



Changing the Conversation about Prevention

Taking every Opportunity to Reframe

All Provider Meeting

Nov 4, 2019

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Frames “Widen the Lens” of Public Understanding



You Say ... They Think

“Preventing early use of drugs and alcohol may go a long way toward reducing the risk of adding other serious problems to adolescents.”

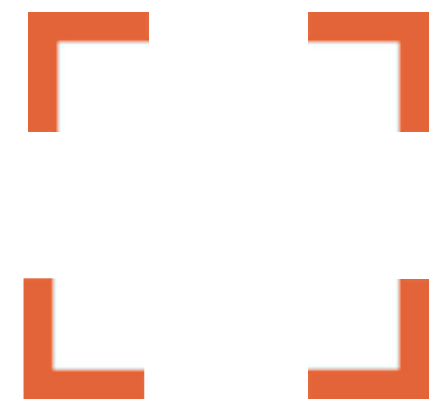
**CULTURE
gets in the
way!**



The Field



The Public



FrameWorks is on a mission...

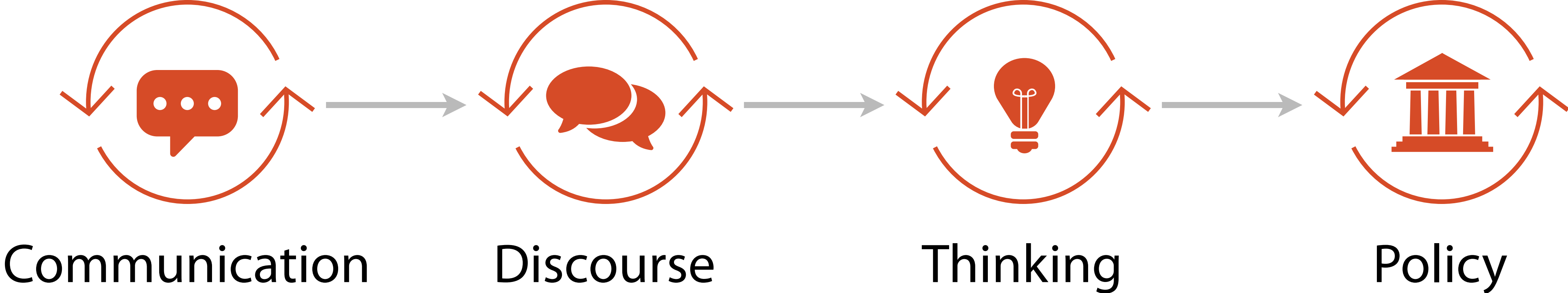
to advance the nonprofit sector's capacity
to frame the public discourse on social problems.

Frames are sets of choices about how concepts are presented:

What to emphasize, where to start, how to explain it, and what to leave unsaid.

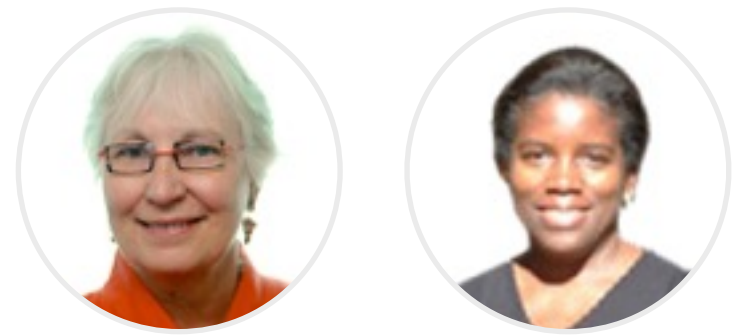
A frame effect occurs when small changes in presentation lead to measurable, significant changes in people's response.

FrameWorks Institute's Theory of Change

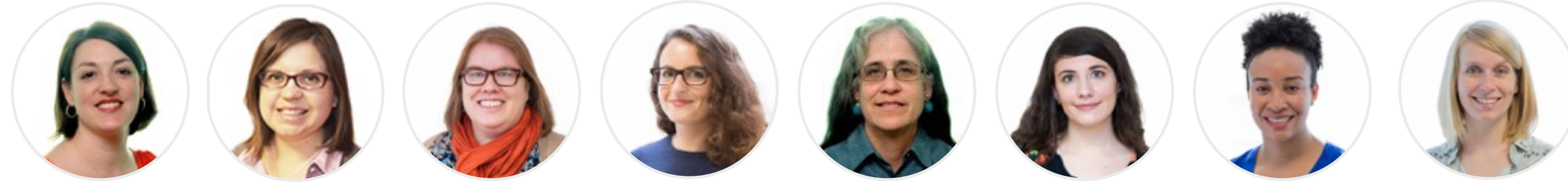


A Multidisciplinary Approach to Communications

ADVOCACY



LANGUAGE & LINGUISTICS



PUBLIC HEALTH



POLITICAL SCIENCE



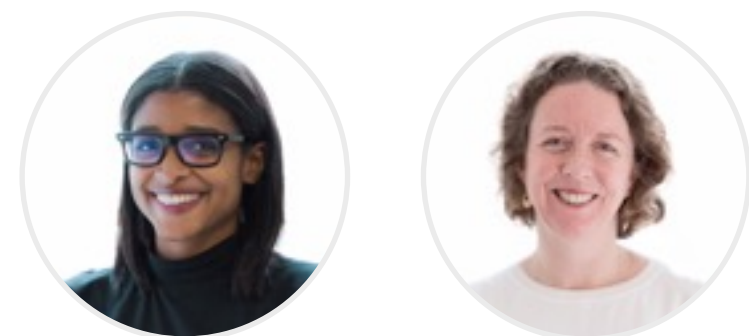
ANTHROPOLOGY & PSYCHOLOGY



SOCIOLOGY



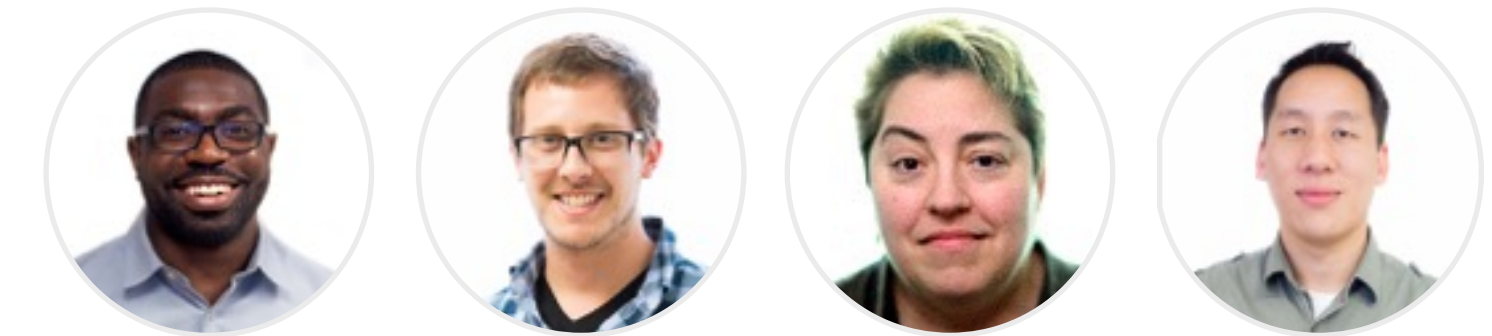
COMMUNICATIONS & MEDIA



ADMINISTRATION



DESIGN & DIGITAL MEDIA



FrameWorks' multi-method research process

Descriptive



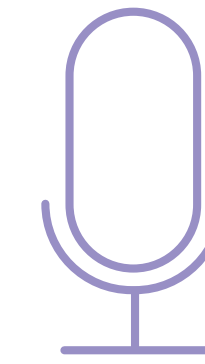
Expert Interviews

What needs to be communicated?



Cognitive Interviews

How does the public think?



Media Content & Field Frame Analysis

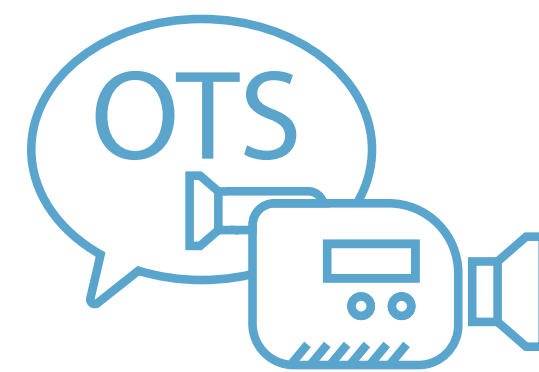
What frames are in play already?

Prescriptive



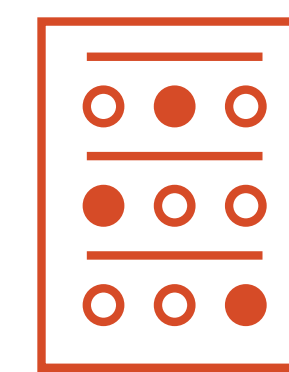
Tool Design

What reframes are plausible?



On-the-Street Interviews

Which reframes seem to work?



Controlled Experiments

Which reframe drives policy preferences?

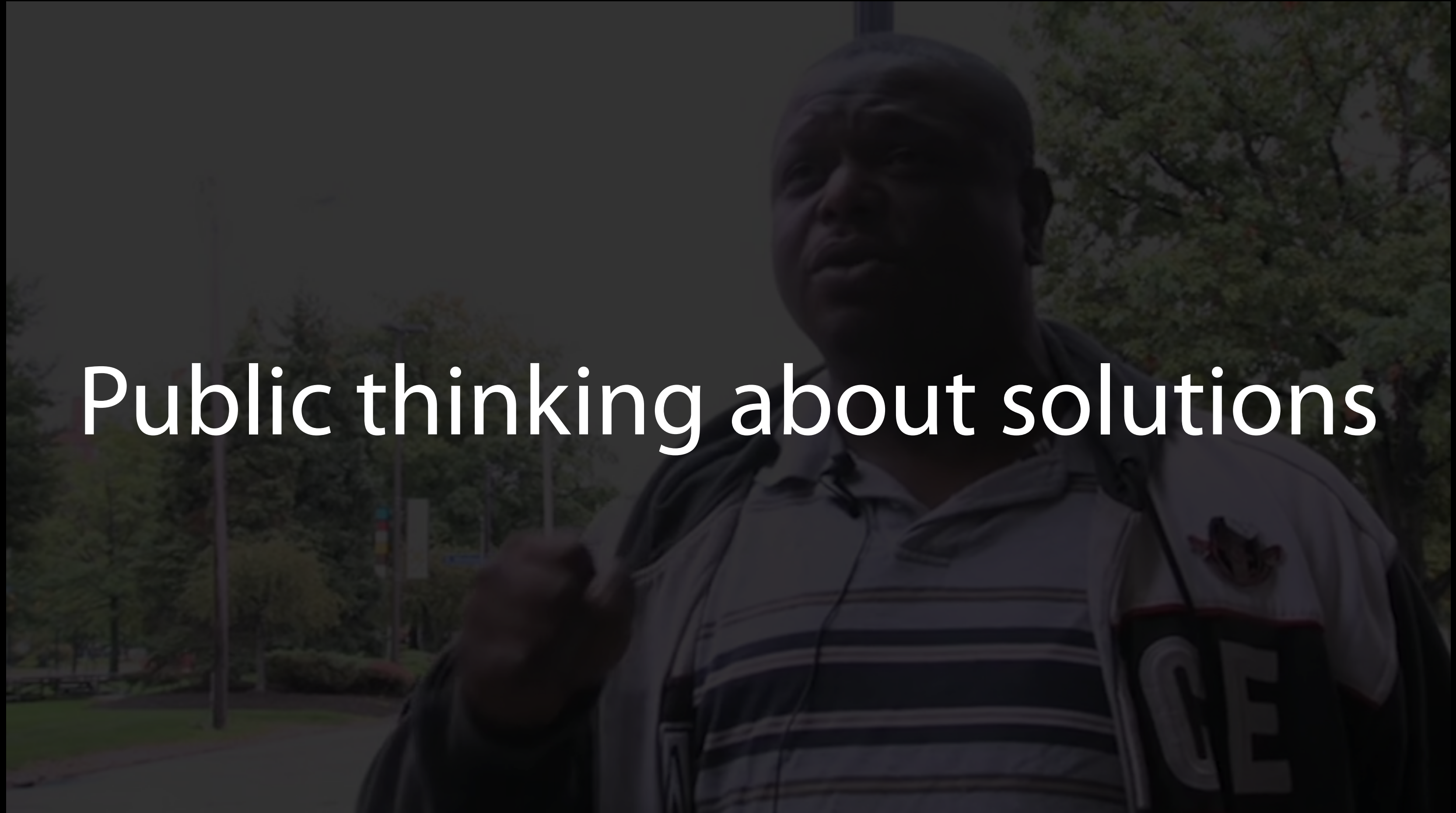


Persistence Trials

How will this frame fare in the world?



Public thinking about adolescent substance use



Public thinking about solutions

A few patterns in public thinking about

Prevention, Wellbeing and Substance Use

Experimentation is Natural

Just the Basics

Fatalism

- Disparities will always exist
- Damage done is damage done
- Fatalism: No matter what, some people will still smoke

Individualism

- Outcomes are result of good choices
- No adversity too great if you have willpower
- Consumerism

Environments Matter

- Good environment = safety

Effects

- Behavioral effects first
- Cigarettes → lung disease
- Personal price for a personal vice
- It's not a problem unless it affects daily life or functioning

Dangerous Times

- World=Threatening
- Adolescents=Sensitive
- Adolescents=Vulnerable

Solutions

- Better information for better decisions
- Government should...do something
- Tobacco is man-made, other substances are not
- It's impossible to solve



What did you notice?

Thinking about Thinking & Talking about Talking

What models for substance use and prevention did you hear?

What assumptions do you hear?

- Are any of these potential helpful f(or communications?)
- Are any of these potentially harmful?

At your table: Discuss

What did you see? What does this remind you of?

Drawing from the:

- Patterns in what people said / didn't say (Issues that were *not* discussed)

What are some common misunderstandings & misperceptions that you tend to hear? What questions do you tend to get asked?

Write them down. We will use them later!



Reframing

A frame that “works” shifts thinking in multiple ways



knowledge



attitudes



policy support

When a frame “works,” it moves thinking in multiple ways



knowledge

Adolescent substance use is a public health issue, and health care professionals have a role to play in addressing adolescents' use of drug and alcohol.



attitudes

Our society can work together to reduce adolescents' use of drugs and alcohol.



policy support

Health care providers should be required to have conversations about substance use with adolescents during routine visits.

FrameWorks' multi-method research process

Descriptive



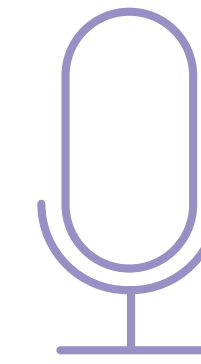
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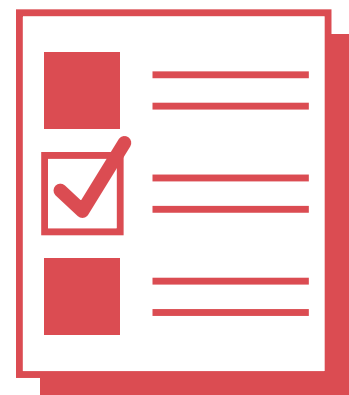
How does the public think?



Media Content & Field Frame Analysis

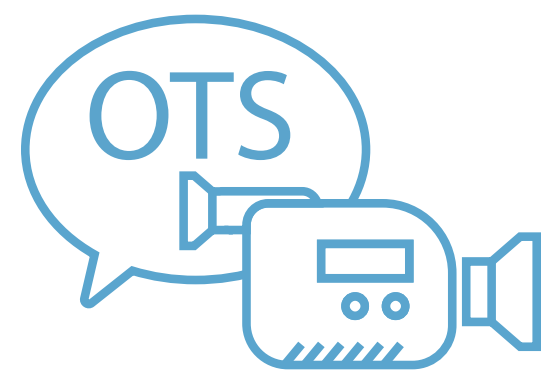
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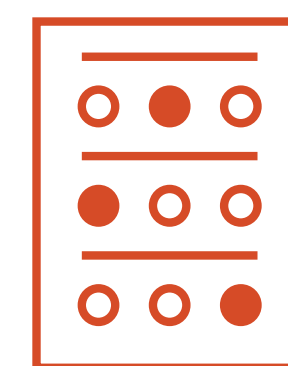
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Controlled Experiments

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Persistence Trials

How will this frame fare in the world?

Framing Challenges:

Individualism; Wellbeing = Financial Stability + Physical Health

Solution: *Human Potential*

A tested value



When we support wellbeing, we make sure that everyone can reach their potential and fully contribute to our communities.

Before

As part of our mission to transform lives [state agencies] work with our partners to leverage limited resources to help high-need communities. By investing in best practices and our states prevention workforce, we support communities in creating sustainable, healthy changes.

After

As part of our mission to transform lives and help our community members thrive [state agencies] work with our partners to leverage limited resources to help high-need communities. By investing in best practices and our states prevention workforce, we support communities in creating sustainable, healthy changes.

Framing Challenges:

Experimentation is Natural, Willpower

Solution: *Moral Responsibility for Youth*

A tested value



We have a moral obligation to keep youth out of harm's way. Early use of tobacco, alcohol, marijuana, and other drugs can be harmful - and so, we have a shared responsibility to prevent and reduce substance use among adolescents.

**Sample Profile**15 min • 

Three cheers for the town of Spring Park, the recipient of this month's Operation Future award for its community-wide commitment to young people's health and wellbeing! After seeing rates of adolescent substance use increase, the town council teamed up with local doctors, school officials, and youth organizations to host a symposium, "It's on Us," to share ideas and generate a plan to prevent substance use among Spring Park youth. "We know substance use can affect adolescents' long-term physical and mental health and school performance, and we have an obligation to these kids to keep them safe and healthy," said Spring Park Mayor Ana Jackson. The symposium generated a lot of buzz—no pun intended—and the town is implementing ideas that emerged at the event. These include a campaign to get local pediatricians to pledge publicly to have conversations about substance use with patients at regular checkups and a rezoning committee to look for opportunities to distance liquor stores from school zones, the community center, and the public library. The symposium has spun off into a regular community conversation series focused on healthy youth.

Read more: bitly.link.org

Framing Challenges:

Fatalism, Experimentation is Natural

Solution: *Boiling Over*

A metaphor for how environmental changes prevent and adolescent substance use and its risks.



By creating environments that “turn down the temperature” for adolescents, we can prevent early substance use entirely or keep it from boiling over into a more serious problem.



Boiling Over brings protective factors into view

Using **boiling over** as an explanatory tool



What Can Make Youth Experimentation with Substances Boil Over into a Bigger Problem?

There are a number of factors—called risk factors—that contribute to youth substance use boiling over into a bigger problem. By reducing these things at the individual levels, we are creating an environment that supports healthy behaviors and relationships.

There are a number of factors - called risk factors - that can contribute to youth substance abuse boiling over.

I Want to Help Create a Healthy Community

+ **Community Level**

+ **Family Level**

Impact Through Community Action
Factors that Turn Up the Heat
Factors that Keep the Heat Low
Substance Specific Risks

KEEPING THE HEAT LOW

By being proactive and fostering a healthy environment for kids in Norwood, we can prevent youth substance use from boiling over into a bigger problem. There are a number of factors (protective factors) at different levels—from the individual to the community—that can keep the heat down for adolescents in Norwood.

+ Community Level



I Want to Help Create a Healthy Norwood

Framing Challenges:

Individualism/Willpower, Black Box, Charity, Remediation

Framing Solution: *Construction*



Just as building a strong house requires certain materials, building well-being requires community resources, social relationships, and opportunities to thrive. When these materials are not available, people and communities may have difficulty weathering life's storms.

▶ Construction makes well-being the issue, not dependency





What aspects of understanding does *Construction* build?

Consider these factors:

- **Many hands.** Multiple people contribute to creating a structure. in many phases. Who works on the building wellbeing project in Washington State?
- **Coordination is key.** Many elements hold up a structure. And many systems have to integrate. How is coordination an integral part of your work?
- **The metaphor primes thinking about “materials” and “tools”** What are the materials and tools that go into building wellbeing in your community? Are materials and tools unique to different communities?
- **Ongoing maintenance.** What circumstances show that wellbeing needs improvement? What can damage the structure? Who maintains wellbeing?

Foreground who's responsible, not just who's affected

Adolescents need healthy environments and opportunities to learn, develop, and grow.



It's up to us to provide healthy environments for adolescents. We have an obligation to set public policies that make learning opportunities abundant, and put harmful substances out of youth's reach.

For our young people to grow into thriving, happy adults, they must grow up in drug-free environments.



Our community must take responsibility for providing safe environments for youth. It's on us, as health leaders, to push our zoning committee to limit the density of retailers who sell tobacco, liquor, and marijuana in our neighborhoods.



Let's practice!



Let's Practice

Framing on Your Feet

Grab your reframe cards, the “connect and redirect” handout, and a couple of the common misperceptions that you wrote down earlier and go find a partner (someone who was not at your table).

Take turns posing questions and practicing reframing. (Keep in mind that you don't want to reinforce unhelpful assumptions, and also that this is an opportunity to introduce a tested frame element!)

Examples of Connecting Statements

“What’s most important to understand...”

“The one thing that is important to remember is...”

“Another thing to remember is...”

“While...is important, it is also important to remember...”

“That reminds me...”

“A question I get asked a lot is...”

“That reminds me of a question I often consider...”

“Before we leave the subject, let me add that...”

“Let me put that in perspective...”

“Let me emphasize again...”

“Here’s the real issue...”

“Another way to look at this is...”

“The question you raise is really about...”

“The key here is...”

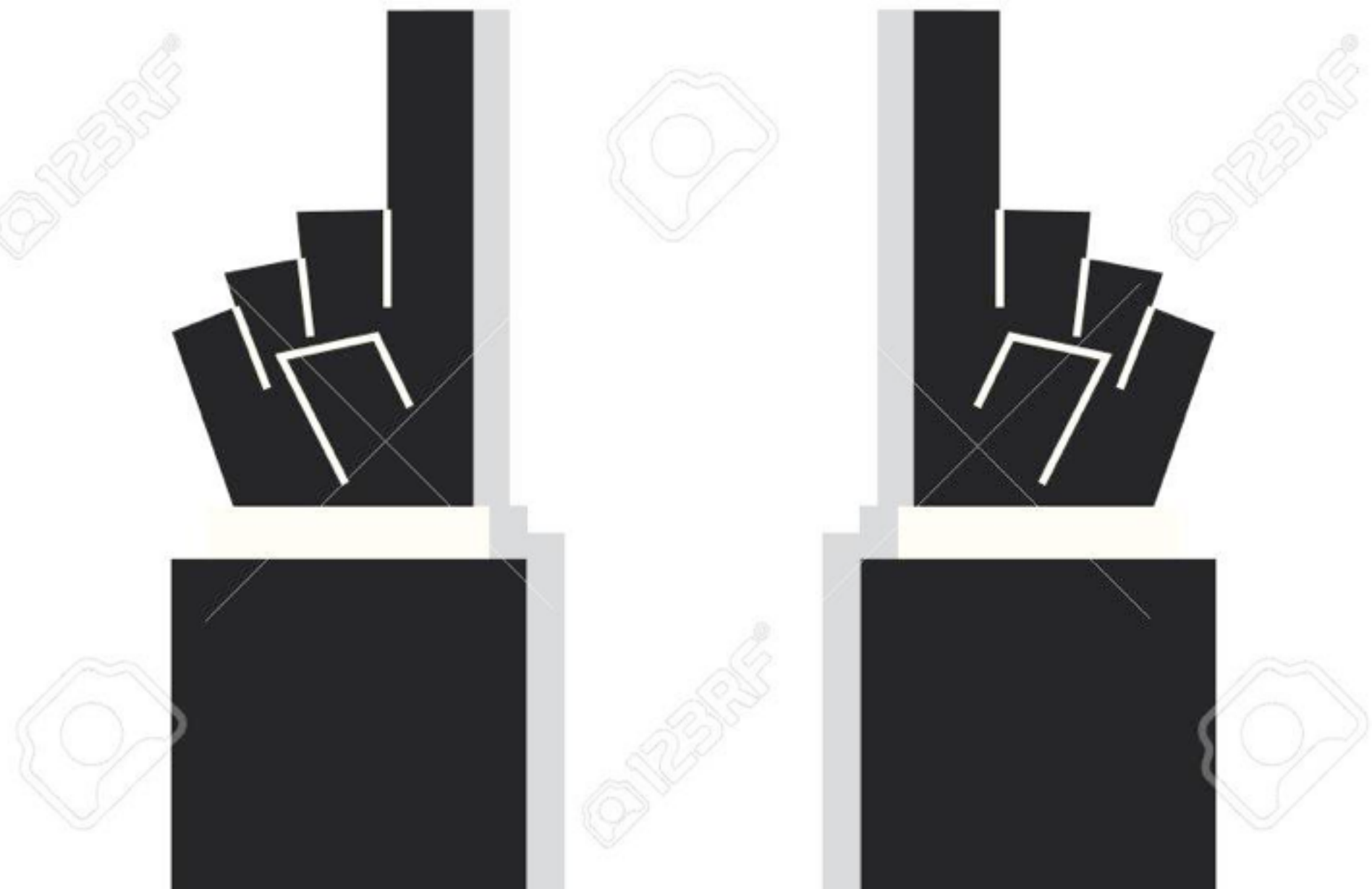
“It's interesting you ask that. I believe...”

“It’s interesting you ask that. Experts tell us...”

“It’s important that we keep in mind what the research is telling us...”

“What if we thought about the issue like this....”

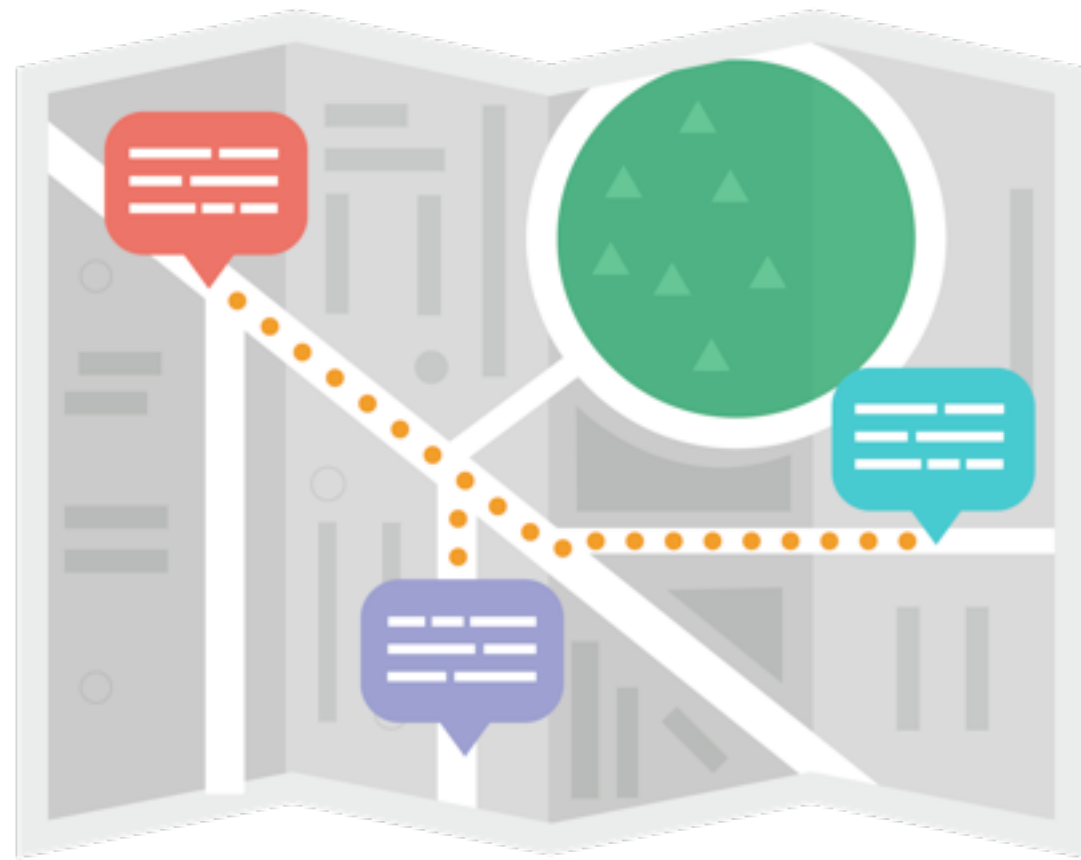
**HOW
DID IT
GO ?**





Recap and Wrap up

What Does it Take to Reframe an Issue?



Map the terrain



Develop a strategy to
navigate to higher ground



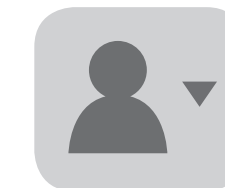
Build a caravan,
equip the travelers,
and start moving

Tweet framed with willpower and urgency



Sample Profile

@SampleProfile



Following

<http://samplelink> gave us lots to think about.

@executivedirector: “When teens are lured into trying drugs, the consequences can be lifelong.”

RETWEETS

34

FAVORITES

14



Tweet reframed with *Boiling Over*



Sample Profile

@SampleProfile



Following

@executivedirector: “Youth drug use is like a pot boiling over—it wouldn’t happen if we turned off the stove.” <http://samplelink> suggests how to “lower the heat” in our county.

RETWEETS

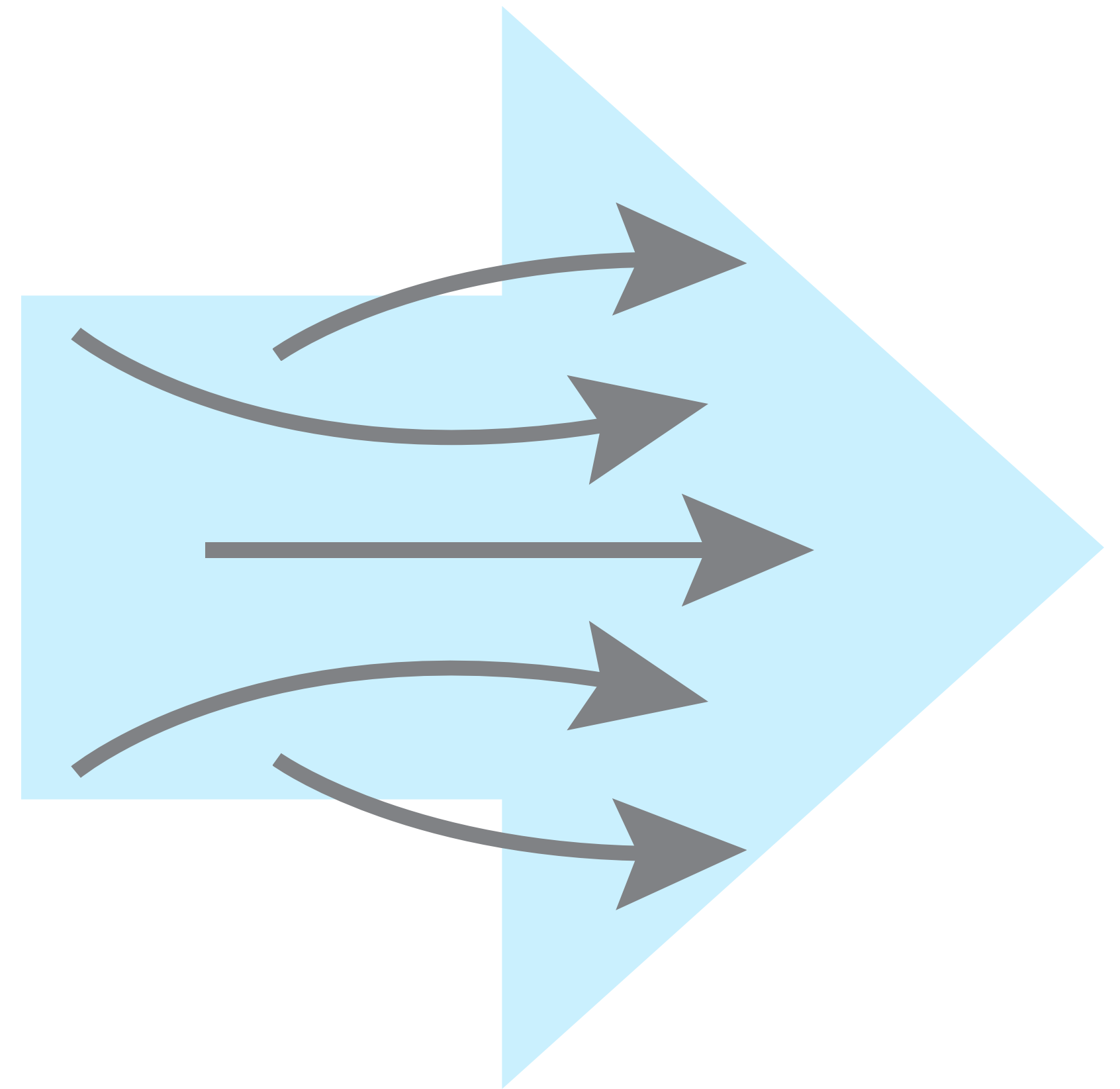
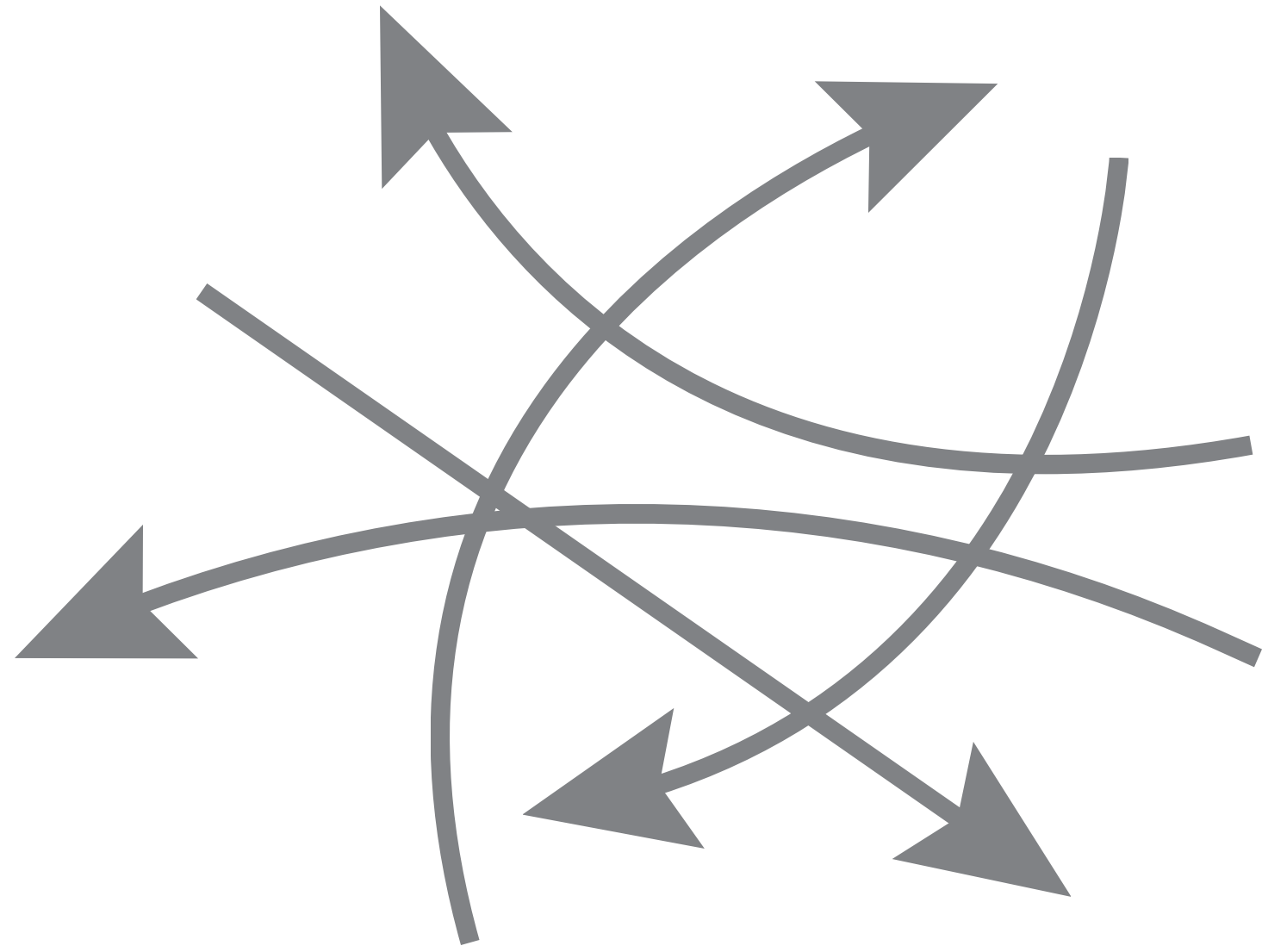
34

FAVORITES

14



A shared framing strategy offers a field
a shared language



A talent for speaking differently, rather than arguing well, is the chief instrument of cultural change.

Richard Rorty



Thank You!



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Before

Substance abuse and problematic patterns of substance use among youth can lead to problems at school, cause or aggravate physical and mental health-related issues, promote poor peer relationships, and place stress on the family.

After

As adults, we have a responsibility to do everything we can to make sure our young people grow up to have healthy, strong futures. And one thing that stands in the way of that is drug and alcohol use. Drinking and substance misuse can negatively affect young people's school performance, relationships, future job prospects, and physical and mental health, damaging their lives well into adulthood. But together, this is something we can prevent from happening. It's our job to support policies and programs that prevent and reduce drug use among adolescents.

Before

A healthy and thriving community has safe places to learn, work and raise a family. The people who live there enjoy equal access to quality education and healthcare, living-wage jobs and affordable housing Overall there is a high quality of life for everyone.

Alcohol and other drugs can erode the health and safety of communities. This is why effective prevention services are vital for every community. When we prevent early use of alcohol and drugs, we also prevent the far reaching and high costs of substance use disorders and addiction.

After

A healthy and thriving community has safe places to learn, work and raise a family. The people who live there enjoy equal access to quality education and healthcare, living-wage jobs and affordable housing Overall there is a high quality of life for everyone.

We share a commitment to protecting the health and future potential of our community. Alcohol and other drugs can erode the health and safety of of the places we call home. This is why effective prevention services are vital for every community. When we prevent early use of alcohol and drugs, we also prevent the far reaching and high costs of substance use disorders and addiction.

Strategies for reframing



**Frames
that work**

- Avoid language that cues up *fatalism* (“it’s inevitable”; “spiral”, “vulnerable”)
- Use values (especially *Responsibility*) to introduce a conversation about effects of use
- Feature pediatricians and adolescents as messengers
- Explain primary care providers role in preventing adolescent substance use

Strategies for reframing



Frames to avoid

- Avoid opening conversations with the *economic prosperity* or *health and happiness* values
- Avoid *prevention* as a value; refocus on how to promote factors that can prevent use
- Avoid leaving statistics without context
- Avoid analogies to other health problems
- Explain primary care providers role in preventing adolescent substance use