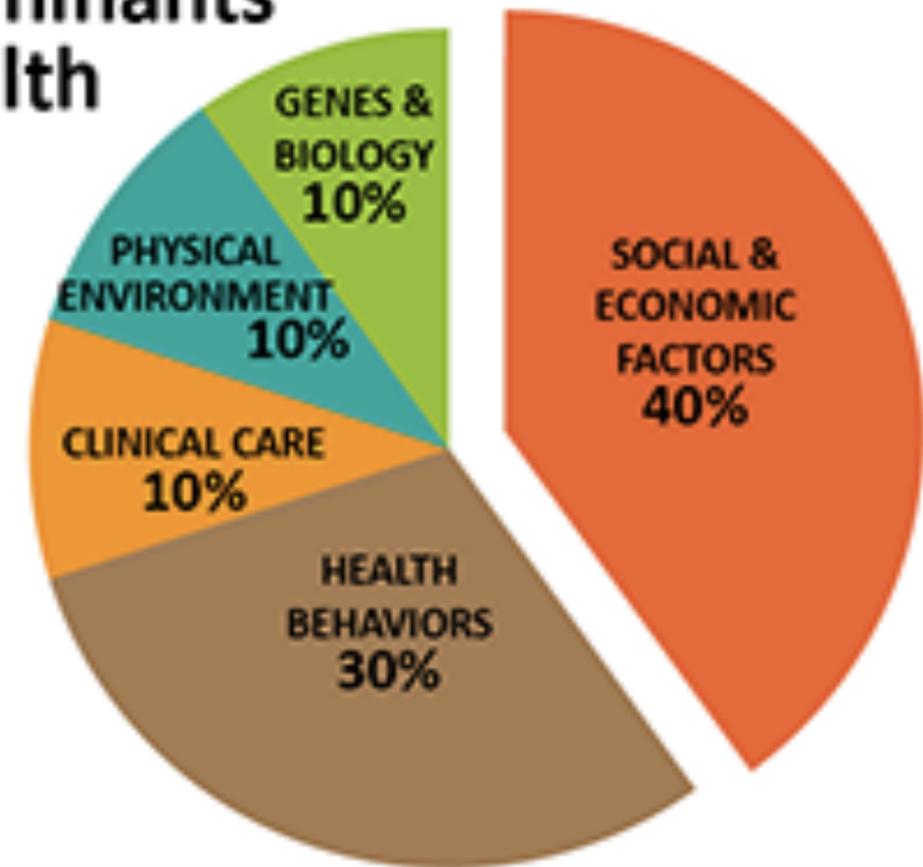
Urgency/Crisis

Epiphany

It's Not Just about the Facts

Today, roughly a quarter of all human disease and death in the world can be attributed to what the World Health Organization (WHO) broadly defines as environmental factors. These include unsafe drinking water, poor sanitation and hygiene, indoor and outdoor air pollution, workplace hazards, industrial accidents, automobile accidents, climate change, poor land use practices and poor natural resource management.

Determinants of health



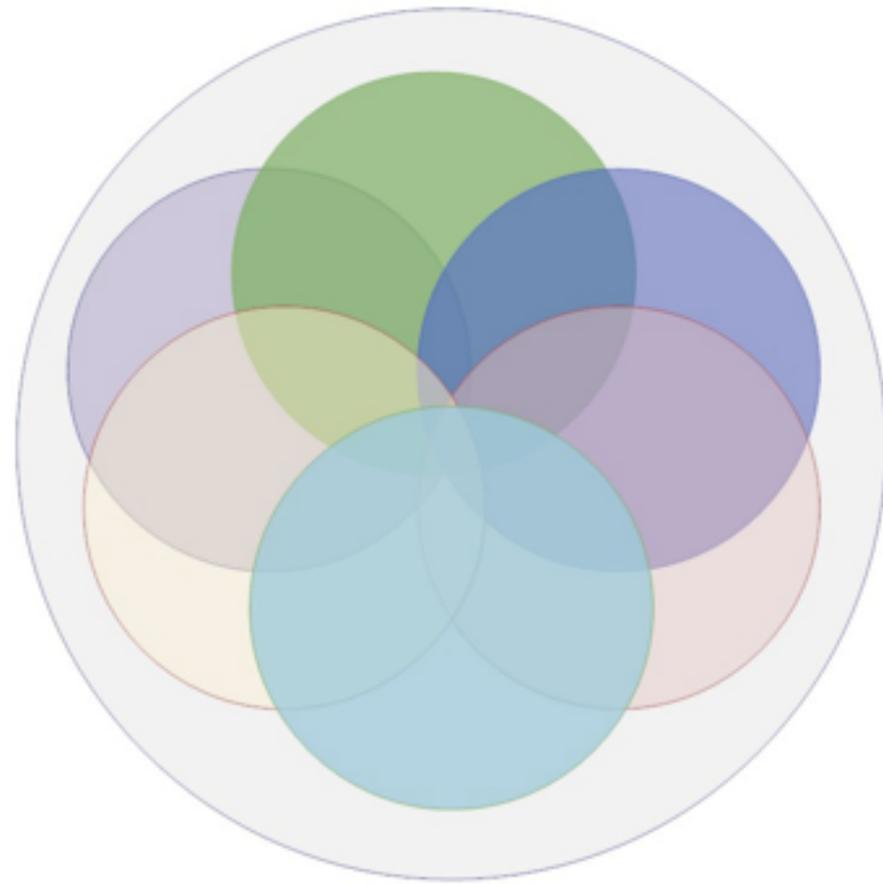
Shouting “Crisis!” Doesn’t Work

Populations of top predators, a key indicator of ecosystem health, are disappearing at a frightening rate,” explains [the organization’s spokesperson], “and 90 percent of the large fish ... have been fished out since large scale industrial fishing began in the 1950s.” The connection between human survival and the oceans has never felt more vital.





Strategic framing finds the orchids in the Swamp and cues them up



CONTEXT MATTERS

- Context influences health
- Social relations are important
- Economic conditions influence outcomes
- Organization of the built environment matters
- Healthy environment is a basic right

To frame is to make a set of choices



Frame Elements That Break Guessing Machines and Get Messages through the Swamp

TONE establishes the issue as explanatory and reasonable and for 'everyone,' not just those who already agree with the point of view being expressed

VALUES re-mind people of what's at stake or what they already care about that the issue connects to

EXPLANATORY METAPHORS enhance peoples' understanding of processes and mechanisms in ways that help them to think through productive solutions

SOLUTIONS present people with ways they can join others to bring forward systemic change that addresses the root cause of the problem

ORDER leverages priming effects by choosing the sequence of message elements strategically, looking to research when deciding what goes earlier or later in a communication

When a frame “works,” it builds support for policies such as...

Funding Public Expertise

- We should provide more support for research that investigates how the chemicals in our food, our air, and the products we buy affect our health.
- We should support programs that help to keep us safe as we go about our daily lives, like eating in restaurants, swimming in pools and drinking tap water.
- We should develop a national network of experts who collect, analyze and share information about ways that the environment affects our health.

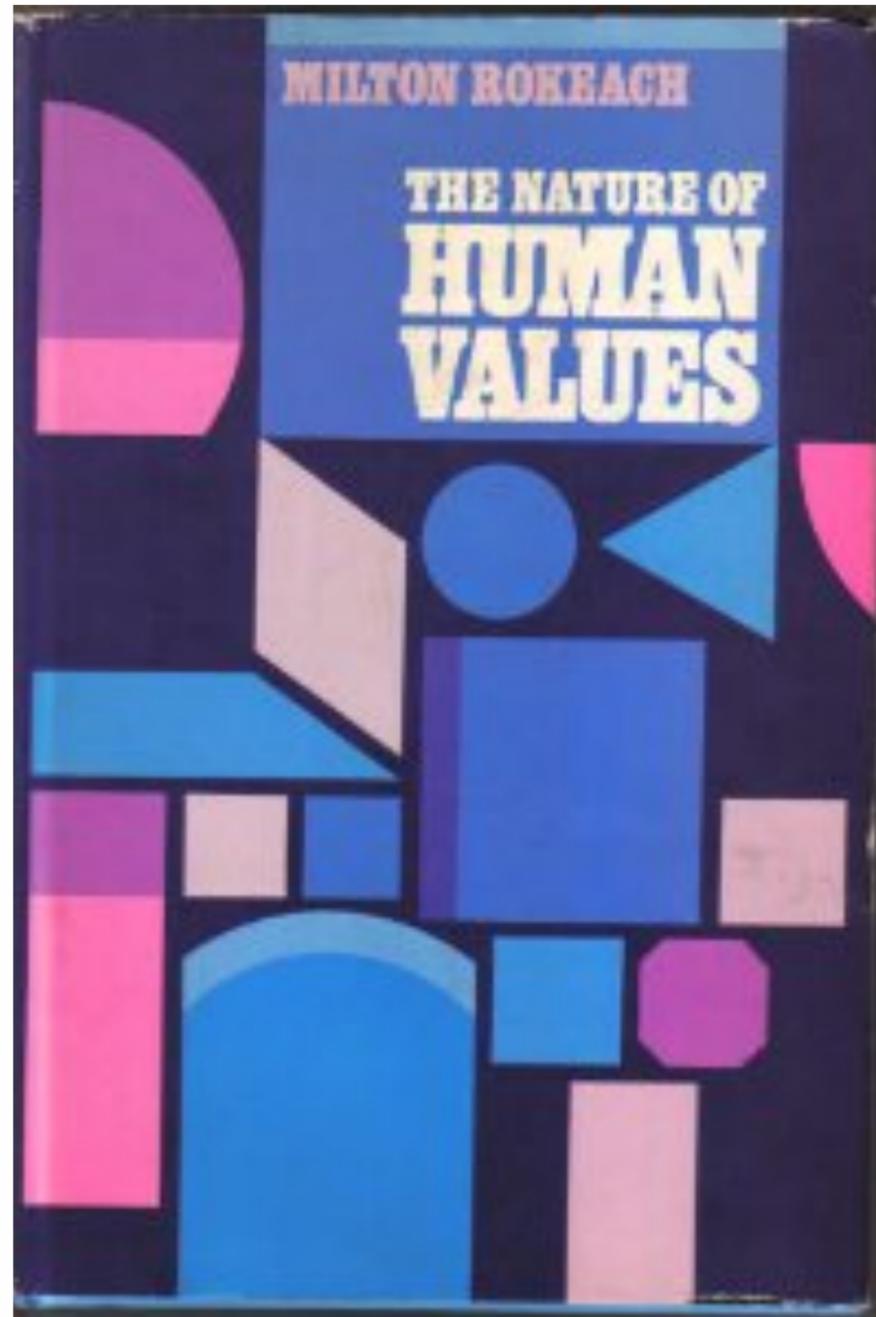
Upstream Environmental Health Work

- Everyone has the right to live in an environment that has been set up to be safe and healthy.
- It should be a public priority to make high-quality and healthy food easy to get and affordable.
- We should require that all major government legislation be carefully assessed for its impacts on human health before it is passed.

Use Values (Early and Often) to Orient a Collective-Action Frame

- Framers understand Values as a broad category of cherished cultural ideals -- enduring beliefs that orient individuals' attitudes and behaviors.
- **Values help to establish why an issue matters and what is at stake.**
- Because Values orient understanding of an issue, it's important to choose the Values that lead to the type of thinking that's needed.

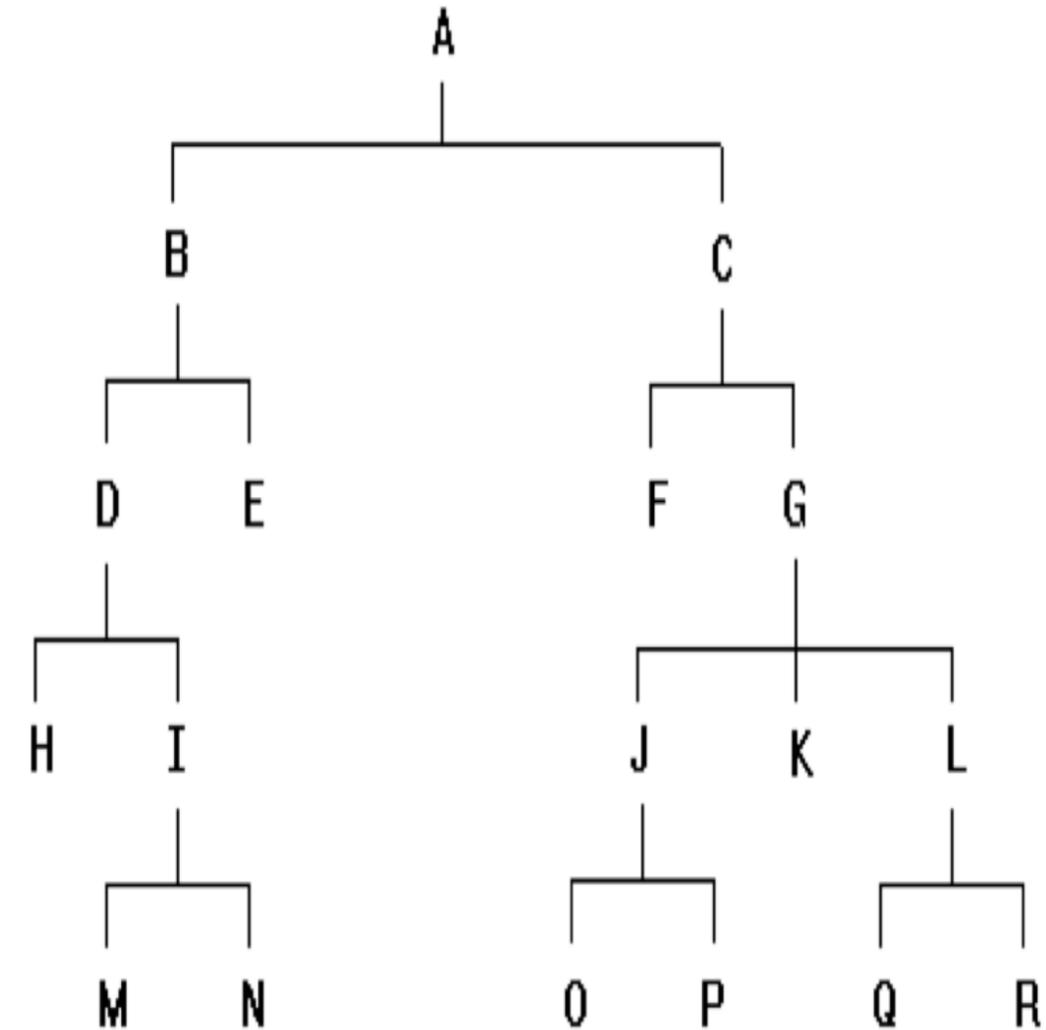
Appeal to Shared Values to Cue Up Recessive Cultural Models



“Values are core conceptions of the desirable within the individual and society. They serve as standards or criteria to guide not only action but also judgment, choice, attitude, evaluation, argument, exhortation, rationalization, and one might add, attribution of causality.”

Values Guide People to the Intended Understanding

- Higher-level frames act as primes for lower-level frames
- Higher-level frames map their values and reasoning onto the lower-level frames
- Values are higher-level frames, so it's important to choose strategically



Changing Your Communication “Input” Can Change Your Communication Outcome



Which Values Is the Field “Inputting” Right Now?

PREVENTION

“Lead poisoning is one of the most preventable environmental health hazards today – just eliminate the exposure. The most common source of lead is house paint, especially paint manufactured before 1978. Children living in pre-1979 units that are poorly maintained are at the highest risk for lead poisoning.”

“Increasing the focus on prevention in our communities will help improve America's health, quality of life and prosperity.”

PROTECTION

“Watersheds sustain life, in more ways than one. According to the Environmental Protection Agency, more than \$450 billion in foods, fiber, manufactured goods and tourism depend on clean, healthy watersheds. That is why proper watershed protection is necessary to you and your community.”

“One of the most important things we can do to protect our children's future is make sure they grow up in a healthy natural environment. Because children are especially vulnerable to the unhealthy effects of pollution, [our state's] Department of Environmental Quality has initiated [a project] to integrate children's health concerns into our state's environmental protection efforts.”

Empirically Identifying Frame Effects

Sample

2600+ online participants - nationally representative sample

Random assignment to a treatment group

Treatment Groups

1. *Protection*
2. *Prevention*
3. *Fairness Across Places*
4. *Health Individualism*
5. *Control (No Prime)*

Outcome Measures

- Attitudes
- Knowledge
- Policy Support

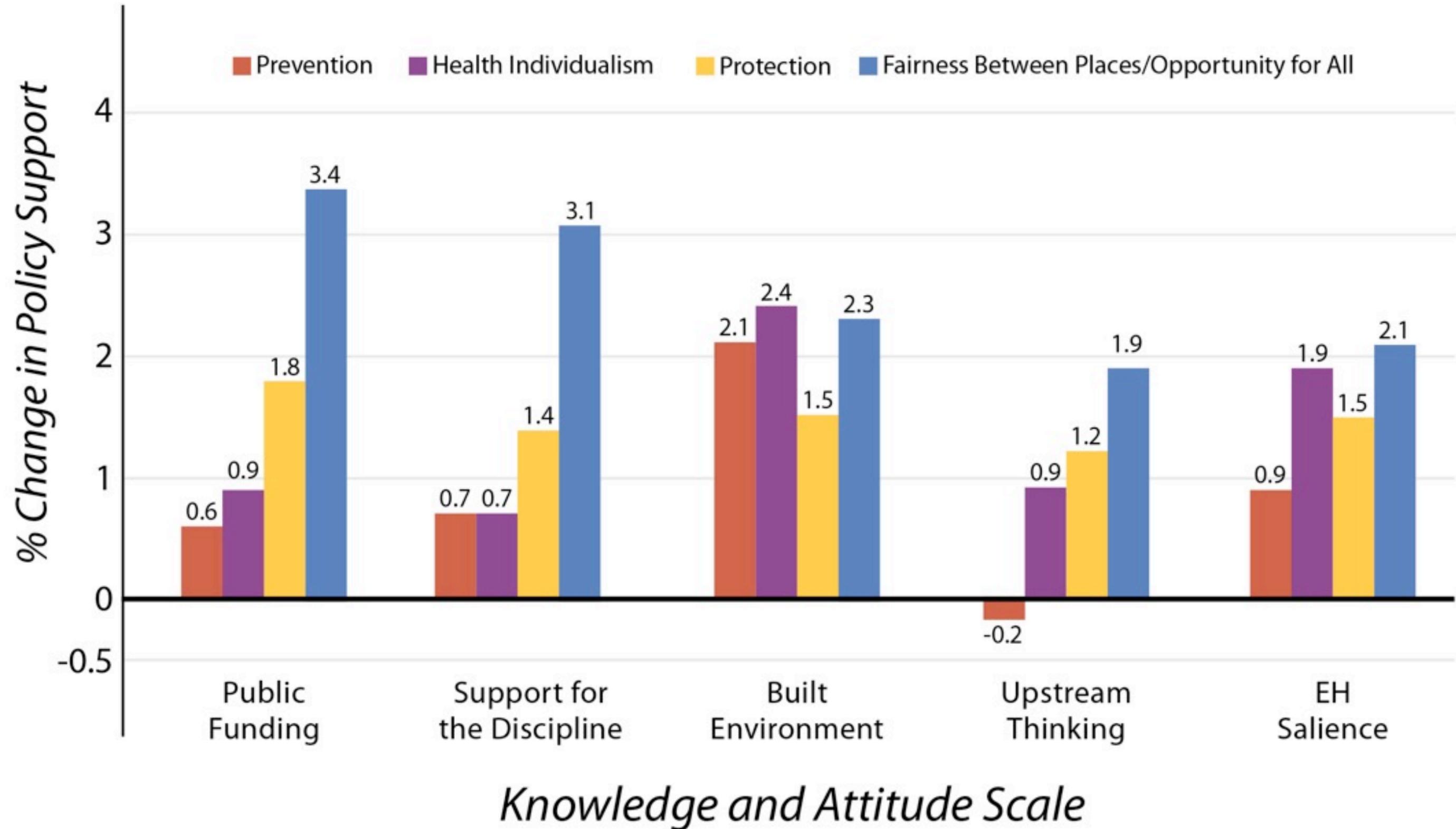
Analysis

Diffs btwn treatment and control groups (controlling for demographic variability)

Value Treatment: Fairness Across Places

Lately there has been a lot of talk about how important it is to make sure that all Americans, no matter where they live, have the opportunity to live in healthy environmental conditions. To do this we need to be fair to all communities by improving systems and programs that will give everyone the opportunity to live free from environmental threats. This means we need to devote more resources to places that are facing the greatest threats. Put simply, it is only fair that every American has the opportunity to live in a healthy community.

Results of Values Frame Experiment: *Fairness Across Places*



Fairness Across Places



The story you're telling:

We need to make sure all Americans have healthy environments, no matter where they live.

Strategic way to redirect these public perceptions...

**Health Individualism
Willpower
Zero-Sum Thinking**

More powerful frame effects than these Values appeals...

**Health Individualism
Prevention
Protection**

Framed with *Facts & Prevention*

Lead exposure in young children can cause reduced IQ and attention span, learning disabilities, developmental delays, and a range of other health and behavioral effects. Most exposures occur in homes or child care centers built before 1978 from chipping and peeling lead-based paint and lead-tainted dust or where lead hazards have been created through renovation done without using lead-safe work practices.

Prevention of lead poisoning can be accomplished by eliminating lead-based paint hazards before children are exposed. [Our] goal is to eliminate this disease by making our state's housing lead-safe, and by improving the detection and treatment of lead poisoning in children.

Framed with *Fairness Across Places*

No matter where they live, all children need healthy environments in order to develop healthy brains and bodies. Many children, however, live, learn, or play in places that expose them to lead hazards -- for example, through peeling lead-based paint or lead-tainted dust in homes or child care centers built before 1978 or where renovations have been done without using lead-safe work practices. Lead exposure in young children can cause reduced IQ and attention span, learning disabilities, developmental delays, and other health and behavioral effects. We can prevent lead poisoning in all our communities by eliminating lead-based paint hazards before children are exposed. [Our] goal is to eliminate this disease by making our state's housing lead-safe, and by improving the detection and treatment of lead poisoning in children.

Framed with *Facts & Prevention*

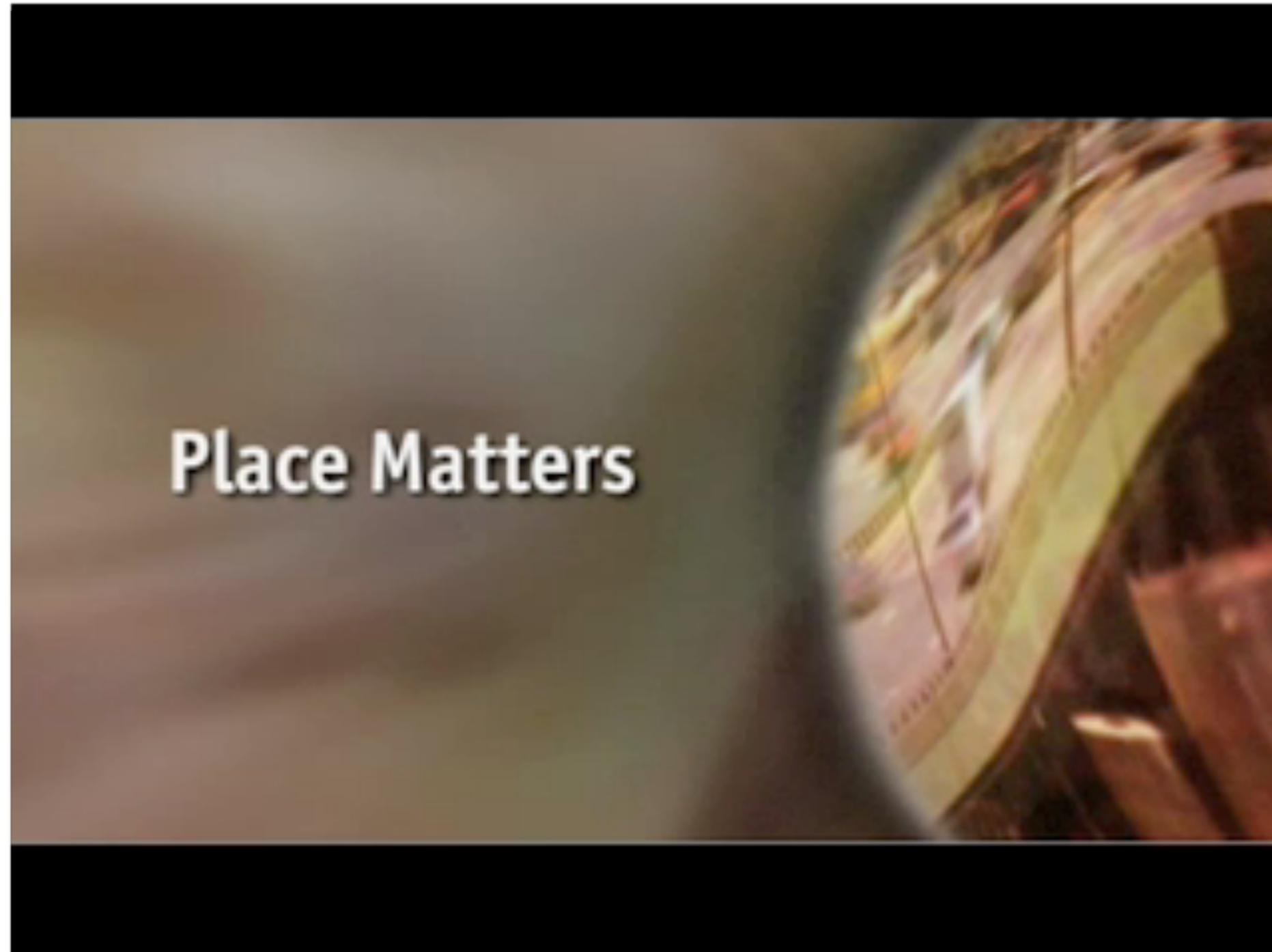
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Fairness Across Places in action



Which of these sentences best demonstrates the Value *Fairness Across Places*?



- a) Protecting all people from environmental health hazards is the right thing to do. Anything less is unfair.
- b) We need to make healthy built and natural environments for all people a priority, so that all of our communities have the resources to promote good health.
- c) We each have a responsibility to make healthy choices, but the choice is easier when our environments are conducive to good health.

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Framing Practice

Fairness Across Places

Read this paragraph about environmental health disparities and think about how you might introduce it with an appeal to the tested Value Fairness Across Places.

“Many underserved neighborhoods do not have transportation options, such as sidewalks, crosswalks, street lights, parks, or recreational facilities. They often lack grocery stores and other daily necessities within walking distance of homes. Research indicates that low-income populations engage in less physical activity than the general population, and some minorities are less likely than other groups to get enough daily physical activity. These trends can be related in part to how communities and streets are designed, which has a direct effect on one's ability to be active. An inactive lifestyle can contribute to obesity, heart disease, and Type 2 diabetes -- illnesses that disproportionately affect minority communities.”



Framing Practice

Fairness Across Places

Here's one possible way to apply Fairness Across Places:

“The conditions in the places we live, work, and play have consequences for our health, which is why it’s important to make sure we all have the opportunity to live in healthy environments. For example, many underserved neighborhoods do not have transportation options, such as sidewalks, crosswalks, street lights, parks, or recreational facilities. They often lack grocery stores and other daily necessities within walking distance of homes. Research indicates that low-income populations engage in less physical activity than the general population, and some minorities are less likely than other groups to get enough daily physical activity. How communities and streets are designed has a direct effect on one's ability to be active. An inactive lifestyle can contribute to obesity, heart disease, and Type 2 diabetes -- illnesses that disproportionately affect minority communities.” We need to build environments that promote health in all of our communities, so we all have an opportunity to enjoy good health.

Values Can Be Incorporated in Many Ways



Fluent framers:

- Use synonyms and near synonyms
- Use idioms that appeal to the Value
- Reinforce the Value through word choice
- Reinforce or illustrate the Value through images

create a list of words that imply fairness across places -- spatial words, fairness words

make it clear in conclusion that the rec is for field to rally around fairness across places -- recap the input/output slide

Semantic Field Map

(Synonyms and Near-Synonyms)

Spatial:

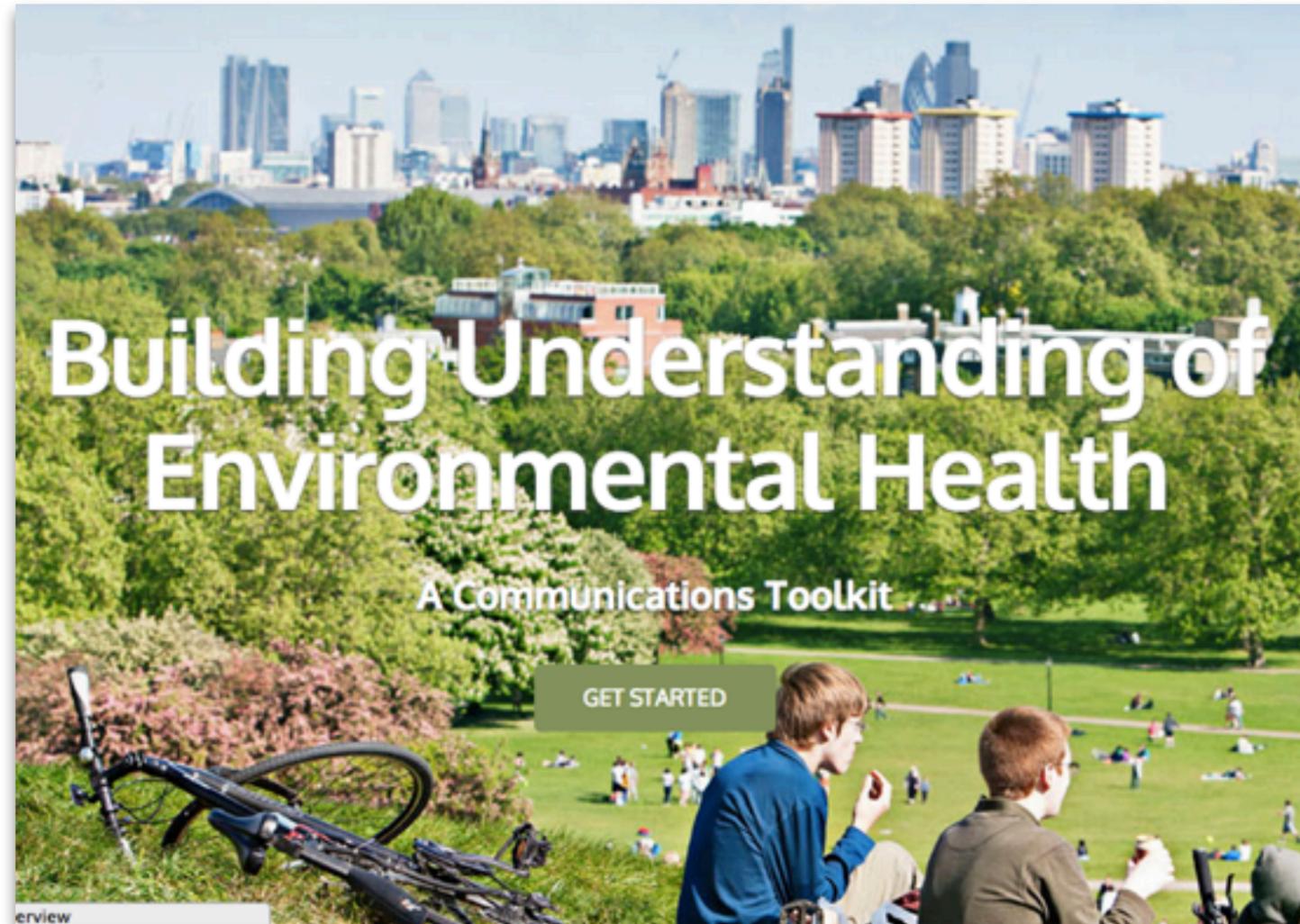
- regions
- places
- communities
- neighborhoods
- environments
- spaces where we work, live, and play

Fairness:

- everybody/everyone
- all
- opportunity for all
- distribution of resources
- equitability

Can you think of others?

The Toolkit Has Resources That Model How to Use *Fairness Across Places*



<http://frameworksinstitute.org/toolkits/environmentalhealth/>



Please complete the evaluation form at the link in the chatbox. We value your insights.

P.S. We will make this presentation available as a pdf.

Mark your calendar!



Webinar 3 -- The Power of How

Using Tested Metaphors to Build Public Understanding about Environmental Health

Explanatory Metaphors can fill in the public's cognitive holes about environmental health and build support for better policies.

<http://frameworksinstitute.org/toolkits/environmentalhealth/>



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