

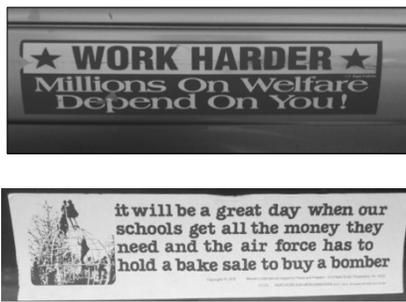
**Values, Vision, Voice**

Transforming Oregon's Public Health System Conference

Portland, Oregon  
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**Your Communication Contexts and Challenges**

<b>Important Distinctions</b>	
<ul style="list-style-type: none"><li>• Magic Words</li><li>• Bumper Sticker Sloganeering</li><li>• Framing &amp; Strategy</li></ul>	

**Today We Will Cover :**

- The Importance of framing
- Essential elements of a values-based argument
- Some key considerations for message construction
- Elements for building a public health "story," and beginning to communicate in a more "story-like" way

First, One Quick Question:

What is public health?

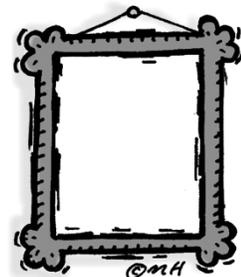
Two Fundamental Precepts

1. You can't have a **communication strategy** without an **overall strategy**.
2. Facts won't set you free.

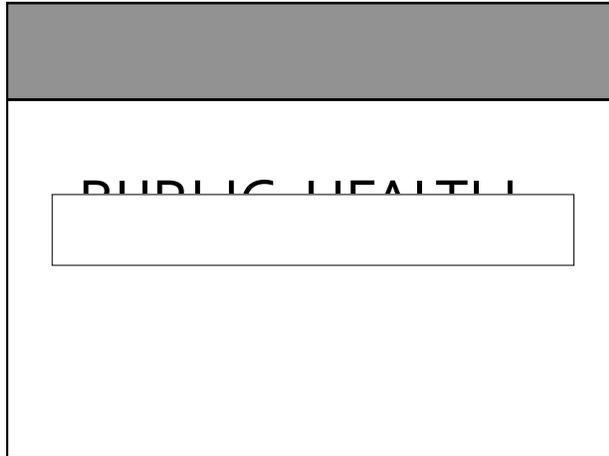
Framing: What is it?

Framing Is a Critical Process

Frames are mental structures that help people understand the world, based on **particular cues** from outside themselves that **activate assumptions and values** they hold within themselves.

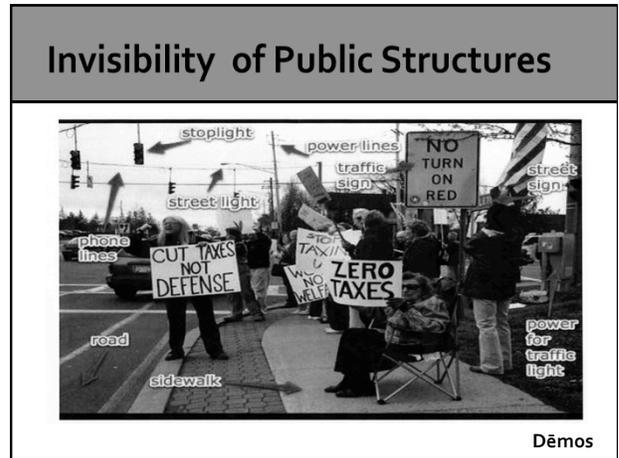


-- Berkeley Media Studies Group



**"Public Health" as a cue: What does it mean?**

To You?	To Others?



## Framing is a Constant Process

Without new frames for problems, people will need to match to the frames already stored.



## Frames Influence Decisions

Every frame **defines the issue**, explains **who is responsible**, and suggests **potential solutions**. All of this is conveyed by images, stereotypes, or anecdotes.

- Charlotte Ryan  
*Prime Time Activism, 1991*

## Alternative Frames

Youth Treated for Eating Contaminated Fruit:  
Produce Recall Underway

Girl In Critical Condition Ignored Safety  
Warnings; Worried Friends Look On

Girl Sickened After Bad Fruit: "I Thought An  
Apple a Day Kept the Doctor Away!"

## Dēmos -- Reframing Government

- Protector
- Steward
- Manager and Planner
- Consensus-builder

### Questions We Must Answer

- What is the problem?
- Why does it matter, what is at stake?
- Who is responsible?
- What should be done?

### Assessing Frames

Rebuilding Galveston

[http://www.pbs.org/newshour/bb/health/july-dec11/galveston\\_09-22.html](http://www.pbs.org/newshour/bb/health/july-dec11/galveston_09-22.html)

### Types of Story We Can Tell

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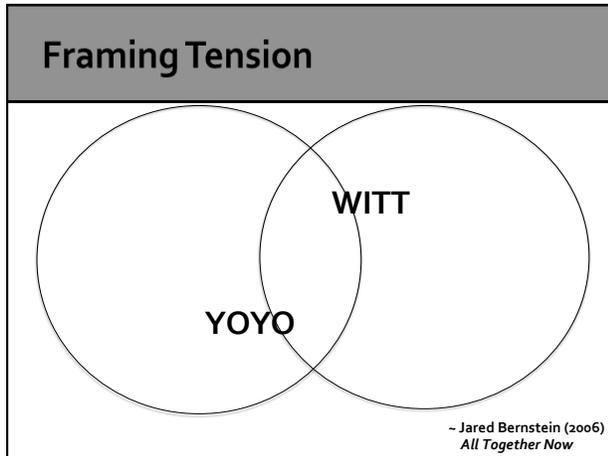
vs.

LANDSCAPE

### Lakoff's Three Levels of Understanding

1. **BIG IDEAS:** Expression of overarching **values**  
("Why does this matter to ALL OF US?")
2. **ISSUES:** What kind of problem is it?
3. **POLICIES:** Policy details and tactics

- Cited in *Framing, More Than a Message*  
Lawrence Wallack, Longview Institute



- ### Some Values to Tap
- Prevention
  - Protection
  - Justice
  - Community Well-Being
  - Shared Responsibility
  - Obligation to Collective Good
  - Equity (Fairness)
  - Opportunity
  - Mutual Prosperity
  - Basic Needs Should be Met (Compassion)

### Values-based Vision for Ending Homelessness

Since the founding of our country, “home” has been the center of the American dream. Stable housing is the foundation upon which everything else in a family’s or individual’s life is built—without a safe, affordable place to live, it is much tougher to maintain good health, get a good education or reach your full potential.

*President Obama  
Opening Doors: Federal Strategic Plan to  
Prevent and End Homelessness  
2010*

### Stating Values

Why does this issue ***matter***?

- and/or-

What is at ***stake (for everyone)***?

<b>Step 1: Identify Vision</b>	Our common goal. What we all want as a result of solving this problem and implementing this solution. The kind of community / state we want to be	We all want communities in which...
<b>Step 2: Identify Values</b>	What is at stake for the community, and why everyone should care about and see themselves in this problem	This is important to our entire community, because...
<b>Step 3: Briefly State Problem</b>	Brief and easily understandable statement of the problem you are addressing with your policy	We are currently facing. . .
<b>Step 4: Specify Solution</b>	Clear, specific statement of your policy solution as well as who will need to work together to make it come to pass	Fortunately, we have the tools to solve this problem, what needs to be done is . . .

## Before we dive in, some considerations...

### Tone Matters

<p><b>ASPIRATION</b></p>  <p><b>"We know what to do"</b></p>	<p><b>DESPERATION</b></p>  <p><b>"Ain't it Awful"</b></p>
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-FrameWorks Institute & Dēmos

### Assessing "Tone"

Food insecurity is one of the most pressing problems facing our community. In 2010, XX% of households in the greater Metro area reported being unable to access sufficient food at all times. Children suffering hunger on a regular basis experience growth problems, higher rates of obesity, are more susceptible to infectious disease, miss more days of school, and demonstrate poor academic performance. Parents struggling to put food on the table also experience greater illness, emotional and psychological distress, and more missed days of work. By ensuring reliable access to safe and healthy food, families can build better lives and our communities will be stronger.

## Assessing "Tone"

We know that communities are stronger when families have access to the safe, healthy food needed to meet basic needs and fuel active lives. With sufficient food every day, children perform better in school, parents can be more productive at work, and families can fully participate in and feel a part of their communities. It is for this reason that the public sector must work together with nonprofit organizations and private funders to ensure that every family enjoys the security of having its basic nutritional needs met .

## George Lakoff: *Don't Think of an Elephant!*

By raising the precise frames we are intending to counter, *even if only to refute them*, we are imprinting these ideas and creating hurdles we now must jump over.

Moreover, we may be suggesting these arguments to those who had not yet considered them.



[www.hdpicturesofanimals.com](http://www.hdpicturesofanimals.com)

## Reinforcing a Counter Frame

"It's not Big Government trying to take over and control what people are drinking or consuming," the councilman says.

*Sugary-Soda Ban Will Cut Kid Obesity, Save Medical Costs, Englander Says  
Northridge-Chatsworth Patch, 6/20/12*

"It seems like a naïve goal. Poverty has been around forever, and the homeless, no matter how prosperous a nation or a county might be, seem to be omnipresent. But in 2008, Fairfax County... committed itself to preventing and ending homelessness in 10 years."

*Dedicated to ending homelessness by 2018  
The Washington Post, 8/18/11*

"The stereotype of homeless people as single, middle-aged adults doesn't really apply in Washington County."

*Helping Homeless Families in Washington County  
OPB Radio, 5/22/08*

## Potential Elephant Indicators

- **Not**  
"This is not about...."  
"We are not..."
- **Don't / Won't**  
"We don't intend to \_\_\_\_, rather...."
- **But**  
"This can be an issue of \_\_\_\_, but...."  
"It is expensive, but..."
- **Nevertheless, Nonetheless, Still, Yet, Etc.**

## The Importance of Narrative

"Stories Stick"

**Storytelling as Best Practice**  
 Andy Goodman & Karla Palmer  
 February 1, 2012  
<http://www2.aap.org/compmpeds/presentations/2012/storytelling.html>

## Marshall Ganz on Public Narrative

**Analysis** addresses the "How Question"

- How resources will be used, How bad the problem is, How much it costs

**Story** addresses the "Why Question"

- Why this matters, Why people should care, Why we value the outcome

– Marshall Ganz  
*What is Public Narrative?* (2008)

## Potential Concerns About Storytelling

- I would have to be a "born storyteller" to pull this off.
- I don't know where to start.
- Stories are involved, complex, excessively creative, and lengthy – that's too much pressure!
- I tried writing one before, and it just didn't sound "story-ish."
- If my argument doesn't include enough data and hard facts, it won't be credible or sound official.

## Basic Components of a Story

- Characters / Protagonists
- Setting
- Challenge
- Action
- Resolution
- Moral

...OR....

## Basic Components, Rephrased

- Somebody, somewhere
- For some reason
- Did something
- With some outcome / benefit
  
- And what I want you to take away from this is...

## Moving Toward Story

## Public Health Stories We Can Tell

a potentially useful and yet perhaps spurious distinction

- Telling **A** Public Health Story  
 "For example..."  
 "One upon a time..."
- Telling the Story **Of** Public Health  
 "Everyday in Oregon..."  
 "Let me tell you about how public health works to ...."

## Three Elements of Public Narrative

- **The Story of Self**  
 What motivates me to do what I do
- **The Story of Us**  
 Shared Values & Experience
- **The Story of Now (Action)**  
 Urgent Challenge, Vision, & Specific Choices

~ Marshall Ganz  
*What is Public Narrative?* (2008)

## A (Systemic) Story of Self: *I Heart Taxes*

I love taxes. When I pay my taxes I am telling my community 'I value you.'

I'm talking about the guy who works for Department of Transportation who helped me get to and from school and thousands of job interviews. I'm talking about my teachers: Ms. Smith who was my high school English teacher and saw something in me...

..... The nurses who tended to me when I was exposed to tuberculosis as a young child. The military that helped so many members of my family escape poverty and discover a nation they believed in so much they'd risk their lives for it. The firefighters who do the unthinkable, who run into burning buildings for perfect strangers. ...

~ Melissa Chadburn. *Marketplace*  
(American Public Media), April 2, 2012

## Story of Us => Story of Now



### PROFILE: THE SAN DIEGO FOUNDATION'S CLIMATE INITIATIVE

San Diego County has a history of community pride and protection of our region's natural resources. But like other places throughout the world, **our region faces threats from climate change to its air, land and water, and the well-being of its residents.** By working together and investing today, philanthropy, local government, and the community can sustain a strong economy and a healthy environment.

<http://sdgrantmakers.org/Default.aspx?TabID=76>

## Public Health Stories...

- Have a purpose (First Principle)
- Make the "invisible" seen
- Are "We" stories: Linked to collective problems and solutions achieved together, and emphasizing how everyone benefits.
- Feature promise and what is to be gained
- Are brief, yet both "visual" and "visceral"
- Are audience-specific
- Present a clear challenge and specific choice
- State which partners worked together and what systems were successful in facilitating the benefit

Remember: Avoid the "individualized tale" lacking ties to deeper, systemic context

## What Is The Story We Are Telling?

### OREGON COALITION OF LOCAL HEALTH OFFICIALS



Representing the collective interests of 34 local health departments in Oregon

Coalition of Local Health Officials

#### ABOUT CLHO:

There are two CLHO's: a Conference of Local Health Officials and a Coalition of Local Health Officials. The Coalition of Local Health Officials has the same membership and an (almost) identical executive committee. The main difference is that while the Conference exists to work with the Oregon Health Authority's public health division, the Coalition exists to represent the collective interests of the public health system.

Here is more about the two organizations. This website is for the Coalition of Local Health Officials. However, the Committees are all Conference of Local Health Officials committees.

#### Conference of Local Health Officials

The Conference of Local Health Officials exists in Oregon Revised Statutes as a place where the local public health system and the state public health division come together to discuss minimum standards, and expectations for financial assistance agreements.

#### Coalition of Local Health Officials

The purpose of the Coalition is to advocate for effective and improved public policies, programs, and financing of local public health in Oregon by:

- A. Taking an active role in the development of public health legislation, ordinances and policies at local level events involving local public health system.

## Putting It All Together

Telling Stories OF Public Health

## Building a Simple Public Health Story

1) **Every day in Oregon**, [Insert values statement], when [Insert outcome or proposed solution here].

2) Provide direct, specific, “visual” description of what was done to solve problem, phrased in positive tone and emphasizing what is to be gained.

3) When public health and [list partners] [Insert solution here], [Summarize benefits realized]

## Remember: Some Values to Tap

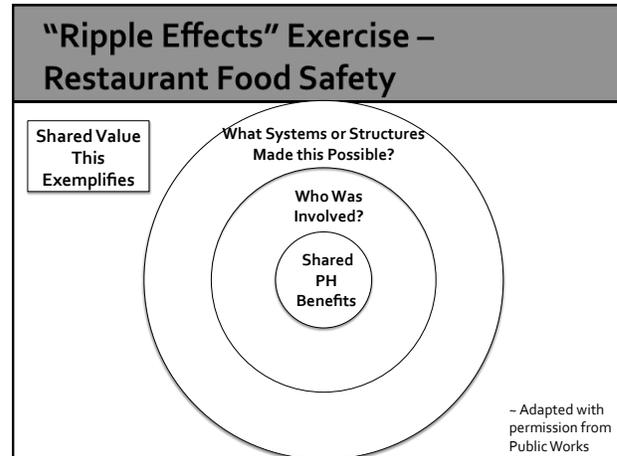
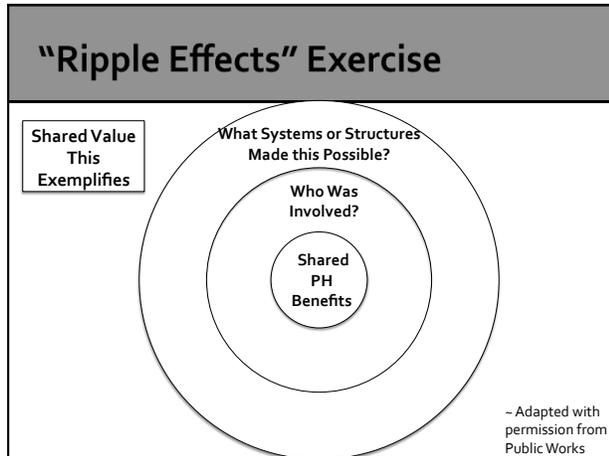
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- Justice
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- Obligation to Collective Good
- Equity (Fairness)
- Opportunity
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If stuck, ask yourself:  
Why Does This Matter?

## Simple Public Health Story

Every day in Oregon, we support families through the work of public health’s Newborn Screening Program. In hospitals all across the state, blood samples from babies only hours old are sent to be screened for dozens of serious, detectable, and treatable health problems. When newborn babies are found to have one of these health problems, public health workers directly follow-up with their families and doctors to make sure that they receive the important treatment and care they need. Through the Newborn Screening Program, we are ensuring that our youngest Oregonians have their best chance to live a healthy life, so that they may join their communities ready to reach their full potential. This is just one of the many ways our public health system is working “behind the scenes” to protect us in our daily lives, and is one of the reasons we should all support adequate funding for public health in Oregon.

Adapted with permission from Public Works



### Making the Invisible "Seen": Sample Food Safety Story

**Value ("What is at stake"):**  
Every day, Oregonians have the security of knowing that we can enjoy one of the millions of restaurant meals prepared and served in our state, with the assurance that our food will be safe.

**Challenge ("For some reason"):**  
This is quite remarkable when we stop to think that the ingredients for that food – all of which required different conditions to remain safe -- were grown, caught, or produced anywhere from a few blocks to thousands of miles away; needed to be transported those distances, sometimes through extreme and changing temperatures; were stored for periods ranging from hours to days; prepared by anywhere from one to several pairs of hands, and served to us by yet others.

### Sample Safety Story, cont'd

**Setting ("Somewhere"):**  
And, consistent with Oregon's reputation for an innovative food culture, we have the security of knowing that our world-renown cuisine is safe for us whether it was served in a five-star restaurant, a school cafeteria, or one of many tiny metal "restaurants" on wheels clustered in a previously empty city lot.

**Protagonists ("Somebody"):**  
Oregonians can feel secure about the food we eat when we go out to dinner with family and friends, because our public health workers, along with our policymakers, food transporters, restaurant management, and food-creators and handlers, are all doing their parts to ensure that our restaurant industry – from source to table – is among the most sound in the world.

## Sample Safety Story, cont'd

### Action ("Did something":

We can be assured that our statewide network of restaurants is fully supported by protective policies that ensure the safe preparation, handling, and transportation of food; effective programs are in place to inspect and provide guidance to restaurants and other prepared-food outlets; and the professionals creating and handling our food have not only great culinary skill, but also the training necessary to keep restaurant-goers safe.

### The Point ("What I want you to take away from this is..."):

These are some of the many ways our public health system and its many skilled professionals is "behind the scenes" working to protect Oregonians in our daily lives.

312 Words

## Now Again, One Quick Question:

What is public health?

"Everyday in Oregon...."

## Framing Resources

- Berkeley Media Studies Group  
[www.bmsg.org](http://www.bmsg.org)
- FrameWorks Institute  
<http://www.frameworksinstitute.org/>
- George Lakoff  
<http://georgelakoff.com/>
- Public Works  
[www.publicworkspartners.net](http://www.publicworkspartners.net)

## Storytelling Resources and Examples

- Marshall Ganz  
<http://www.marshallganz.com/>
- Andy Goodman  
<http://www.agoodmanonline.com>
- Richard A. Kreuger  
<http://www.tc.umn.edu/~rkrueger/story.html>
- Minnesota Department of Public Health  
<http://www.health.state.mn.us/divs/cfh/connect/index.cfm?article=phstories.tips>
- Northern California Grantmakers  
[http://ncg.org/s\\_ncg/bin.asp?CID=10969&DID=43474&DOC=FILE.PDF](http://ncg.org/s_ncg/bin.asp?CID=10969&DID=43474&DOC=FILE.PDF)

**Thank You**