

at-risk
abstinence

FRAMING THE

MESSAGE:

HOW WE TALK ABOUT

ADOLESCENTS

sex ed
protect

hormones

teenager

Presented by...

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With special thanks to Nancy Cunningham, formerly of the Oregon School-Based Health Care Network, and Glynis Shea of the Konopka Institute

Today we will...

1. Explore the intersection between public attitudes and effective advocacy
2. Learn strategies to create receptive listeners and persuasive messages
3. Try out relevant examples of creating persuasive messages for SBHC Planning Sites.



Frames & Framing

Frames, according to many psychologists, linguists

and cognitive scientists, are mental **shortcuts**

Structures

that are used to facilitate the thinking process.

We use frames to provide categories

and a structure to our thoughts.

frame

*What is in your head
that drives how you
think and react*

framing

*Structuring what you say
and how you say it to
best work with what is
already in someone's head*

--Wikipedia, 2007

Framing the issue

- Press briefing
 - ▣ “sound bite”
- News story
 - ▣ themes or ideas that tell you how to think about it
- Advertising
 - ▣ Positioning

Pro life

Pro choice

Important life decision

Drilling for oil

Energy exploration

Parental choice

School choice

Perceptions of adolescents



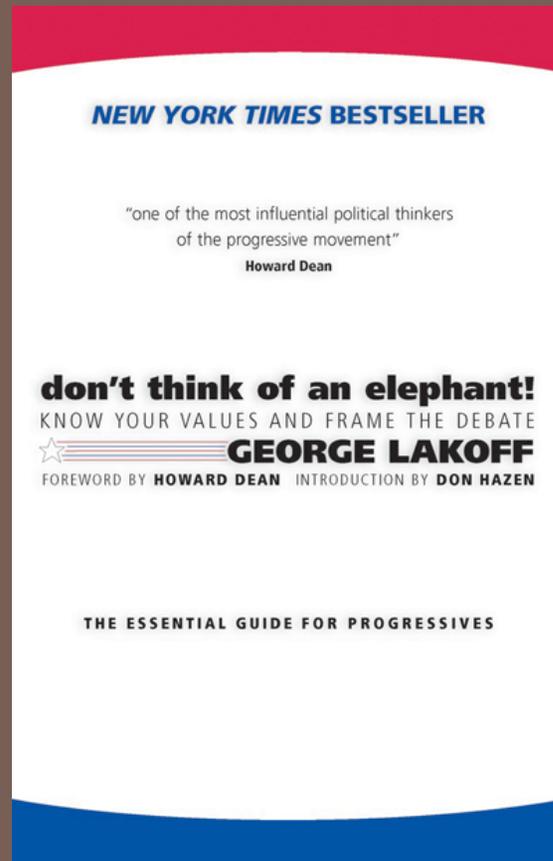
NO

Other
Different values
Teen world

YES

Adolescents are us
Shared values
Part of community

Don't think of an elephant!



George Lakoff
Rockridge Institute

Cognitive Linguists

our elephants?

www.rockridgeinstitute.org/projects/strategic/simple_framing

Bottom line

- Facts are not enough
- A single word or image can set the frame

- Audience is everything
- We must know and address audience beliefs in all communications
- The facts **MUST** fit the frame

Questions: Part 1

?????

message pyramid

Level 1 Values

Shared belief

Why should they care?

Category

What kind of issue are we talking about?

Specifics

The name and function or focus of your specific issue or program

message pyramid

Take out the
garbage

**Shared
belief**

Relationship

I love our
home life together

Category

**Home
maintenance**

Sharing responsibility
for its upkeep really is great

Specifics

**Do your **%A#!!
job!**

Would you please take out the
garbage before you go to work?

message pyramid

Shared belief

Community
benefit/exchange
(adolescents as us)

Category

Share an adolescent
development fact
(sexuality, relationships, identity)

Specifics

ID your program based on the
developmental need it meets

healthy youth development

message pyramid example #1

Reproductive Health
(Contraceptives in SBHC)

**Shared
belief**

Academic &
“life” success
(adolescents as us)

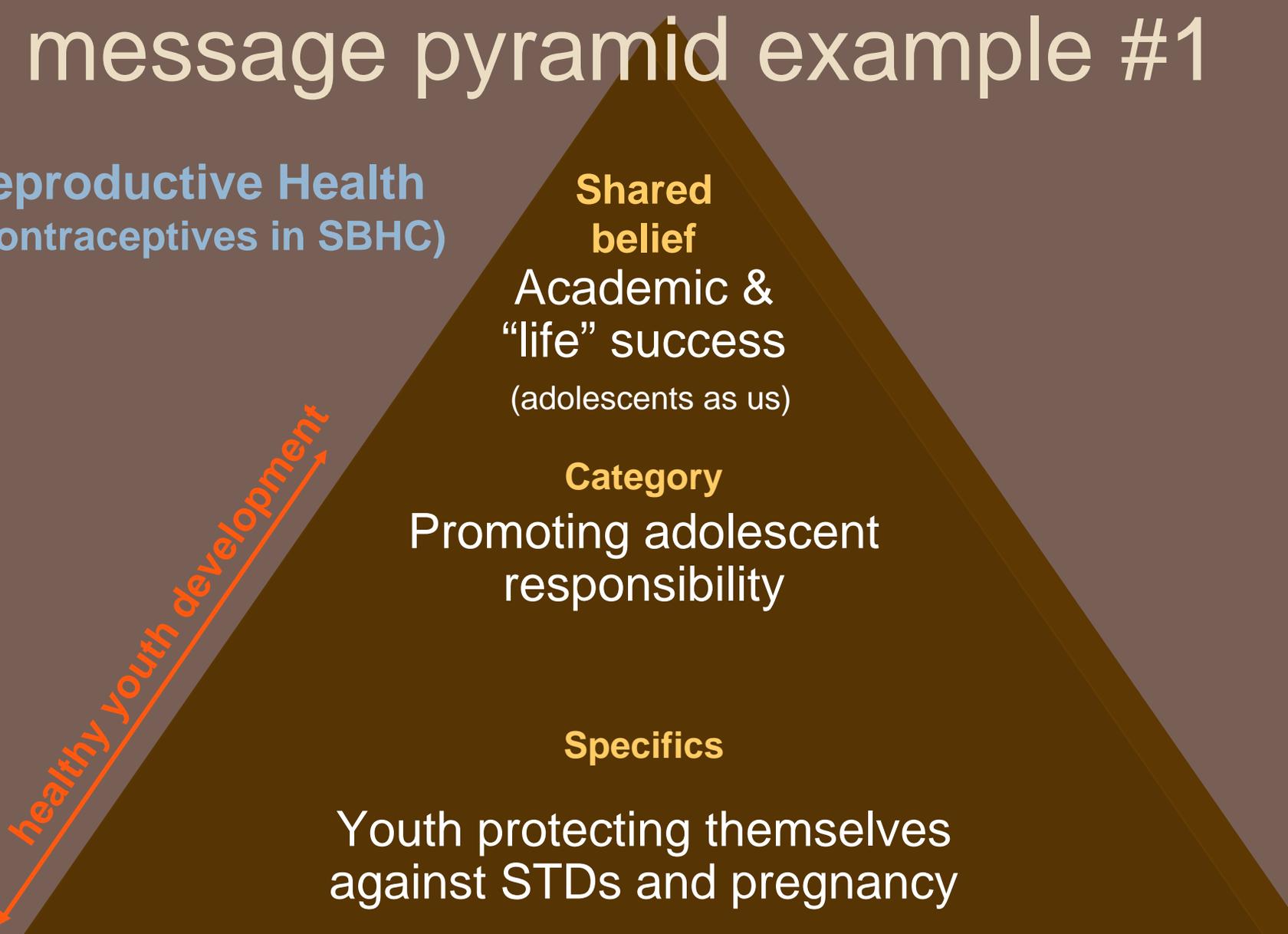
Category

Promoting adolescent
responsibility

Specifics

Youth protecting themselves
against STDs and pregnancy

healthy youth development



message pyramid example #2

Minor Consent

**Shared
belief**

Healthy Kids =
Healthy Adults
(adolescents as us)

Category

Adolescence as developmental
transition time

Specifics

Need ability to self-consent in
accordance with law

healthy youth development

Change the frame

- Is providing access to contraception in SBHCs going to stop kids from getting pregnant or contracting an STD?
- Yes, the current state of scientific evidence shows that providing reliable access to effective contraception paired with abstinence messages can help prevent unintended pregnancies and STDs by improving condom and contraceptive use

Change the frame

- Is providing access to contraception in SBHCs going to stop kids from getting pregnant or contracting an STD?
 - ▣ Answer this question
 - ▣ Do NOT feed the elephant by referencing the negatives
 - ▣ DO discuss the developmental needs of young people

Change the frame

- Is providing access to contraception in SBHCs going to stop kids from getting pregnant or contracting an STD?

- ▣ The real value in providing access to contraception in SBHCs is in empowering young people to make healthy decisions and to take good care of themselves. During adolescence they are developing decision-making skills and figuring out how they – as sexually active individuals – connect with others. Access to contraception is one piece of the puzzle that supports these important developmental tasks.

What contraception access does

Sexuality is developmental!

Where is the us-ness/benefit to all?

Change the frame

- Is providing access to contraception in SBHCs going to stop kids from getting pregnant or contracting an STD?
 - ▣ Improve this answer
 - ▣ Explain why EVERYONE benefits

Change the frame

- Is providing access to contraception in SBHCs going to stop kids from getting pregnant or contracting an STD?
 - Every investment we make in our young people is an investment in our community ...
 - Everyone's future depends on the health and success of our young people ...
 - When we support young people with ... we make it possible for them to give back to us as healthy, engaged members of our community ...

Call to action

- Think like an advertiser
 - ▣ Audience is everything
 - ▣ Lead with shared belief

Call to action

- Hijack the agenda
 - ▣ Media & conversational opportunities
 - ▣ Educate re: development
 - ▣ Shift the focus from individual to systems / environment

Thank you!

- **Questions Part II**

- **Follow-up Contact Info**

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