



Telling the Washington State Prevention Story

A strategic communication workshop

Coalition Leadership Institute

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June 19, 2019

Mackenzie Price, PhD

Today's agenda

- Welcome!
- What makes a frame? Why does framing matter?
- Setting the stage for a new prevention story
- Framing Do's and Don'ts
- Giving framing feedback

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The slide features a central title 'Framing Fundamentals' in a bold, grey, sans-serif font. The title is framed by four large, orange, L-shaped corner brackets. In the background, there is a faint, light orange watermark of the 'FRAMEWORKS INSTITUTE' logo, which consists of the words 'FRAME', 'WORKS', and 'INSTITUTE' stacked vertically, enclosed within a square frame of four L-shaped corner brackets.

Framing Fundamentals

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Framing Fundamental #1:

People have multiple ways of reasoning about any social issue, and some are more helpful than others.

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Understanding cultural models is the key to strategic communications

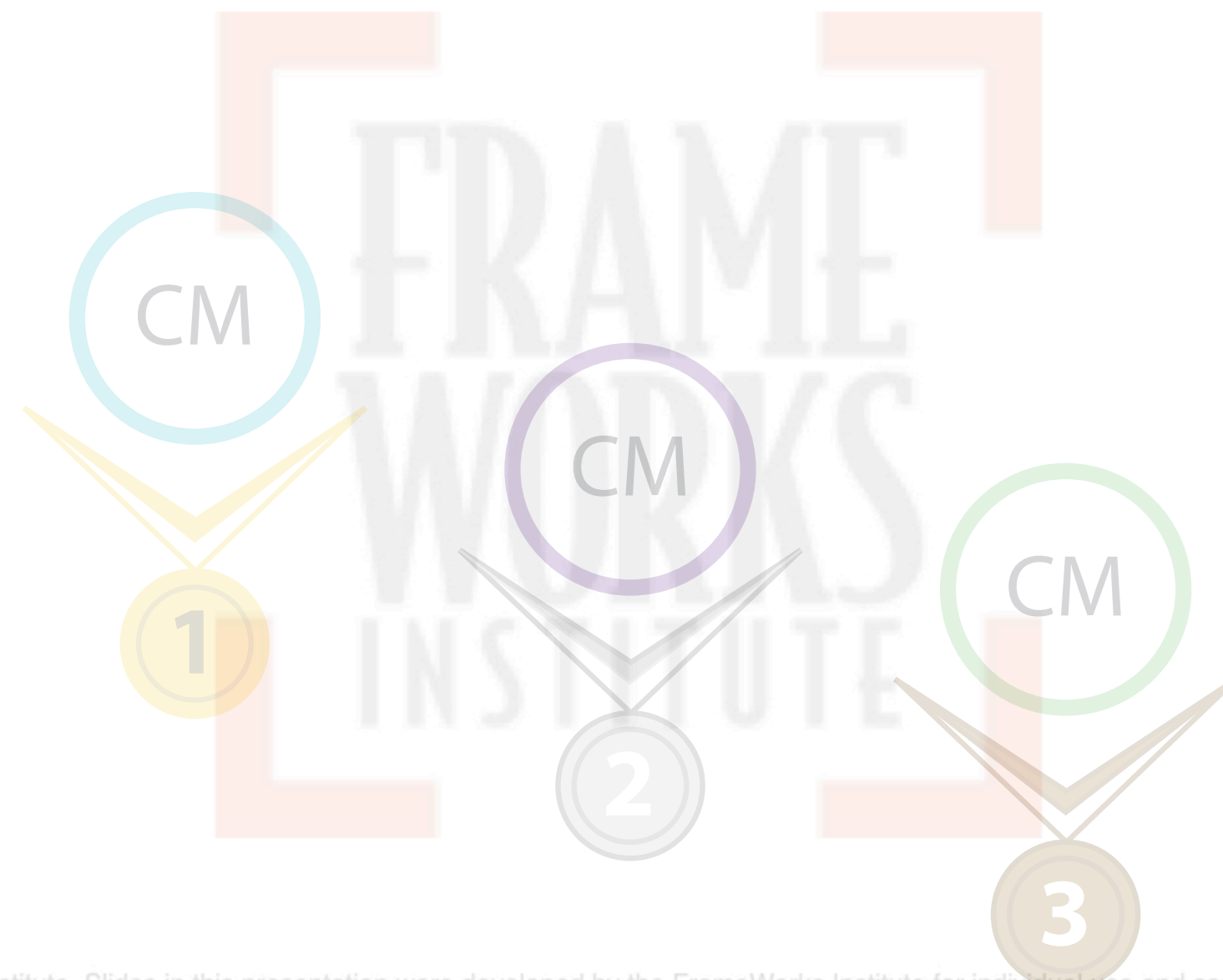


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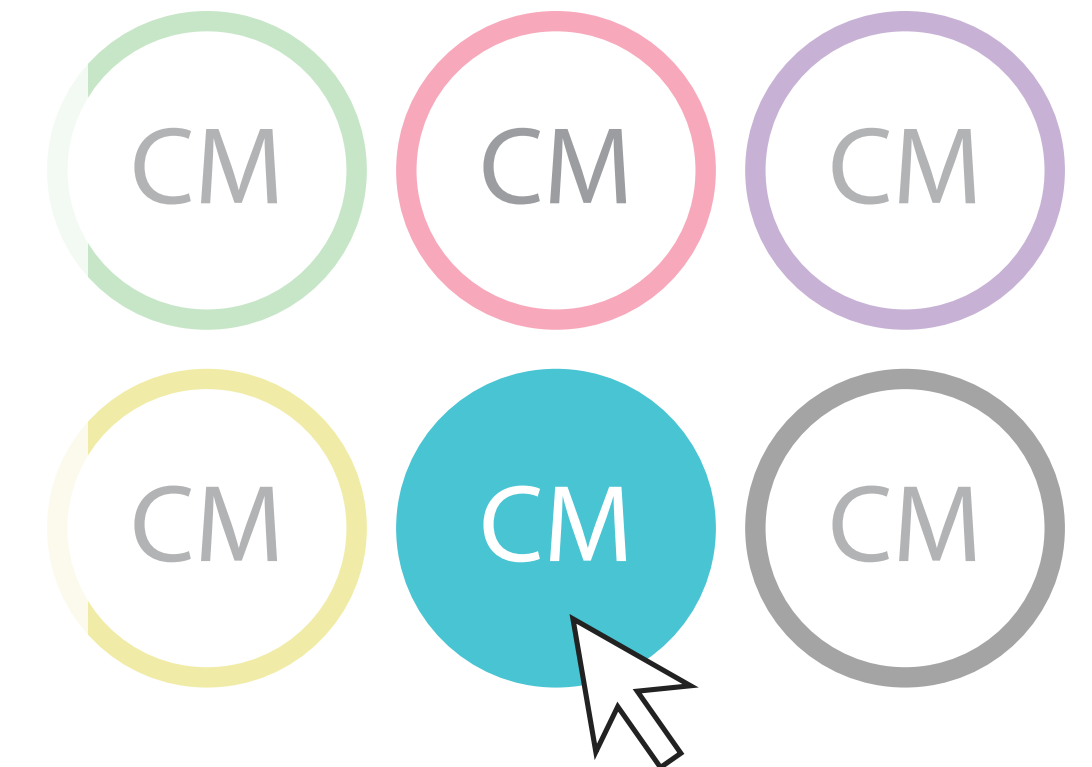
Understanding cultural models is the key to strategic communications



Multiple Models Available



Some More Productive Than Others



Choose the Cues That **Avoid** and **Advance**

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Framing Fundamental #2:

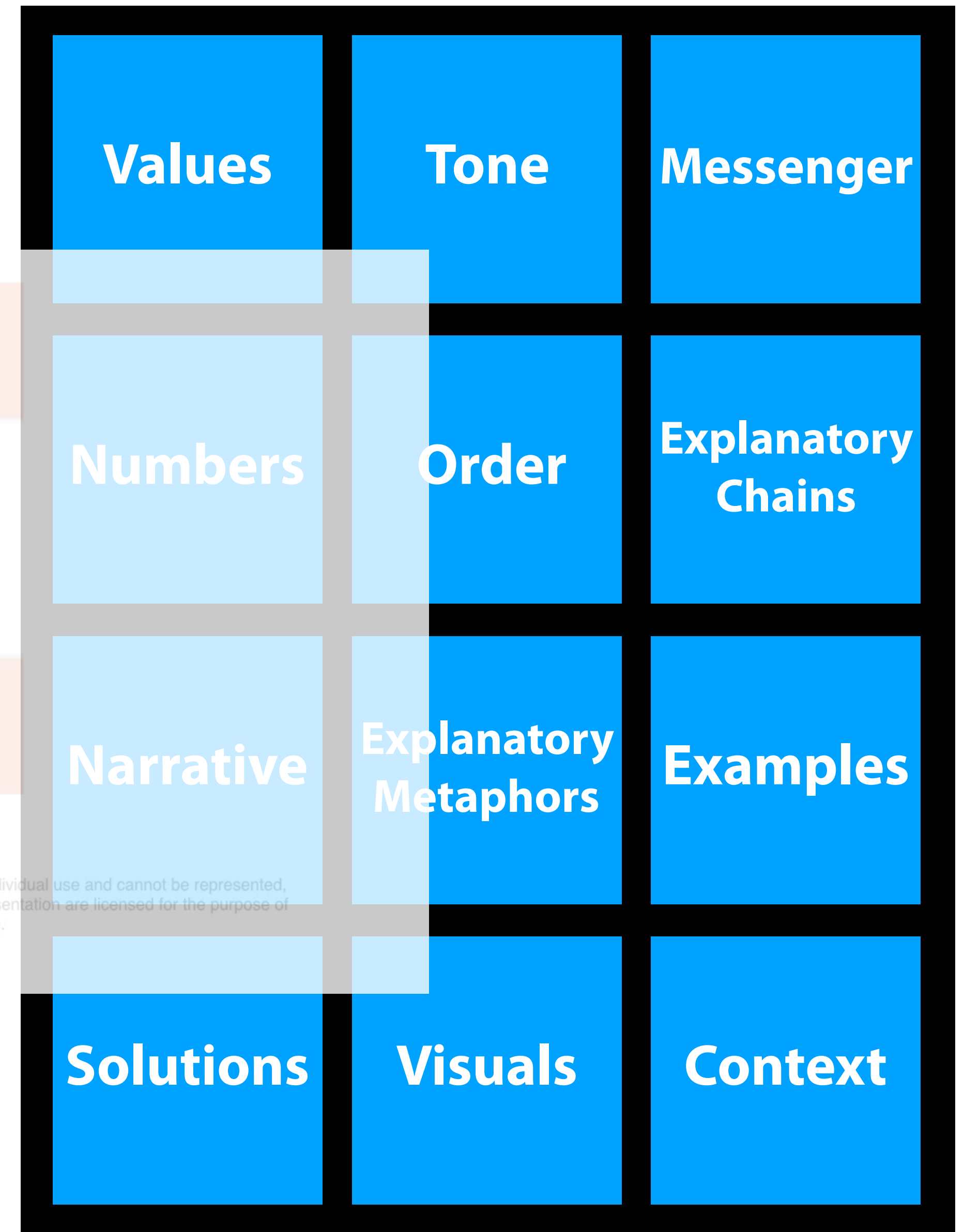
Framing is about guiding your audience's interpretation of an issue, so they reach more productive conclusions.

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Framing is about choices:

- what to say
- what to emphasize
- what not to say

in order to shape people's understanding of an issue.



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Framing Fundamental #3:

Which frames build public understanding of and support for an issue is an empirical question.

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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.

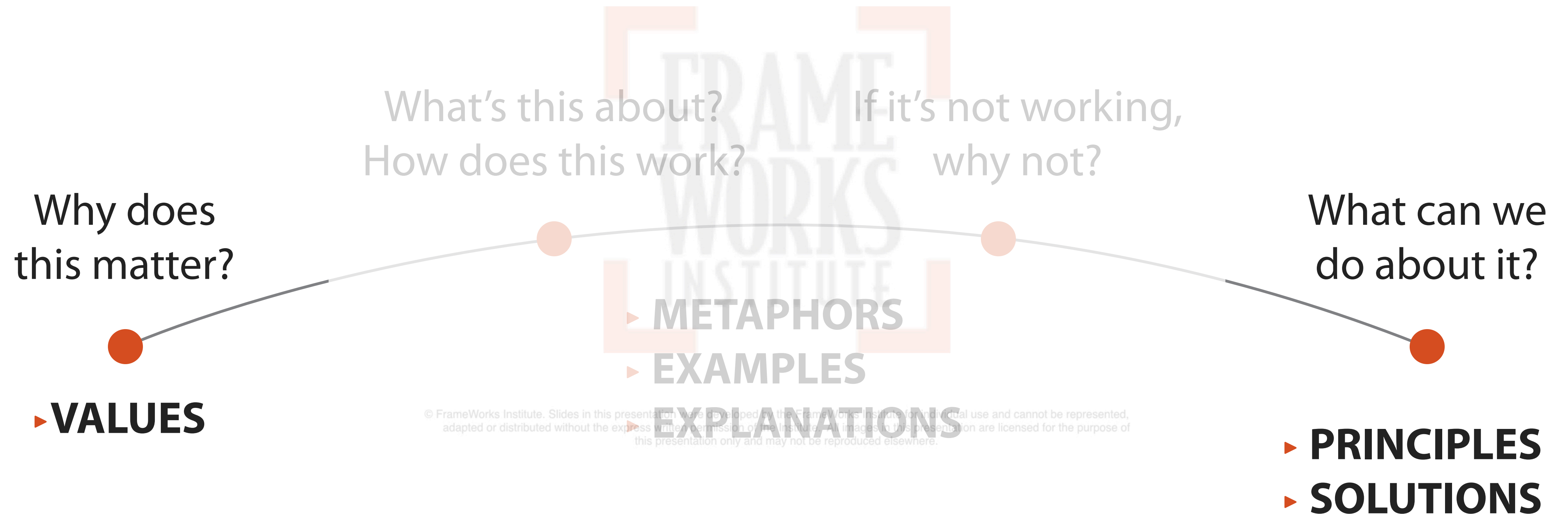


policy support

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

A Well-Framed Story Arc:

Answering the public's big questions about social issues



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Setting the Stage

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A few patterns in public thinking about

Prevention, Wellbeing, Implementation and Substance Use

Experimentation is Natural

Individualism & Willpower

Fatalism

Dangerous Times

★ **Environments Matter**

Solutions

Just the Basics

- Better information for better decisions
- Government should...do something
- More programs = better programs
- ★ • Community feedback is essential

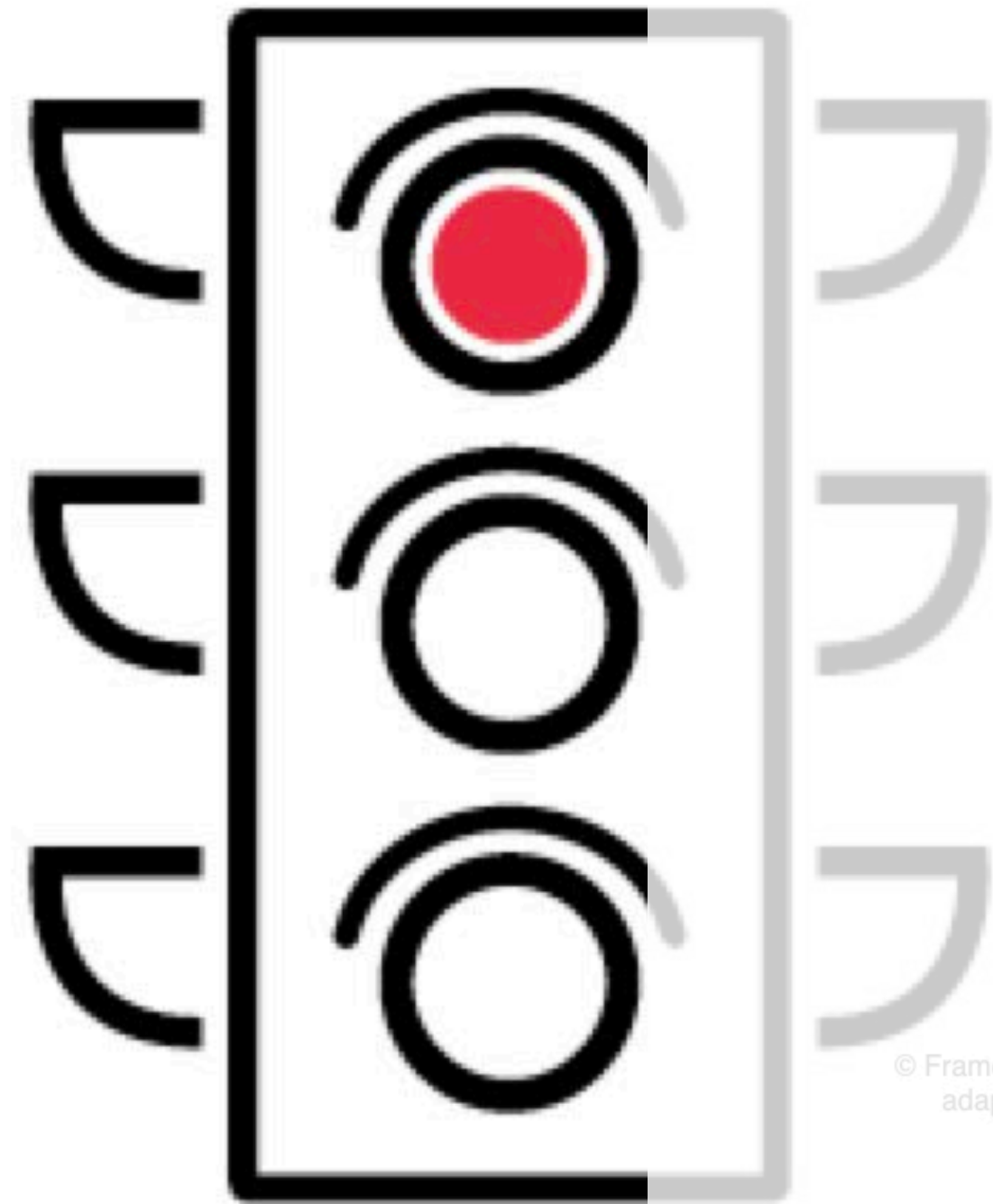
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Framing Fixes

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Strategies to avoid



STOP!

• DO NOT appeal to *Health and Happiness* when explaining why adolescent substance use needs to be addressed.

• AVOID reinforcing the idea that health and wellbeing are only about personal choices, without acknowledging the role of environments.

Strategies that require caution

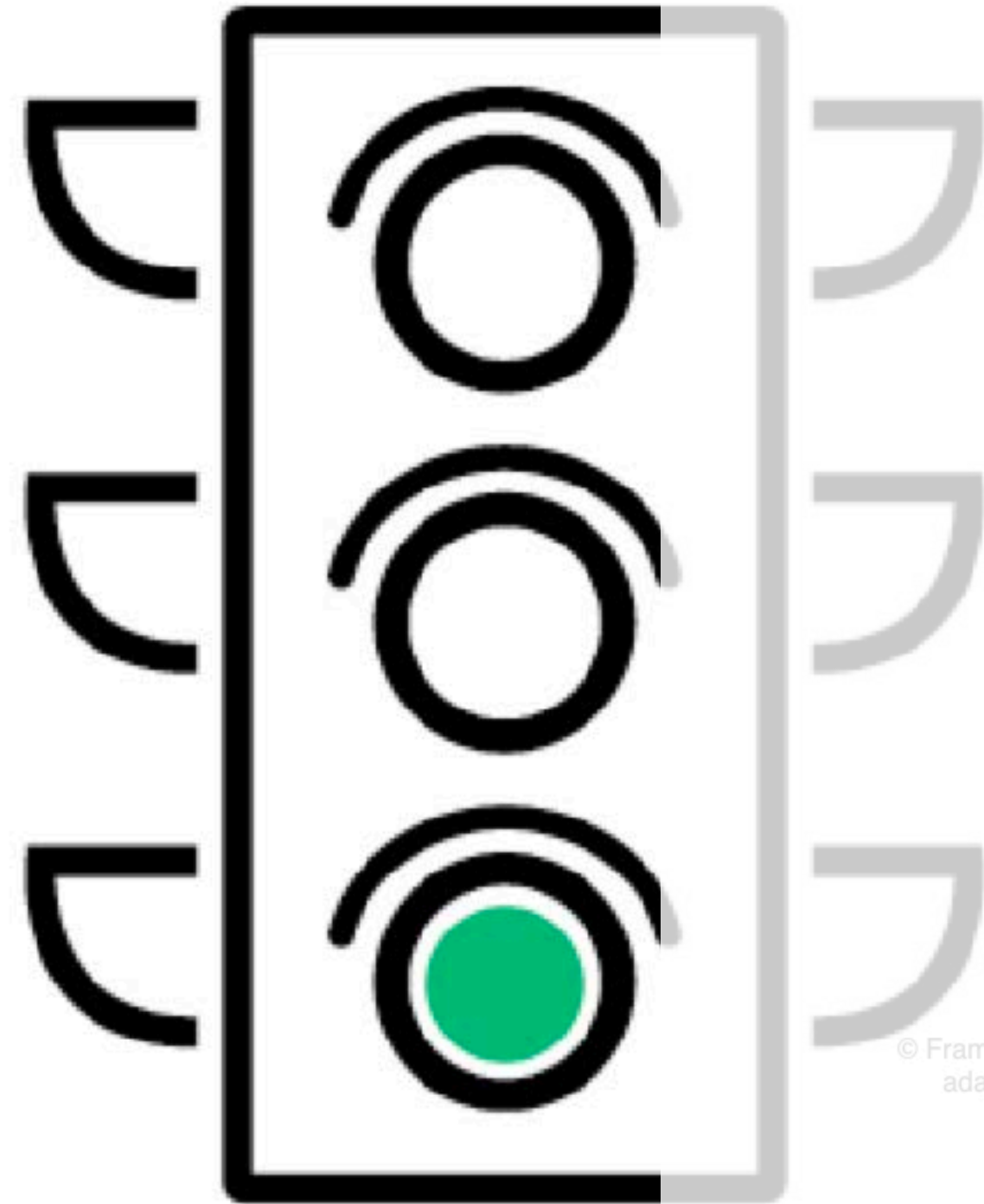


SLOW DOWN!

- CAUTION: Avoid framing adolescent substance use prevention as an issue of economic wellbeing or prosperity.
- CAUTION: Think twice before using analogies to asthma or other health problems to explain protective factors and solutions for substance misuse.

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Strategies to use



GO!

- DO combine the *Responsibility* value with explanations of the effects of adolescent substance use.
- DO use the *Human Potential* value to position prevention work as an element of wellbeing.
- DO use the *Boiling Over* metaphor to explain how to address adolescent substance use.
- DO use the *Construction* metaphor to explain how agencies and programs work together to support wellbeing.

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Framing Challenges:

Individualism; Wellbeing = Financial Stability + Physical Health

Solution: *Human Potential*



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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.

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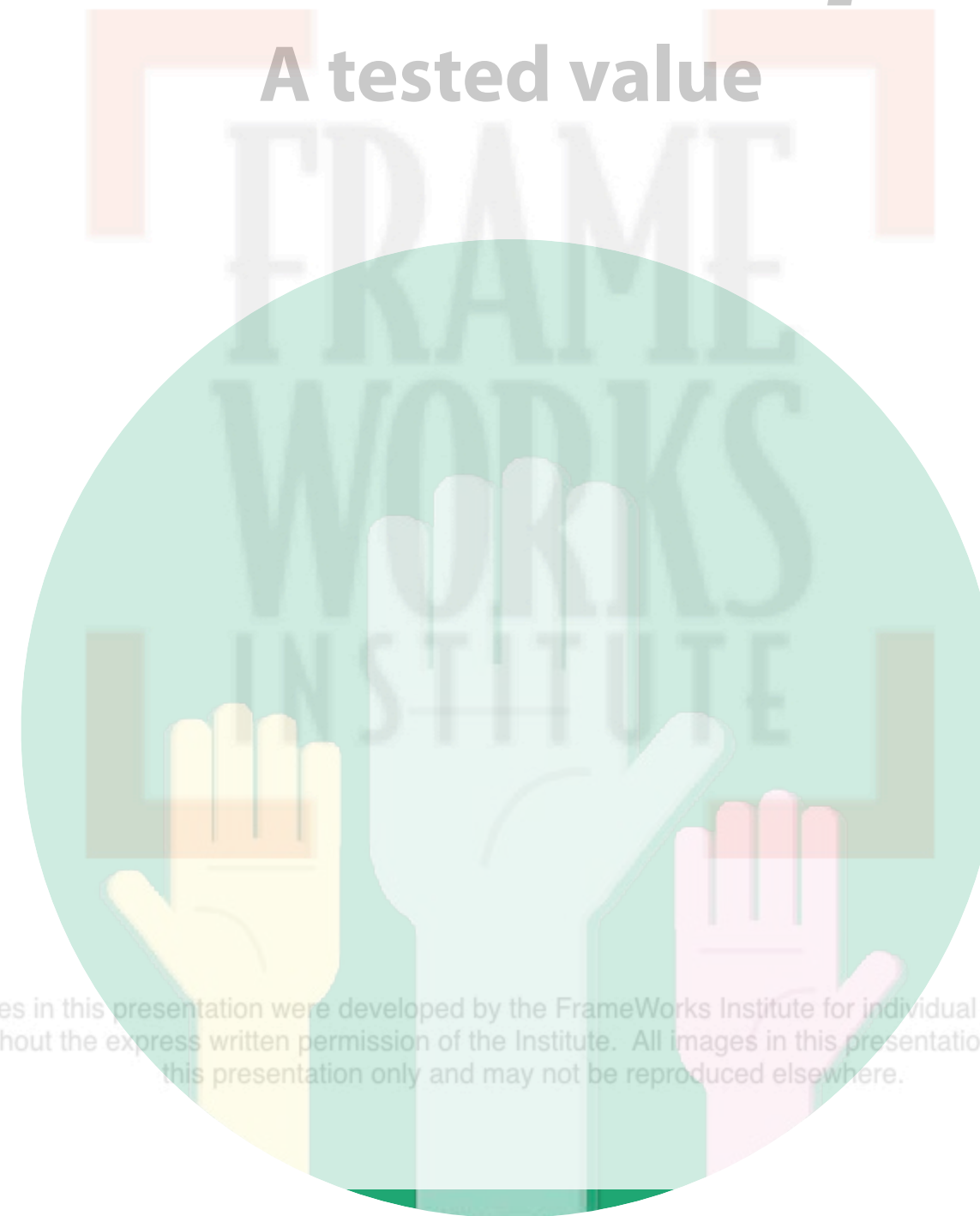
After

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*



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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.

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 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.

Expanding on a key message

Washington state's prevention system is set up to be community specific

How does this work? What is standing in the way of success?

Why does this matter?

What can we do about it?

**Use the
*Human
Potential* or
*Moral
Responsibility*
values**

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Framing Practice

Getting creative with the *Human Potential* value

Work with a partner to generate a list of keywords that express the *Human Potential* concept. Be sure to highlight the future, economic and social benefits, and community involvement.

- Find synonyms or related concepts for *Human Potential*
- Find antonyms or concepts to avoid (e.g., individual benefit, interrupted growth)
- Find common expressions or images that allude to *Human Potential*

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Now that you have a list of *Human Potential* cues, prepare to practice using these values!

The facilitator will give you a prompt.

Framing with metaphors



- **Metaphor:** a poetic device that applies a word, phrase, or concept to new domain that is not typically applicable.
- For example, if **an argument \approx a journey...**
 - *I'm lost.*
 - *I can't follow you.*
 - *You're going in circles.*

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Metaphors can help address key messages like...

- The state's approach to prevention is a process that can create community specific solutions
- Healthy and resilient communities are built; this is a long term process
- Prevention plans differ by community

Framing Challenges:

Individualism/Willpower, Black Box, Charity, Remediation

Framing Solution: *Construction*



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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.



Framing Practice

Using the *Construction* metaphor

Brainstorm how to use the *Construction* concept to explain how work in your region builds, maintains, and supports wellbeing in the community.

Consider these factors:

- **Expand on the concept of a building project.** Multiple people contribute to creating a structure. Who works on the building wellbeing project in Washington State?
- **Expand on the coordination theme.** Many elements hold up a structure. How is coordination an integral part of your work?
- **Expand on the idea of “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?
- **Consider maintaining a structure.** What circumstances show that wellbeing needs improvement? What can damage the structure? Who maintains wellbeing?

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Framing Challenges:

Fatalism, Experimentation is Natural

Solution: *Boiling Over*

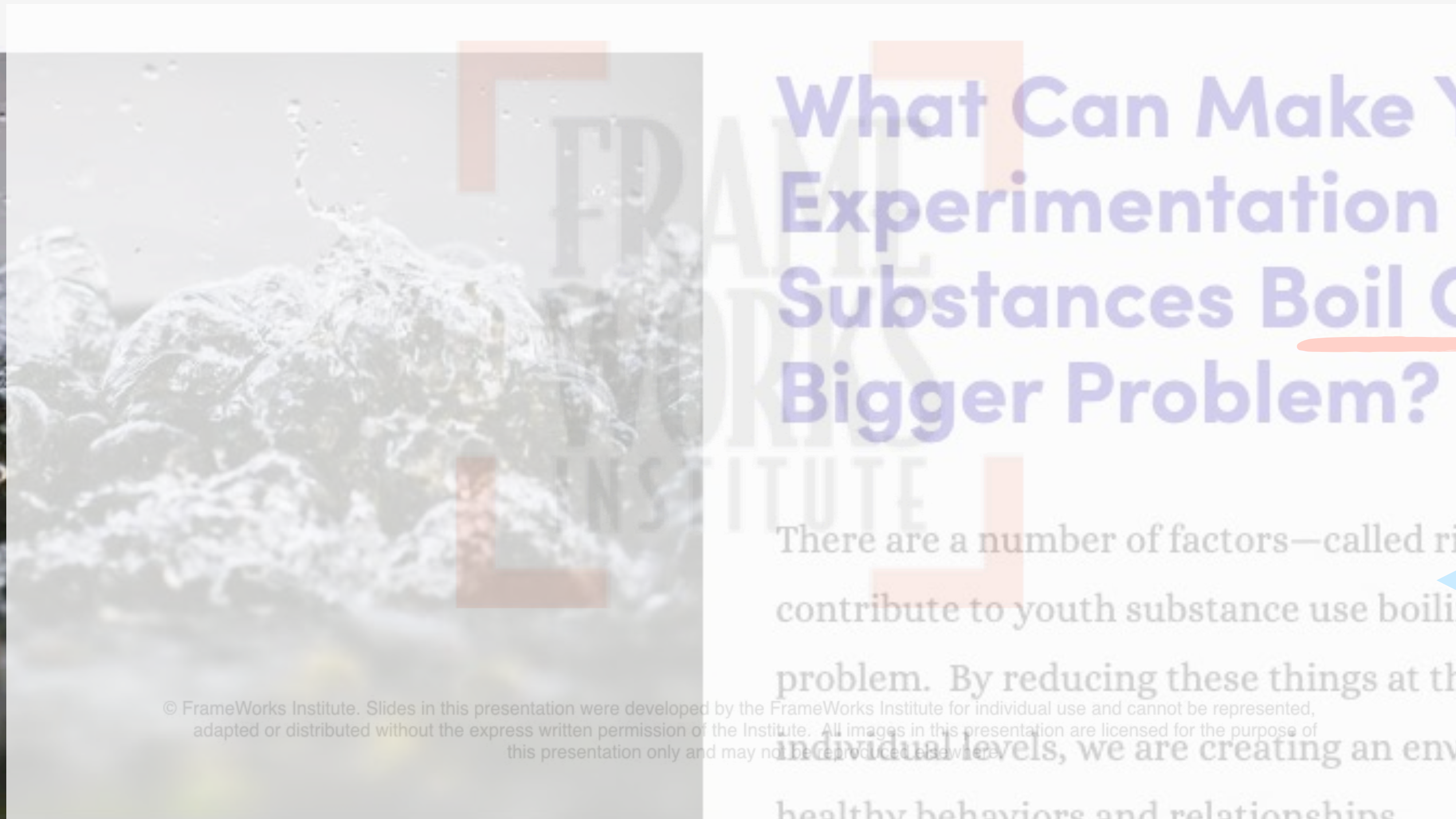
A metaphor for how environmental changes prevent and adolescent substance use and its risks.



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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.

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 level, 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.

+ **Community Level**

+ **Family Level**

I Want to Help Create a Healthy Community

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.

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+ Community Level

I Want to Help Create a Healthy Norwood



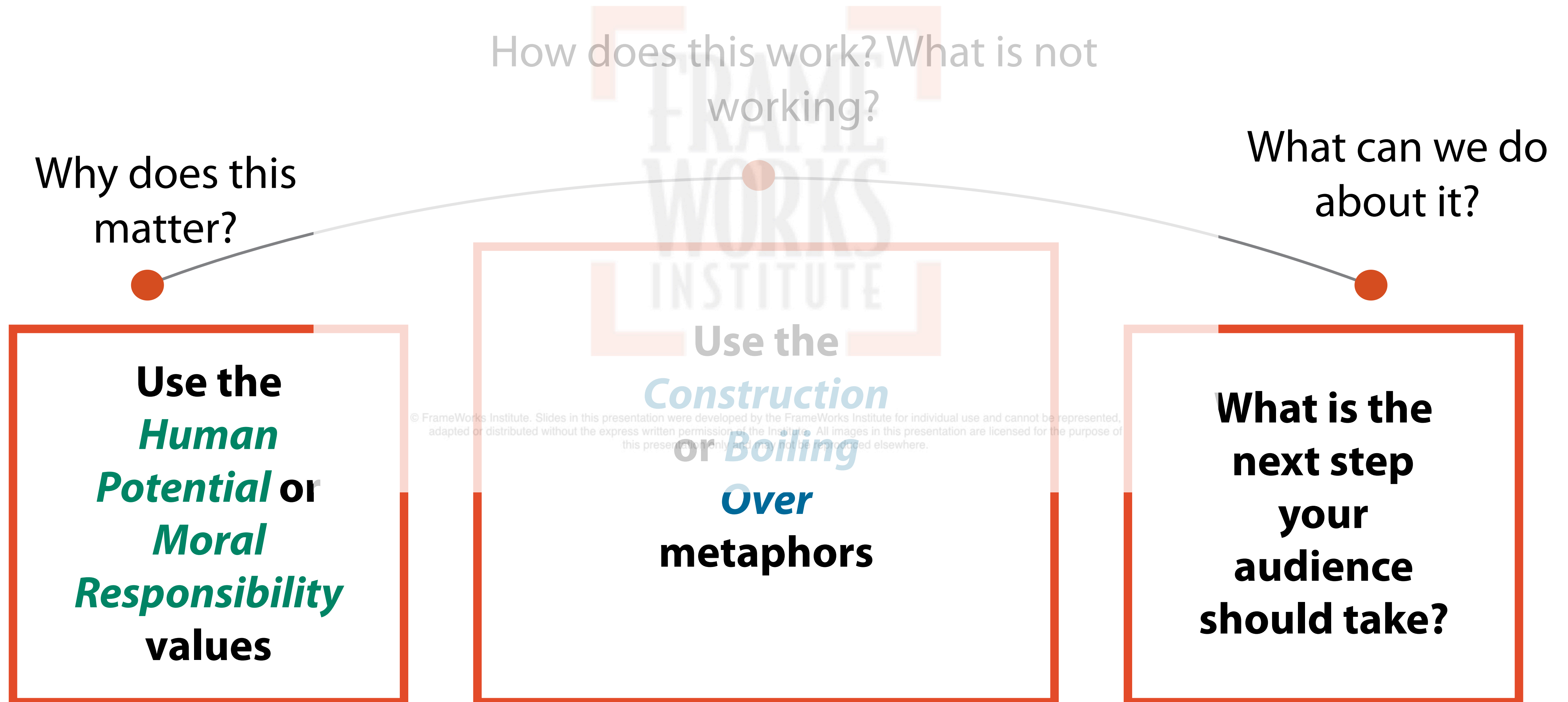
Framing Practice

Applying Framing Tools to Messages



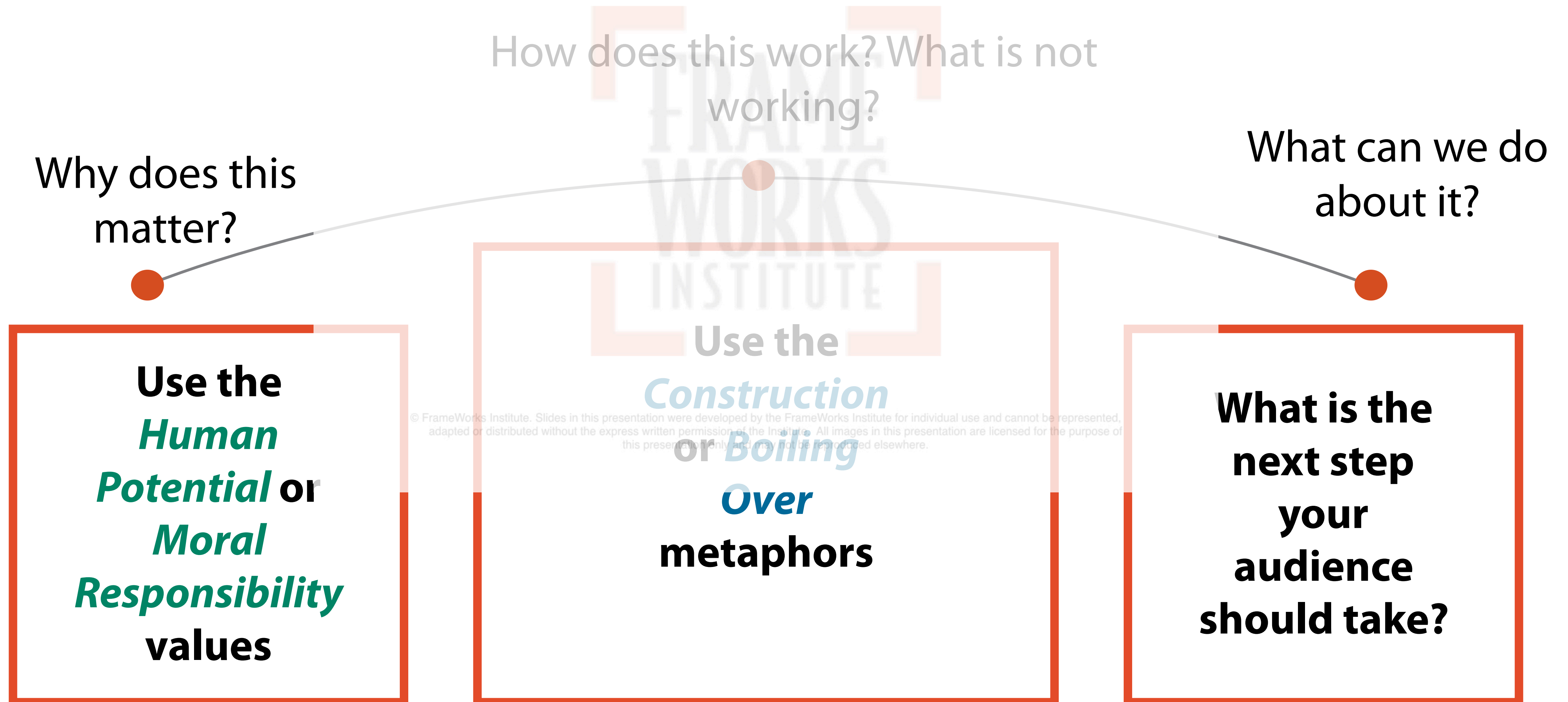
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Expanding on a key message



Expanding on a key message

Washington state's prevention system is set up to be community specific



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Framing key messages

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Let's practice

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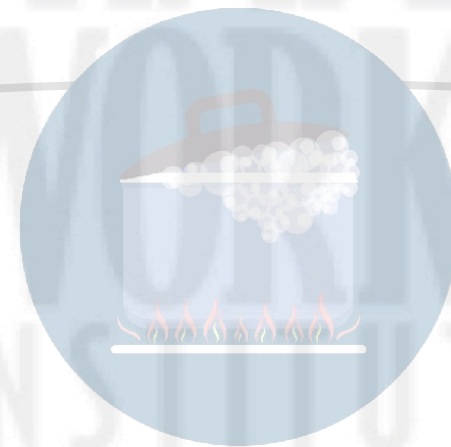
Expand on a key message:

We are engaging educators in making conversations about substance use more widespread.

How does this work? What is standing in the way of success?

What can we do about it?

Why does this matter?





Framing Practice

Expanding on a key message

- **Step 1:** Work with a partner to create a list of key messages (you can include a variety of audiences)
- **Step 2:** Select one key message and audience to create language for
- **Step 3:** Use the “Putting it all together” worksheet in your folder

Select a key message to expand on

- We need more encompassing treatment data to use for planning purposes
- Washington state's system produces innovations in prevention science
- We are building resilient communities
- Substance use treatment resources are available
- Substance use and misuse impact everyone in the community



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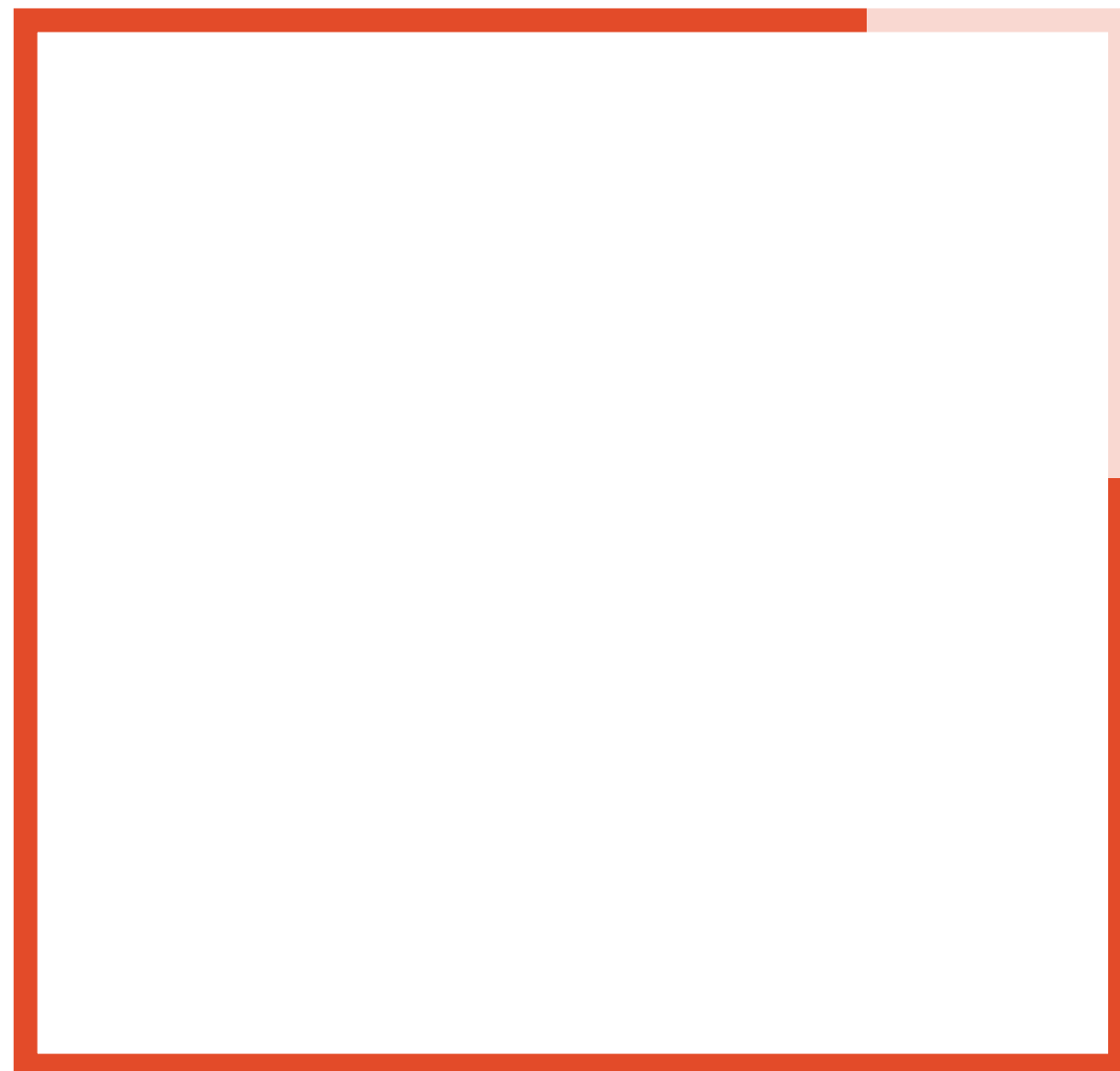
Putting it all together to tell a prevention story

[Insert key message here]

How does this work? What is standing in the way of success?

Why does this matter?

What can we do about it?



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Giving framing feedback

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How to review framing choices

1. **Understand what you're up against.** Look for cues calling up faulty assumptions.
2. **Check what values are being appealed to.** Why do you say this issue matters?
3. **Look for gaps in explanation.** Lay out how complex processes and solutions work.
4. **Offer next steps.** Check for concrete, credible and collective solutions.

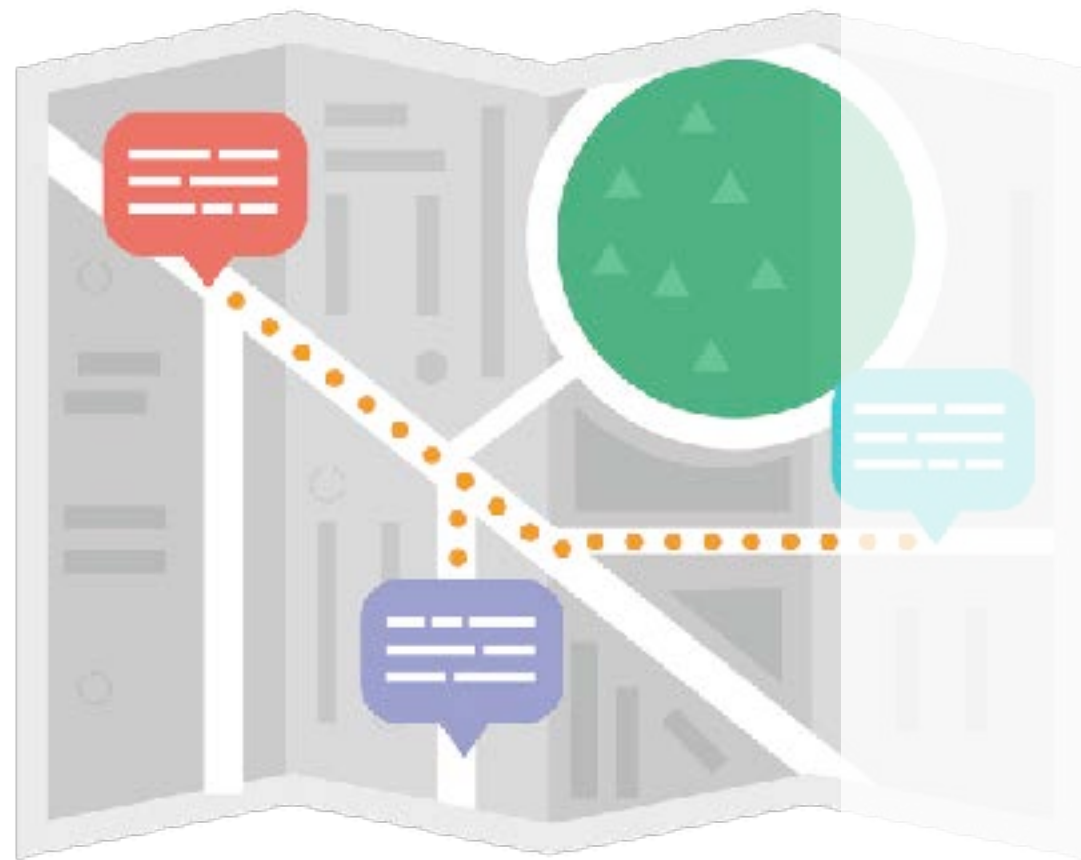
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Recap and Wrap up

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What Does it Take to Reframe an Issue?



Map the terrain



Develop a strategy to
navigate to higher ground

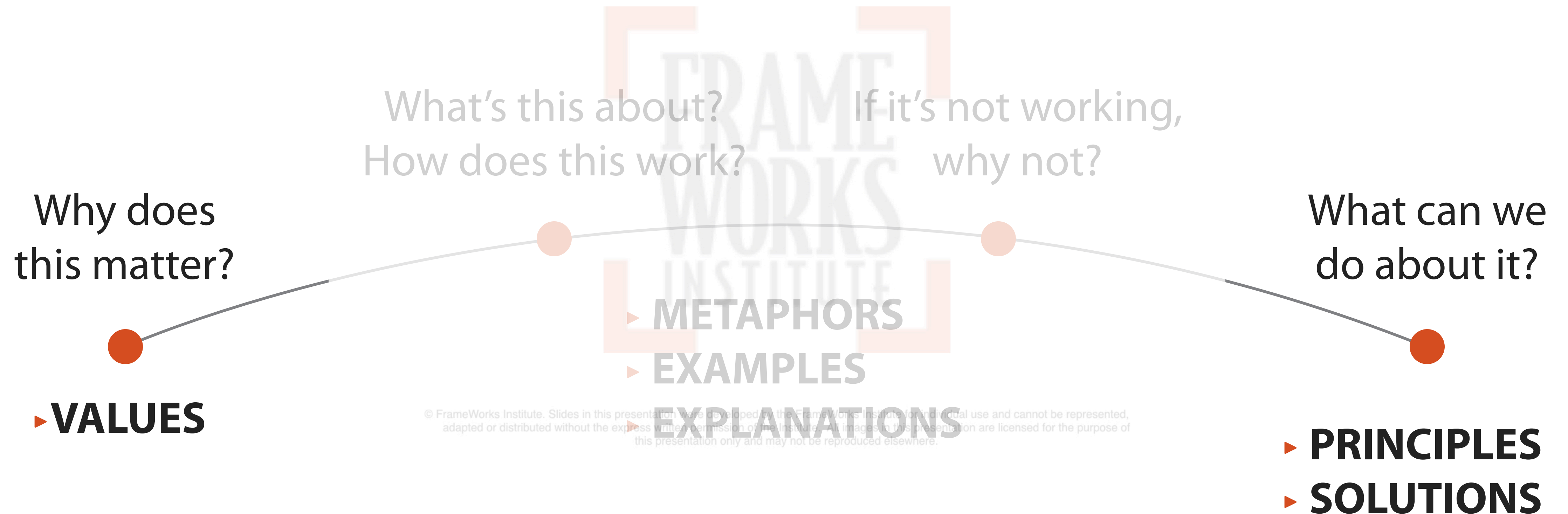


Build a caravan,
equip the travelers,
and start moving

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A Well-Framed Story Arc:

Answering the public's big questions about social issues



Three things to know about framing

- 1 Frames are choices that communicators make about how information is presented
- 2 Frames determine how audiences interpret information
- 3 Using evidence-based frames helps the public think differently about an issue

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A frame that “works” shifts thinking in multiple ways



knowledge

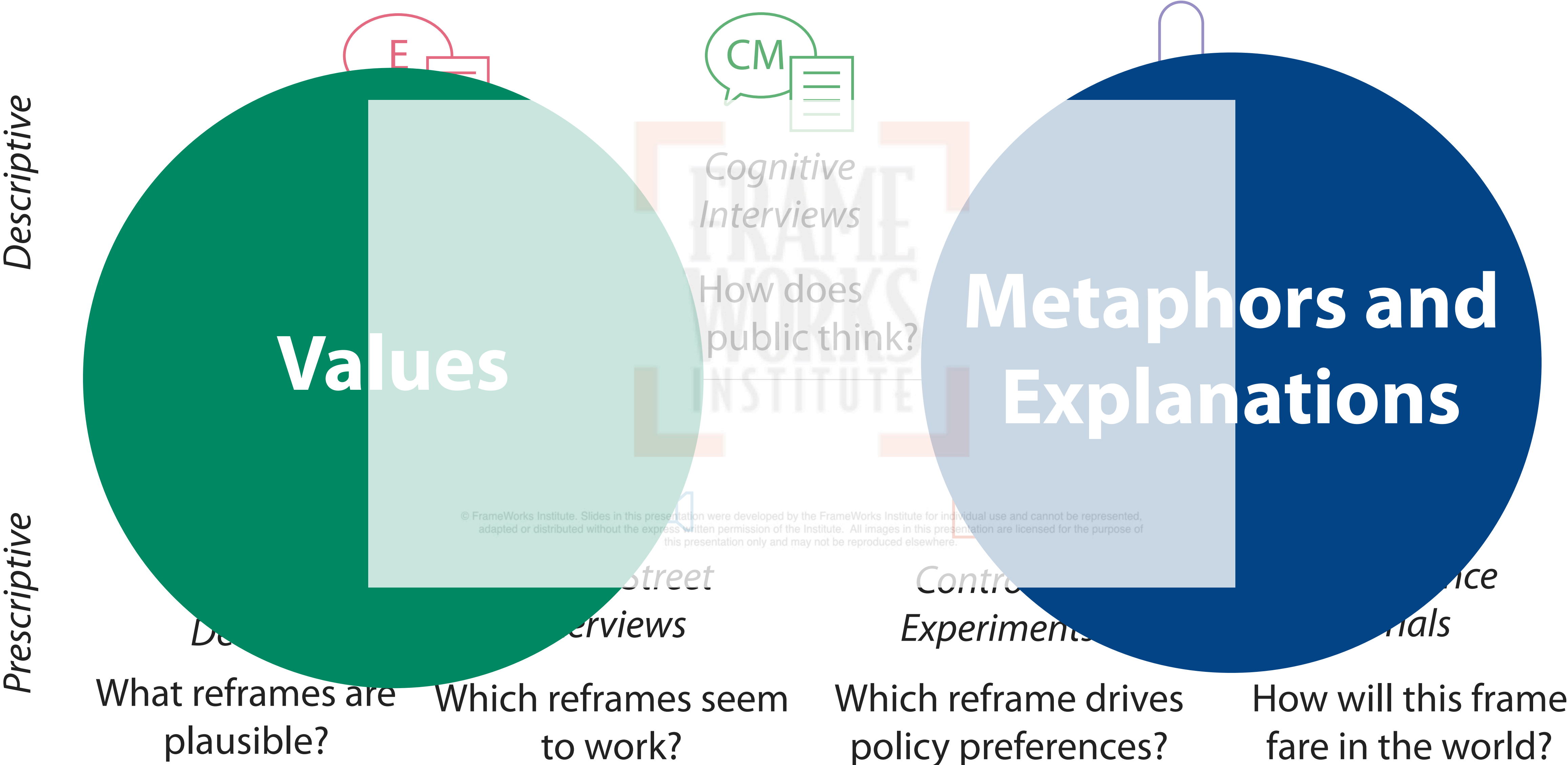


attitudes



policy support

FrameWorks' multi-method research tests which frames work



Framing Challenges:

Individualism; Wellbeing = Financial Stability + Physical Health

Solution: *Human Potential*



A tested value

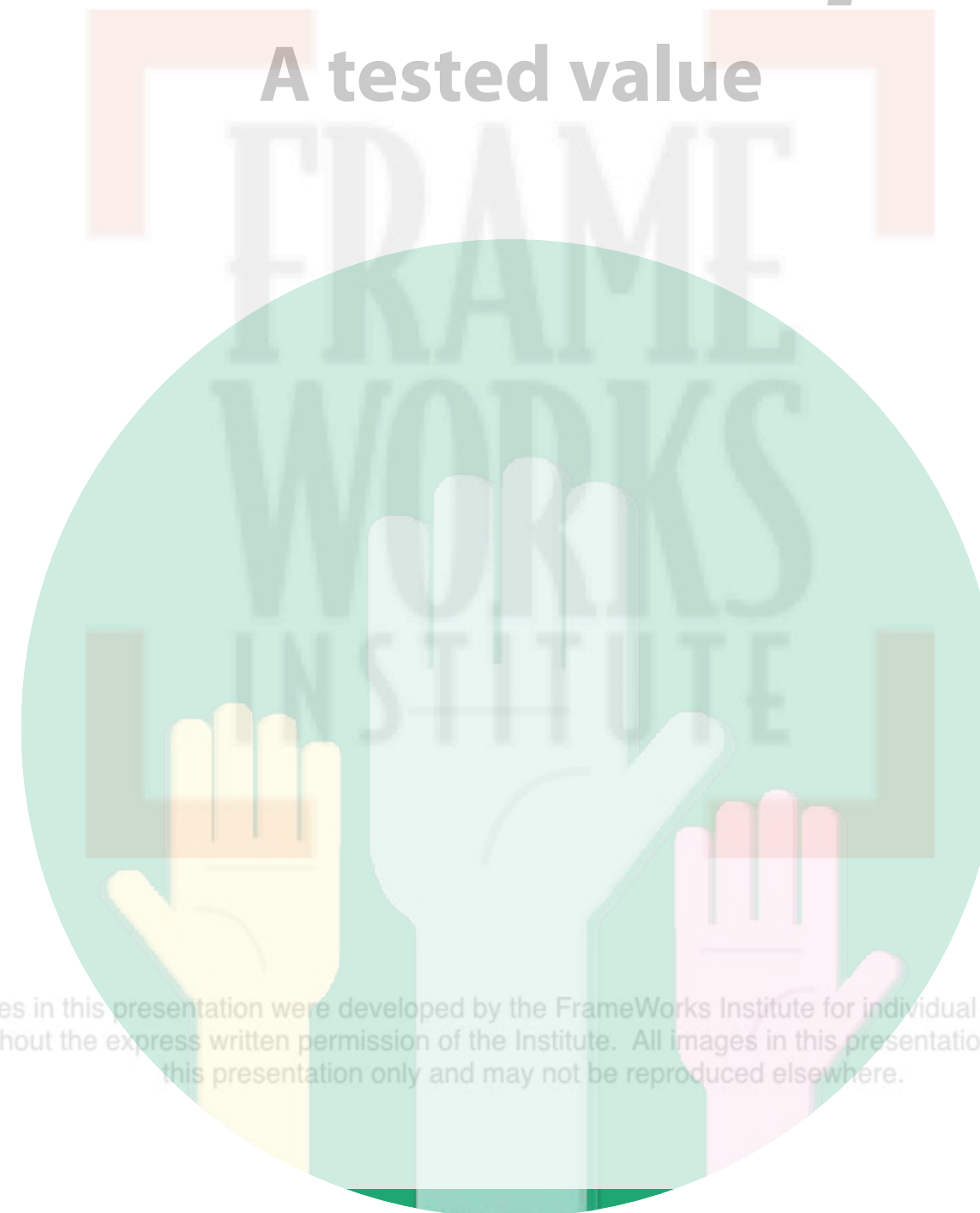
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Framing Challenges:

Experimentation is Natural, Willpower

Solution: *Moral Responsibility*



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Individualism/Willpower, Black Box, Charity, Remediation

Framing Solution: *Construction*



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Framing Challenges:

Fatalism, Experimentation is Natural

Solution: *Boiling Over*

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



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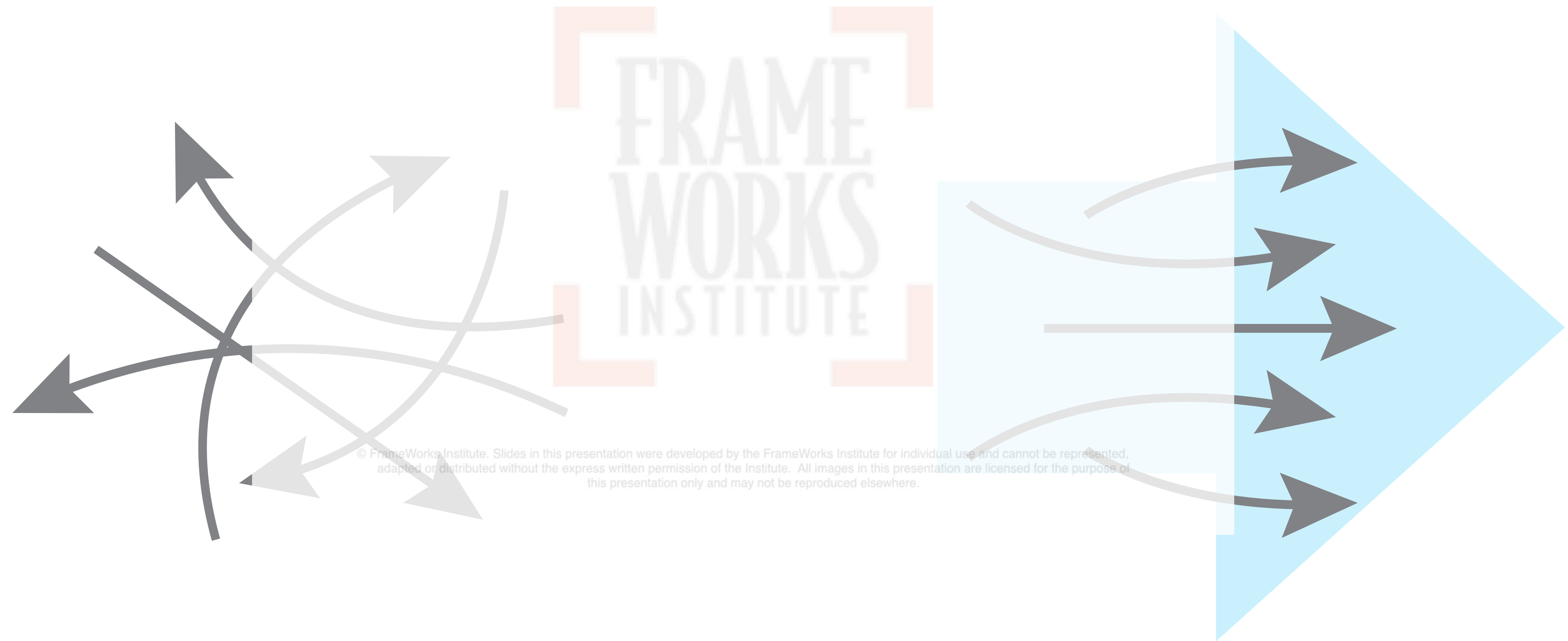
By creating environments that “turn down the temperature” for adolescents, we can prevent early substance use entirely or keep it from boiling over into a more serious problem.

How to “check” a frame

1. **Understand what you’re up against.** Look for cues calling up faulty assumptions.
2. **Check what values are being appealed to.** Why do you say this issue matters?
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A shared framing strategy offers a field a shared language



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

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Richard Rorty



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