



Talking the talk: Framing the way we use language to advance preventative policy and practice

Thriving Children webinar series

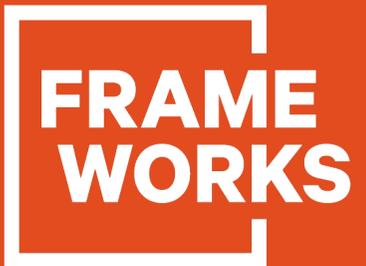
Dr Nat Kendall-Taylor

Prof Frank Oberklaid

5 June 2023

We acknowledge
the Traditional
Owners of the
land on which we
work and pay our
respects to
Elders past and
present





Talking the talk

framing to build support for prevention

Nat Kendall-Taylor, PhD
CEO

June 2023



Emerging Minds.



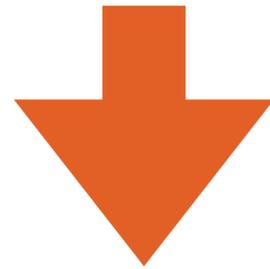
25 years of US work on issues that involve prevention

What is framing and why does it matter?

4 frames that build support for prevention

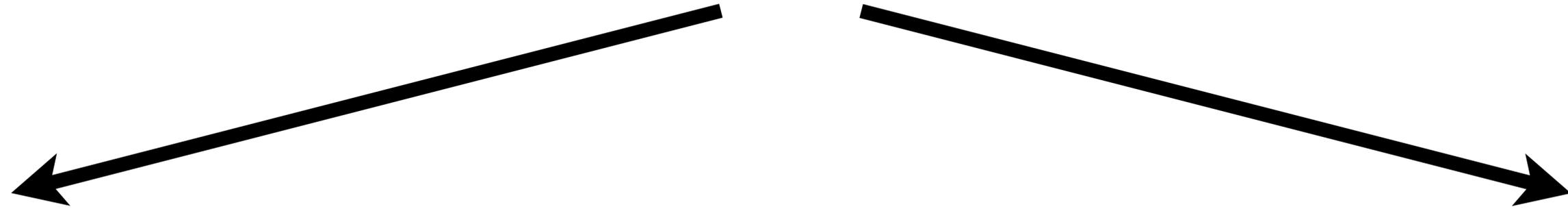
framing =

choices in how we present ideas



how people think/feel/act

964 Danish Politicians



*Data on School Performance
(School A/School B)*



Accurate Interp.

*Data on School Performance
(Public/Private)*



Misinterp. to fit ideology



Double Down (3x and 5x more info)



Effect worse



What is framing and why does it matter?

4 frames that build support for prevention

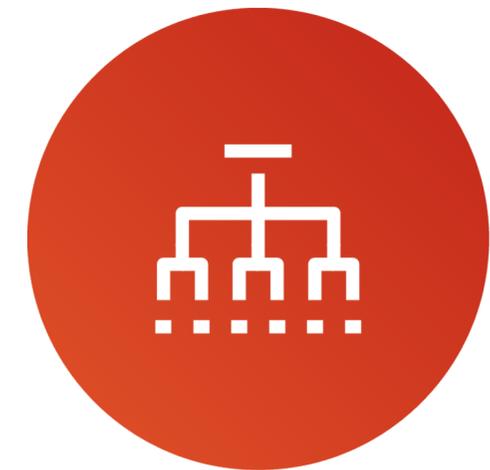
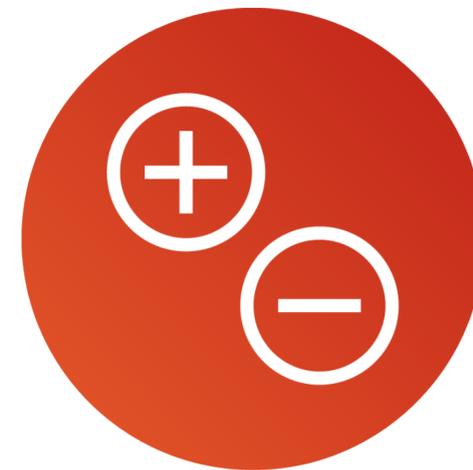
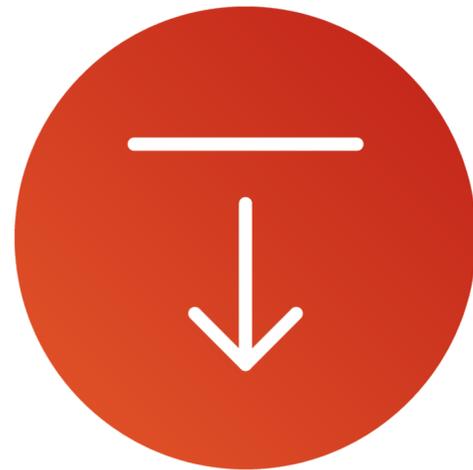
The cognitive deck is stacked against prevention

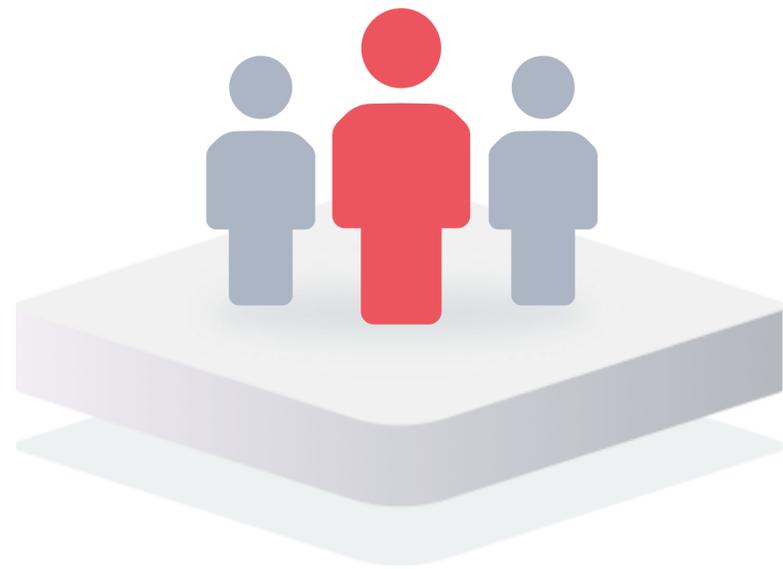
Normalcy bias

Delay discounting

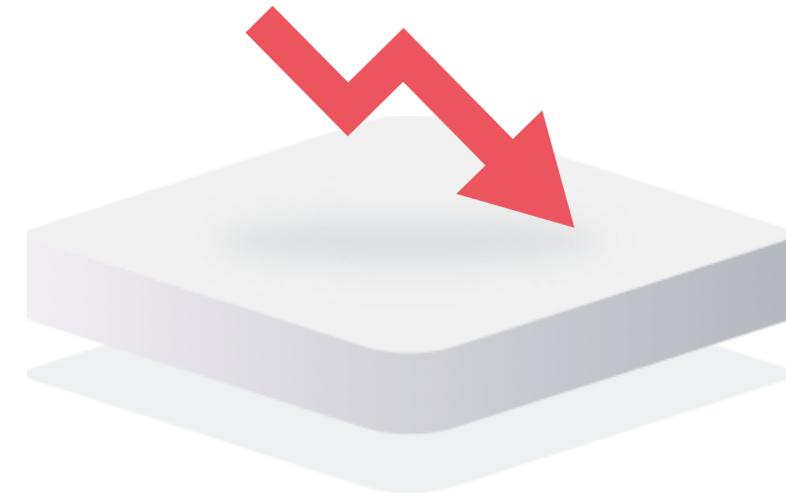
Cultural mindsets also stand in they way...

Cultural Mindsets





Individualism



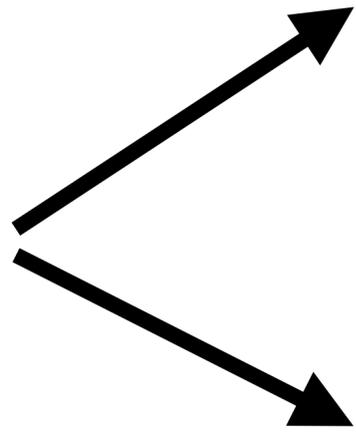
Fatalism

OK...so what can we do?

#1: Explain (don't persuade) how action *now* -> outcomes *later*...and repeat

Explanation can connect now->later

Sample of
Americans
asked about
budgets and
taxes

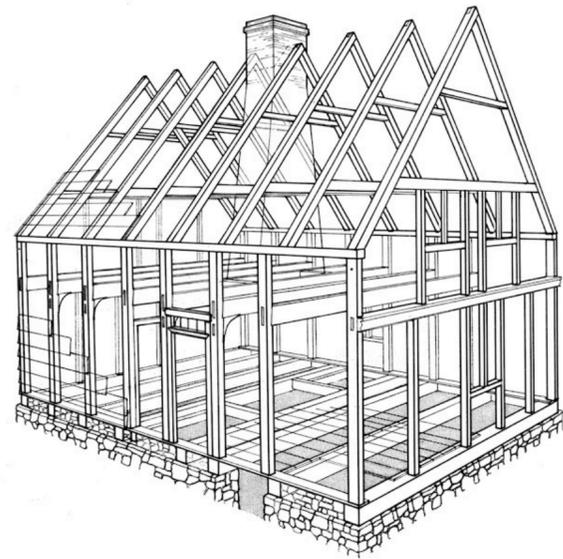


Now/me

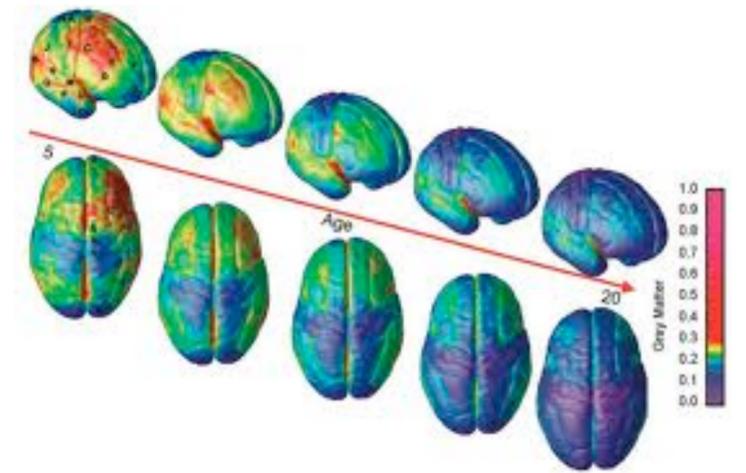


Later/we

Familiar



Unfamiliar



Brain Architecture

Well, if brains are built like a house...

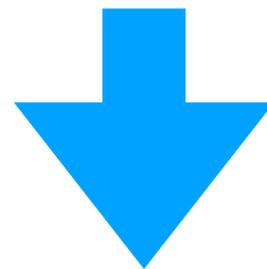
early matters

foundation built *now*, shapes everything that comes *later*

quality of early inputs affects quality of later outcomes

timing matters

it is an active process



**Policy discussion shifts;
refocuses on *early* investments for later benefits**

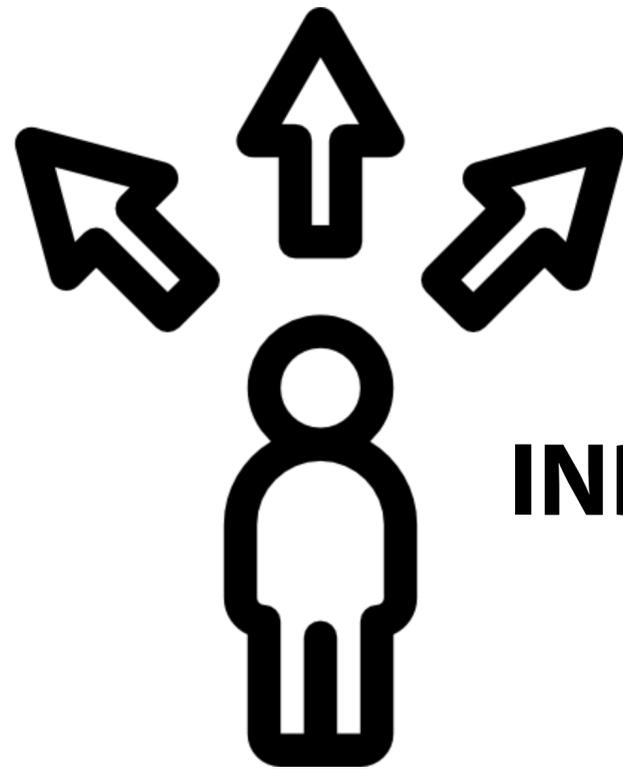
How to connect now and later

- connect (systems) actions with (collective) benefits/outcomes
- show this connection over time (stretch people's time perspective time)
- use examples from different issues that show this connection at this time scale (people learn and transfer)
- repeat

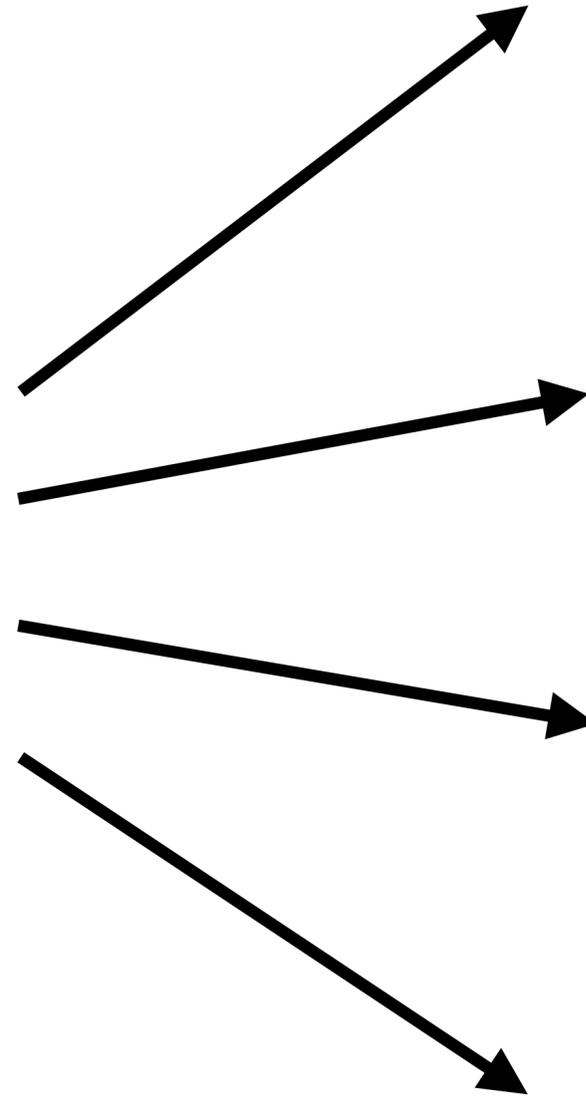
OK...so what can we do?

#1: Explain (don't persuade) how action *now* -> outcomes *later*...and repeat

#2: Counter individualism with “what surrounds us, shapes us”



INDIVIDUALISM



Lower support for prevention
policies promoting
intergroup equality

Less concern about
inequality

More victim blaming

Underestimate role of social
factors in success

How to activate contextual thinking

- Tell stories that show how environments, relationships, and supports affect individuals and outcomes (make community and context *characters*)
- Show systems causes *and* how to address them
- Highlight efforts that have made changes to context that have improved individual and group outcomes
- *LITMUS TEST*: can someone walk away from your communication thinking that individuals are the cause of problems and sole source of solutions?

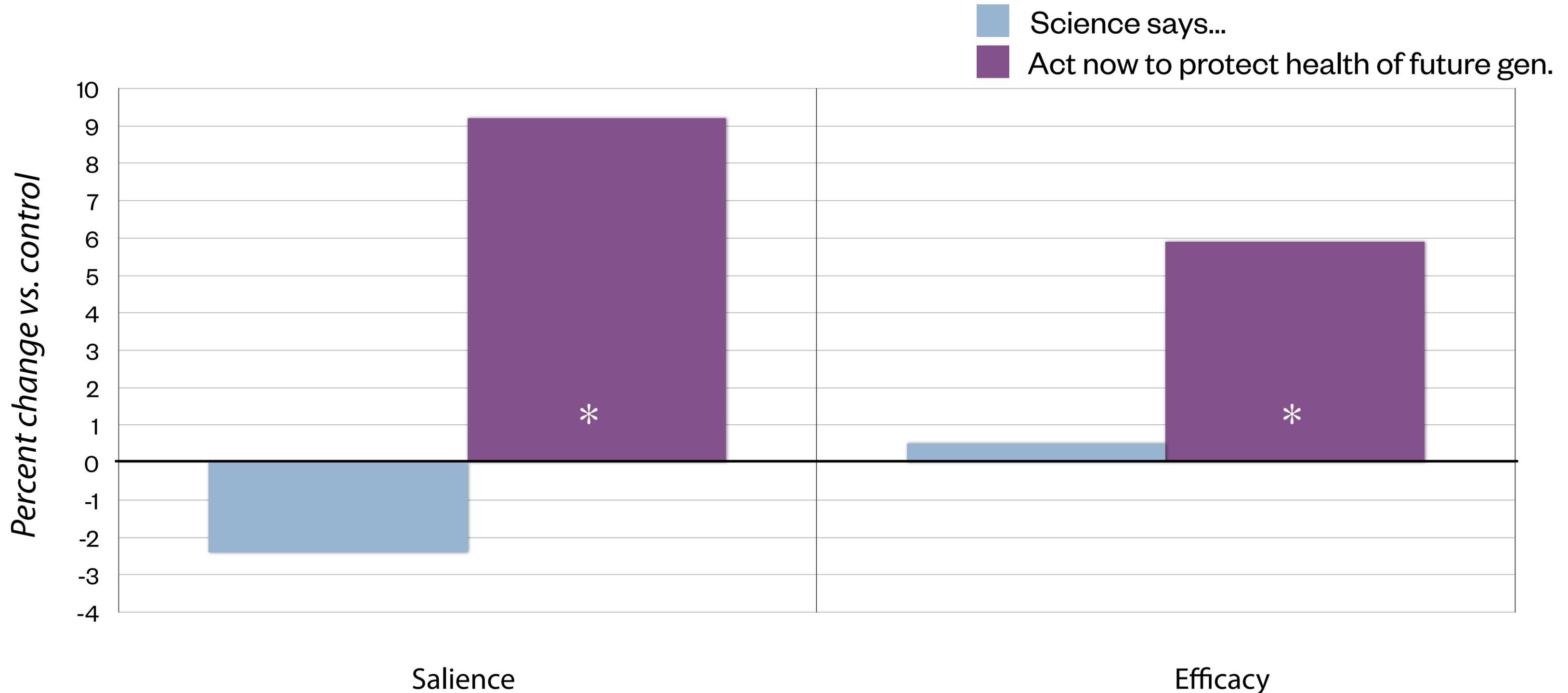
OK...so what can we do?

#1: Explain (don't persuade) how action *now* -> outcomes *later*...and repeat

#2: Counter individualism with “what surrounds us, shapes us”

#3: What you say your issue is *about* can help shift to future orientation

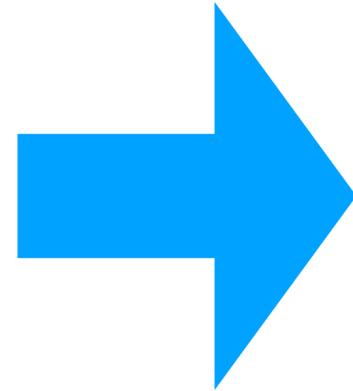
Thinking about you and the future



* = P ≤ .01

Thinking about you and the future

Write/think about what
you want future
generations to
remember you by



More willing to engage
in actions to solve CC
and more likely to
donate to enviro.org

How to establish what it's about

- Think about best way “in” to your issue—where do you start to get people to where you want to go
- Lead with values to establish a clear sense of why prevention matters (can't be “science says”)
- Legacy values and responsible management are showing promise across issues

OK...so what can we do?

#1: Explain (don't persuade) how action *now* -> outcomes *later*...and repeat

#2: Counter individualism with “what surrounds us, shapes us”

#3: What you say your issue is *about* can help shift to future orientation

#4: Talk solutions and show what prevention (not just the problem) looks like

the problem with problems

Low Efficacy

High Efficacy

Low Urgency

Baseline



Low Motivation

High Urgency



Fatalism



MAGIC

How to balance urgency and efficacy

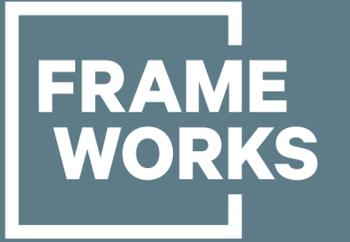
- Make sure preventative solutions play a leading role (and not just problems that need preventing)
- Develop and use a bank of examples
- Activate pragmatism, problem solving, and innovation
- Tell stories about positive things that are possible...not just crises avoided
- But...don't forget the urgency dimension

“

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

Richard Rorty

”



Frame on

©2020 **FrameWorks Institute**

Slides in this presentation were developed by the FrameWorks Institute for individual use and cannot be represented, adapted, or distributed without the express written permission of FrameWorks. All images in this presentation are licensed for the purpose of this presentation only and may not be reproduced elsewhere.

frameworksinstitute.org

 [@FrameWorksInst](https://twitter.com/FrameWorksInst)

 [@natkendallt](https://twitter.com/natkendallt)

 **FrameWorks Institute**