



@FrameWorksInst

Oral Health Messaging for Change

Virginia Oral Health Summit

Nov 10 - Richmond, VA

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@careerlinguist

The FrameWorks Mission:

To advance the nonprofit sector's *communications capacity* by conducting, translating and modeling relevant scholarly research for framing the public discourse about social problems.

FrameWorks investigates the communications aspects of social issues

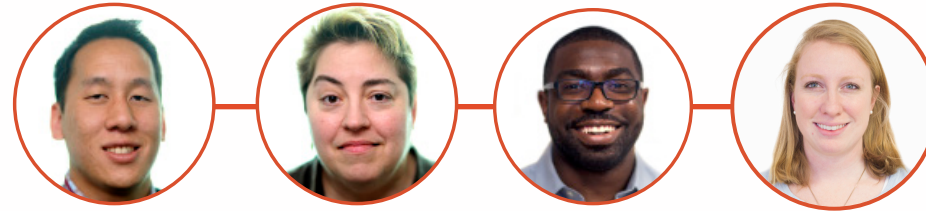
- **Harvard University Center on the Developing Child** – how to translate science of early childhood brain and biological development to inform sound policy
- **American Public Health Association** - how to best communicate the connections between climate change and human health; how to elevate environmental health issues
- **National Human Services Assembly** - how to build support for a range of social services and reframe the conversation about supporting healthy development across the lifespan
- **Office of the Chief Medical Officer, Alberta Government** - how to advance a broad, cross-agency 'wellness agenda' rooted in a social determinants of health perspective
- **Charles Hamilton Houston Institute on Race and Justice at Harvard Law School** – how to reframe criminal justice issues, including racial disparities in the system, and addressing mental illness and substance abuse as health issues

Strategic Frame Analysis is a Multidisciplinary Approach to Communications

ADVOCACY



DIGITAL MEDIA/PRODUCTION



ADMINISTRATION



POLITICAL SCIENCE



LANGUAGE & LINGUISTICS

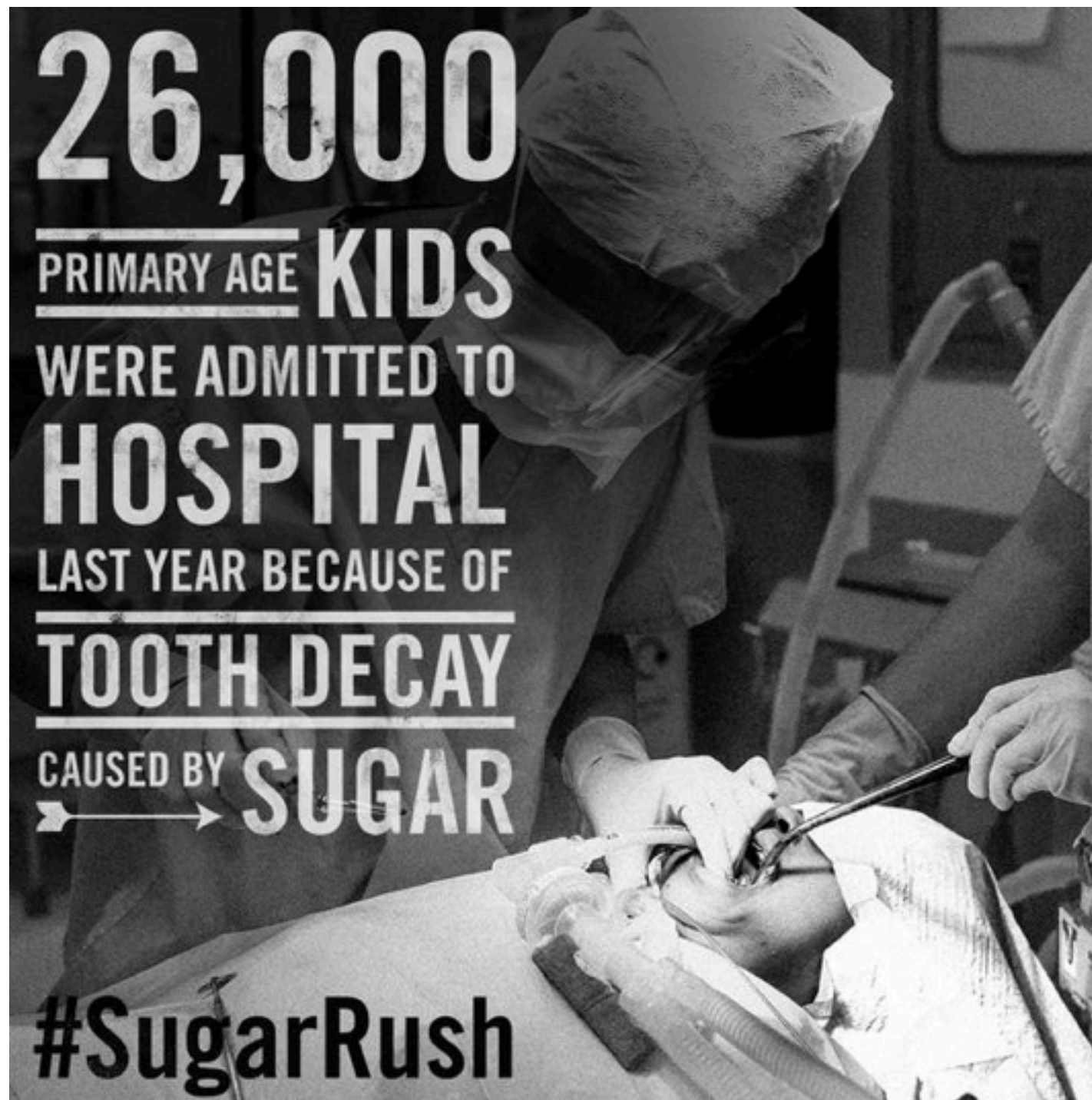


SOCIOLOGY



PSYCHOLOGY/ANTHROPOLOGY





26,000
PRIMARY AGE KIDS
WERE ADMITTED TO
HOSPITAL
LAST YEAR BECAUSE OF
TOOTH DECAY
CAUSED BY SUGAR

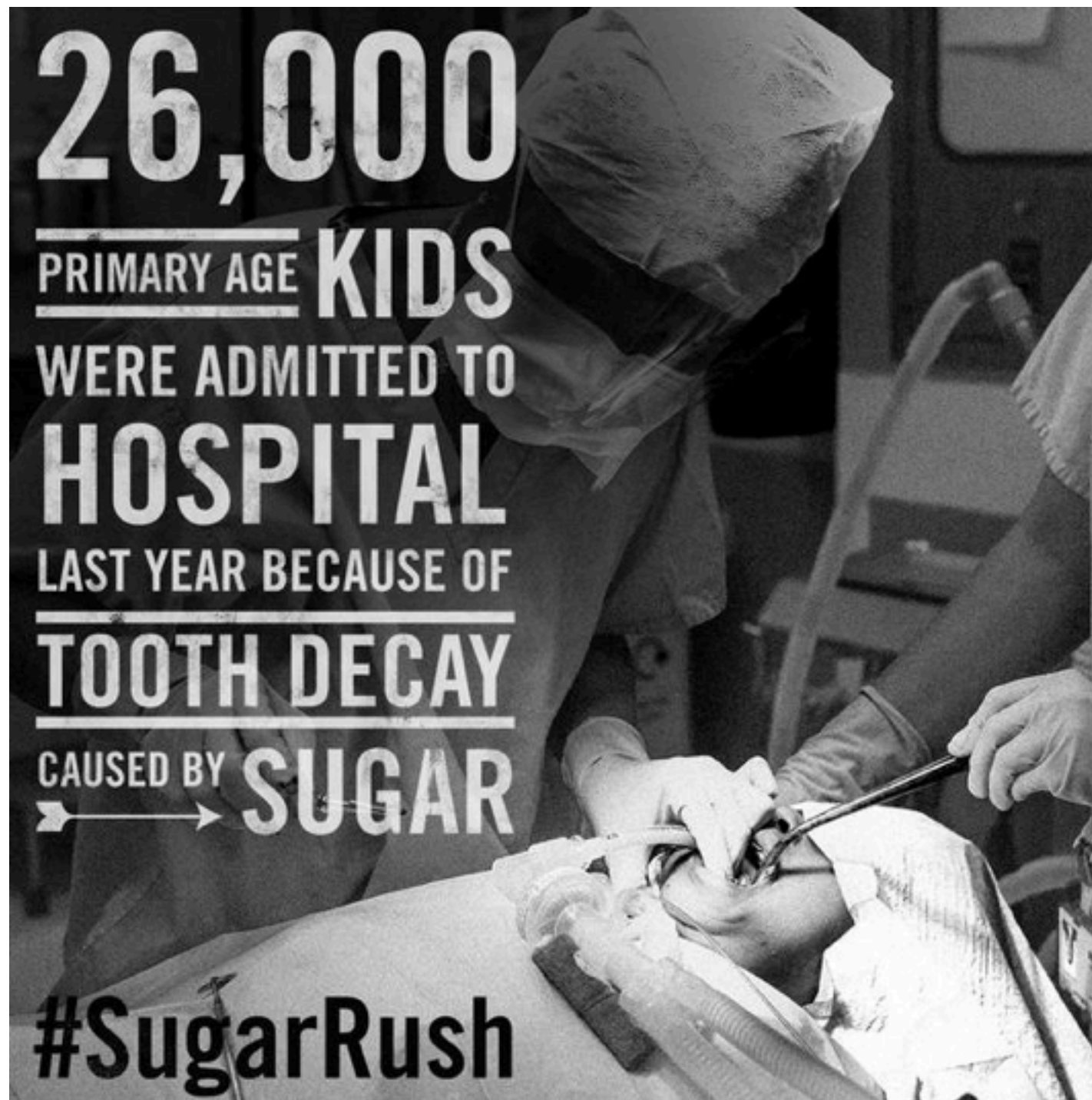
#SugarRush

RETWEETS
712

FAVORITES
377



4:07 PM - 3 Sep 2015



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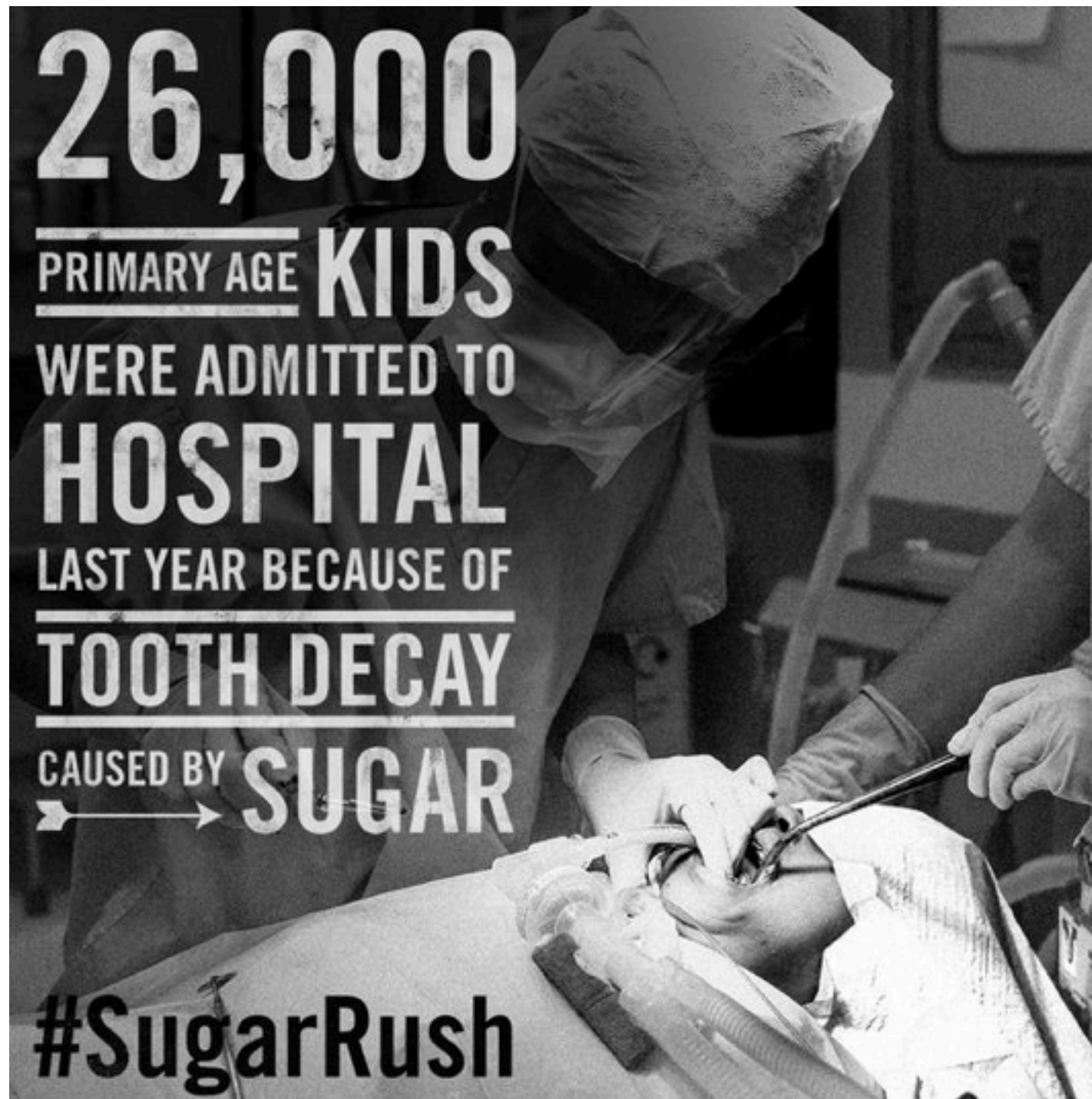
judy swafford @judykarol · Sep 3

@jamieoliver and neglectful parents forgot that part.



4



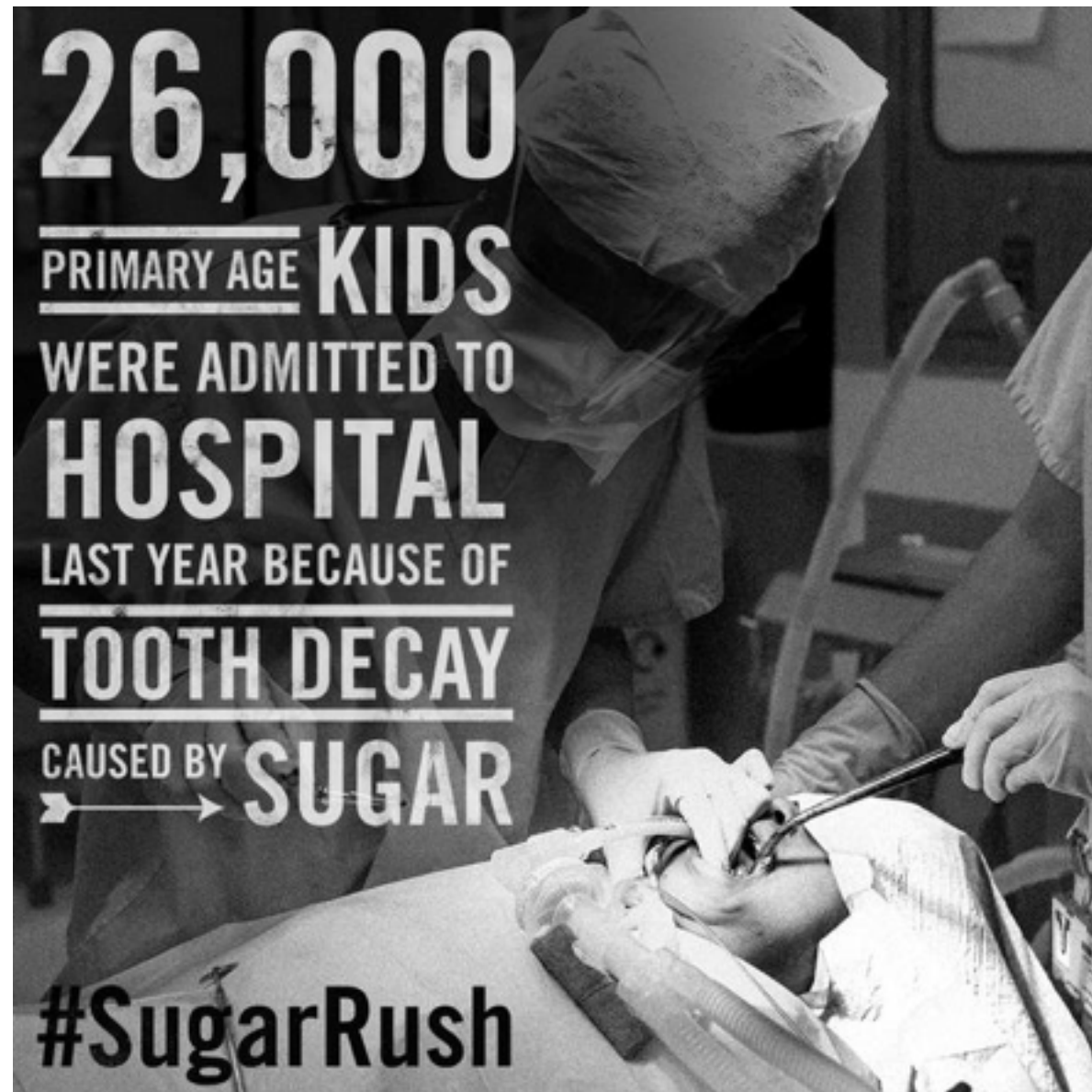


judy swafford @judykarol · Sep 3

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Problem statements without Solutions



RETWEETS

712

FAVORITES

377



4:07 PM - 3 Sep 2015



judy swafford @judykarol · Sep 3

@jamieoliver and neglectful parents forgot that part.



Love Lassi @LoveLassi1 · Sep 3

@jamieoliver #SugarRush educate educate educate - cook home made food, drink water, take responsibility for your children's health



linda mackenzie @lindamackenzie5 · Sep 3

@jamieoliver its impossible to omit sugar from kids diets! Fresh juice or not. What can we do?? I don't take sugar as I hate sweet things.



Lesley MacGregor @scoobs1969 · Sep 3

@jamieoliver I refuse to give my son drinks which contain aspartame and sweeteners in them x



Brushbaby @brushbabytweet · Sep 4

@scoobs1969 & we can help with the toothbrushing! Take a look: brushbaby.co.uk



Lisa Downes @downesrule · Sep 4

@jamieoliver well done but good luck.. ive worker in special care dental services for 27 years we have over a year waiting list. Good luck

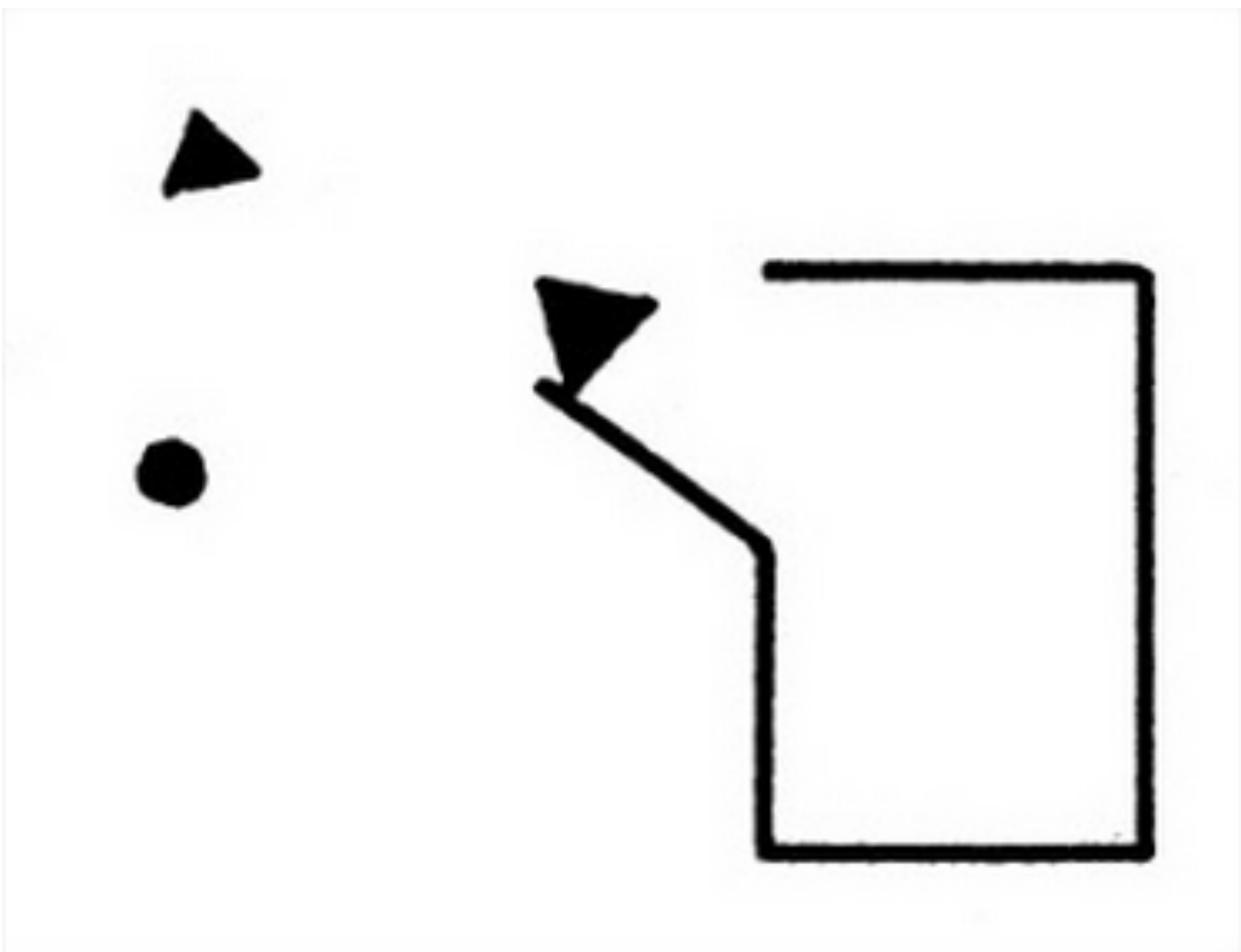




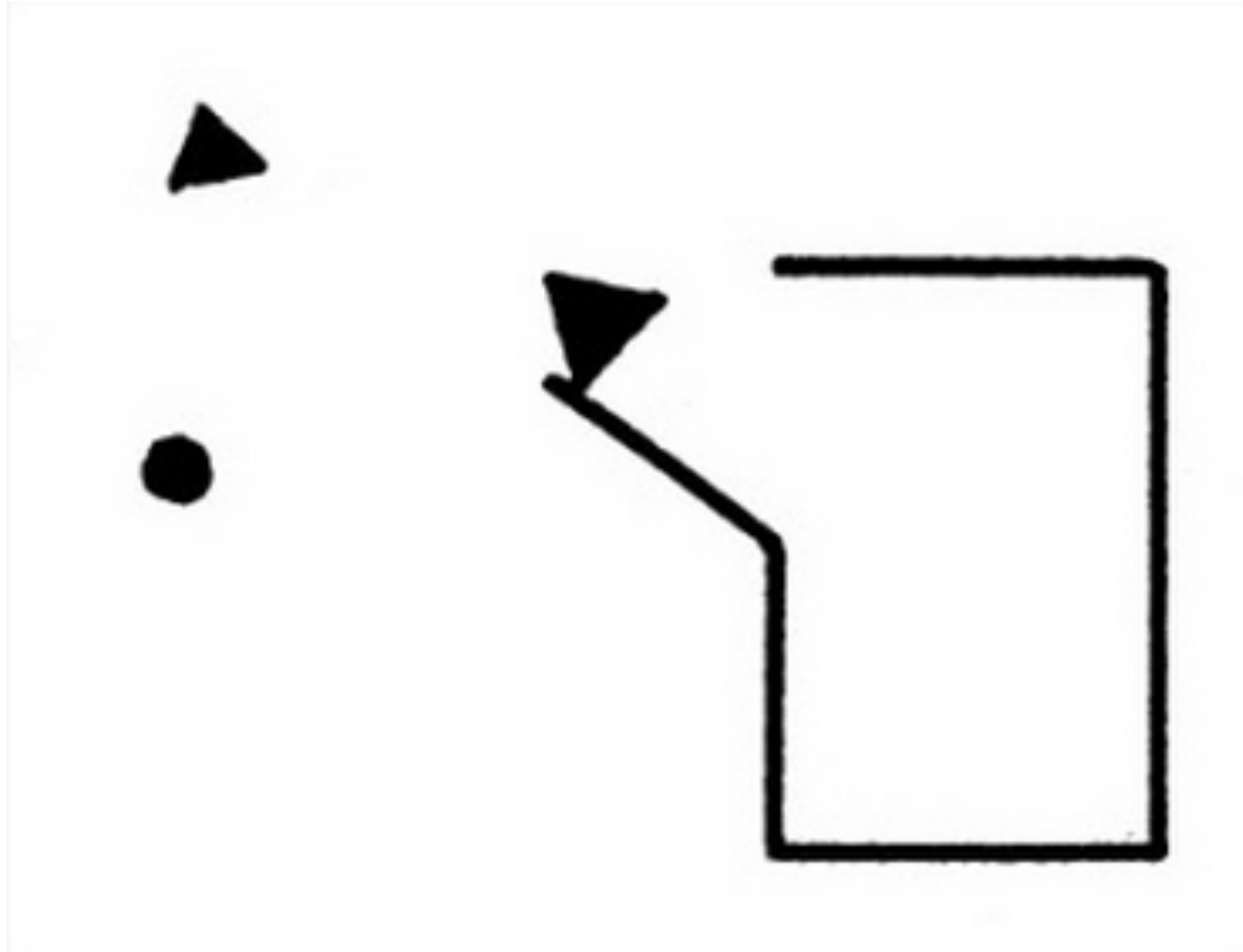
Anticipating Public Thinking about Health







There's a story there - whether or not you're telling it

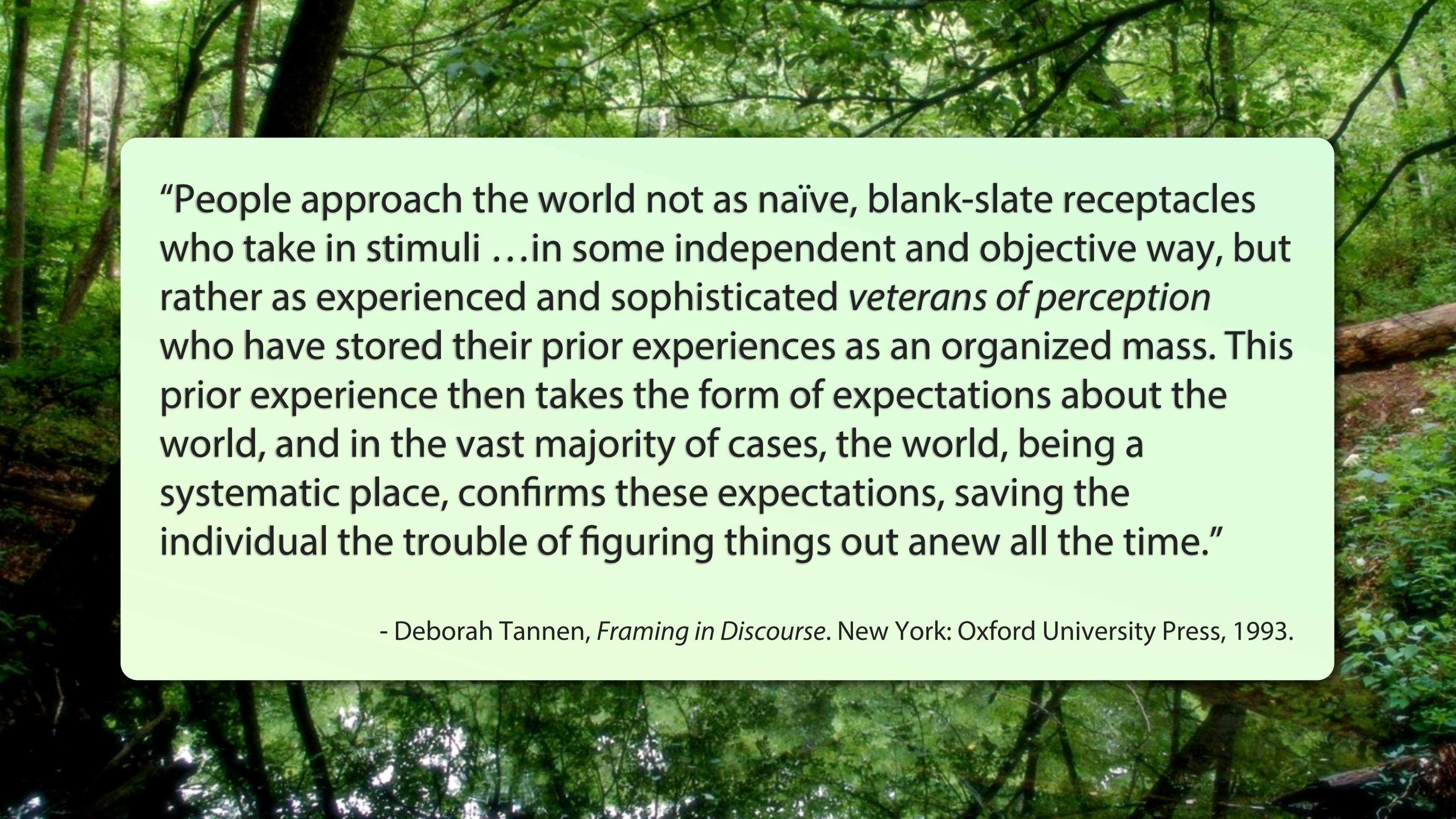


The story the public fills in about health

The story the public fills in about health





A lush green forest with sunlight filtering through the trees. The background is a dense canopy of green leaves and branches, with dappled sunlight creating a soft, natural setting for the text overlay.

“People approach the world not as naïve, blank-slate receptacles who take in stimuli ...in some independent and objective way, but rather as experienced and sophisticated *veterans of perception* who have stored their prior experiences as an organized mass. This prior experience then takes the form of expectations about the world, and in the vast majority of cases, the world, being a systematic place, confirms these expectations, saving the individual the trouble of figuring things out anew all the time.”

- Deborah Tannen, *Framing in Discourse*. New York: Oxford University Press, 1993.



Characteristics of Cultural Models

- Cultural models are cognitive short cuts created through years of experience and expectation. They are taken-for-granted and largely automatic assumptions.
- People rely on cultural models to interpret, organize and make meaning out of all sorts of stimuli, including experiences, feelings, thoughts.....*and your communications.*



Individualism

- Individuals are Responsible
- Family Bubble
- Awareness
- Consumerism
- Health = Character

Health

- Health = Vital Organs
- Government Covers the Basics

Oral Health

- Oral Health = Personal Hygiene
- Dental is Supplemental
- Prevention (Crucial, but Individual)
- Mouth as Gateway to Body
- Mouth as Gateway to Social World

What's in the Swamp of...

Oral Health

Disparities

- Individual Causes & Solutions
- Fatalism

Dental Bubble

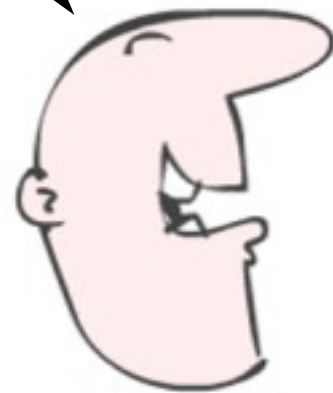
- Missing System
- Caring Dentists = Good Dentists
- Dentists are/aren't Doctors

The Teeth Triangle

- Oral Health = Teeth
- Sugar & Cavities as Threat
- Brushing and Flossing as Solution
- Dentist as Extension of Individual

The Swamp Eats Your Message

Poverty undermines economic success for working families and children.



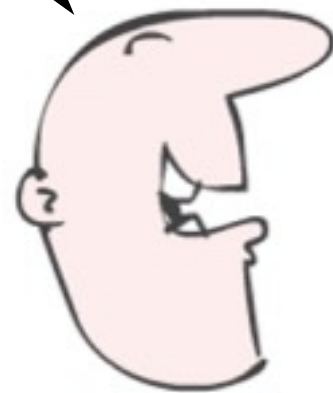
EXPERT



PUBLIC

The Swamp Eats Your Message

Poverty undermines economic success for working families and children.



EXPERT



PUBLIC



what supports good oral health?



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[Six foods to improve your dental health \(1/7\) | Best Health Magazine ...](#)

[www.besthealthmag.ca](#) › [Best You](#) › [Oral Health](#) ▾

When you don't have a toothbrush handy, try these everyday foods to maintain your oral hygiene. ... Here are six foods that can actually help with your oral hygiene. 4 new trends in oral health Here's a reason to smile: We know more than ever about healthy teeth and gums.

[What to eat to keep your teeth - Delta Dental](#)

https://www.deltadentalins.com/oral_health/nutrition.html ▾

"The quality and consistency of foods, their nutritional composition and the combinations in which they are eaten can affect oral health, including the likelihood of tooth decay." ... Calcium-fortified juices, milk and other dairy products are rich in calcium and vitamin D and ...

[Healthy Foods List: Seven Best Foods for Your Teeth - Colgate](#)

[www.colgate.com/.../oral-health/...oral-health/.../healthy-foods-list-seven-best-foods-f...](#) ▾

Use this healthy foods list to improve your diet and the health of your mouth. ... Cheese also contains calcium and protein, nutrients that strengthen tooth enamel. ... Leafy greens typically find their way onto any healthy foods list.

[Foods and Drinks Best for Your Teeth - WebMD](#)

[www.webmd.com/oral-health/diet-oral-health](#) ▾

Jump to [Mouth-Healthy Foods and Drinks](#) - The best food choices for the health of your mouth include cheeses, chicken or other meats, nuts, and ...

[Education - The Importance of Good Nutrition for Oral Health](#)

[www.powerswabs.com/education/the-importance-of-good-nutrition-for-oral-health/](#) ▾

Dr. Martin Giniger writes about nutrition's role in oral health. ... Toothpaste contains many of these essential vitamins that support good oral health. Fruits, milk ...

[Diet for Healthy Teeth - American Dental Association](#)

[www.mouthhealthy.org/en/az-topics/d/diet-and-dental-health](#) ▾



A Wide Angle Lens Approach





Avoid



Any Story Will Do

Advance



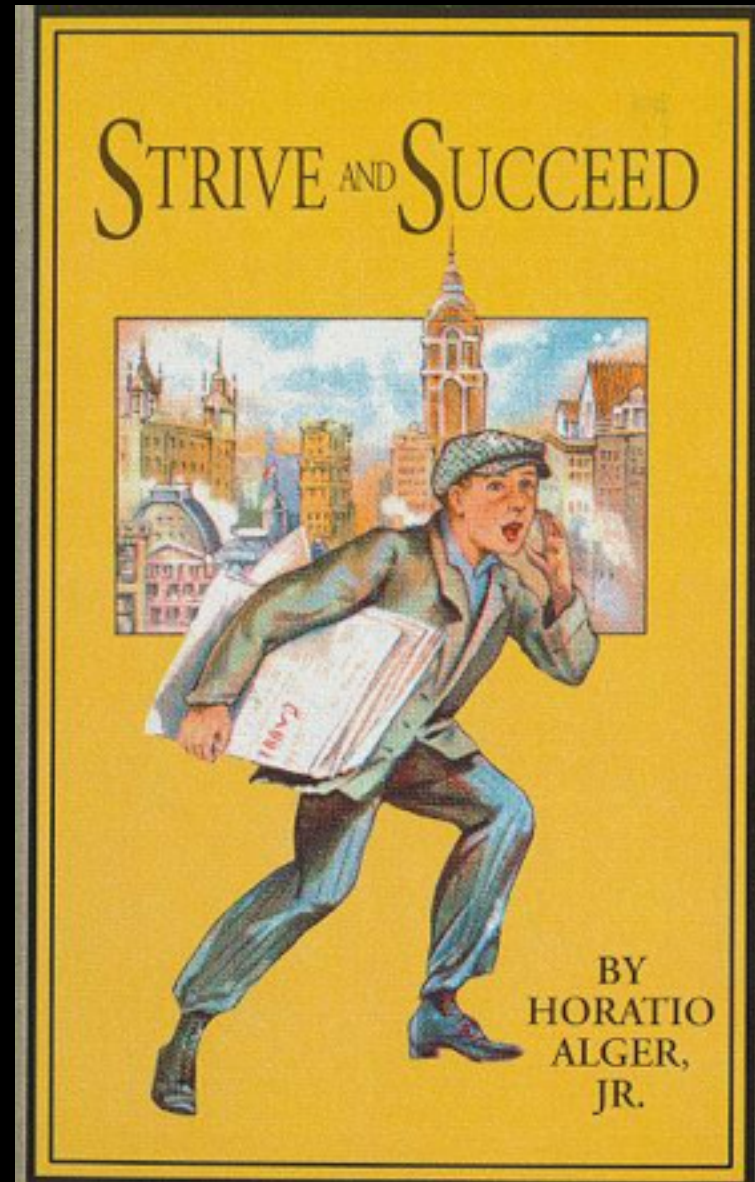
What Will That Story Do?





Page 76 of a
scrapbook kept by
Montgomery Police,
with photographs of
those arrested during
the boycott

PUSH BACK



Triumphant Individual

PULL FORWARD



Engaged Community

PUSH BACK



Individual behaviors

PULL FORWARD



Decision making contexts

Different kinds of stories set up different solutions

EPISODIC

- ➡ Individuals
- ➡ Events
- ➡ Psychological
- ➡ Private
- ➡ Appeal to consumer
- ➡ Better information
- ➡ **Fix the person**

THEMATIC

- ➡ Issues
- ➡ Trends
- ➡ Political/Environmental
- ➡ Public
- ➡ Appeals to citizens
- ➡ Better policies
- ➡ **Fix the condition**









Framing Practice

Telling Systems Stories



Turn to your neighbors and discuss what you saw in these two pieces of communication.

- What is the “big picture” (why is this issue important)?
- How does the issue work? If it’s not working, why not? What causes what, and with what consequences for the community?
- What should we do? (Hint: start by identifying the main characters in each.)

Think how you routinely talk about your work. Are there ways that you are telling an individual story? How can you tell a different story – a systems story – about that issue?



**Now that you've
got a map -
where do you
go?**

Leaving unproductive cultural models in place isn't an option



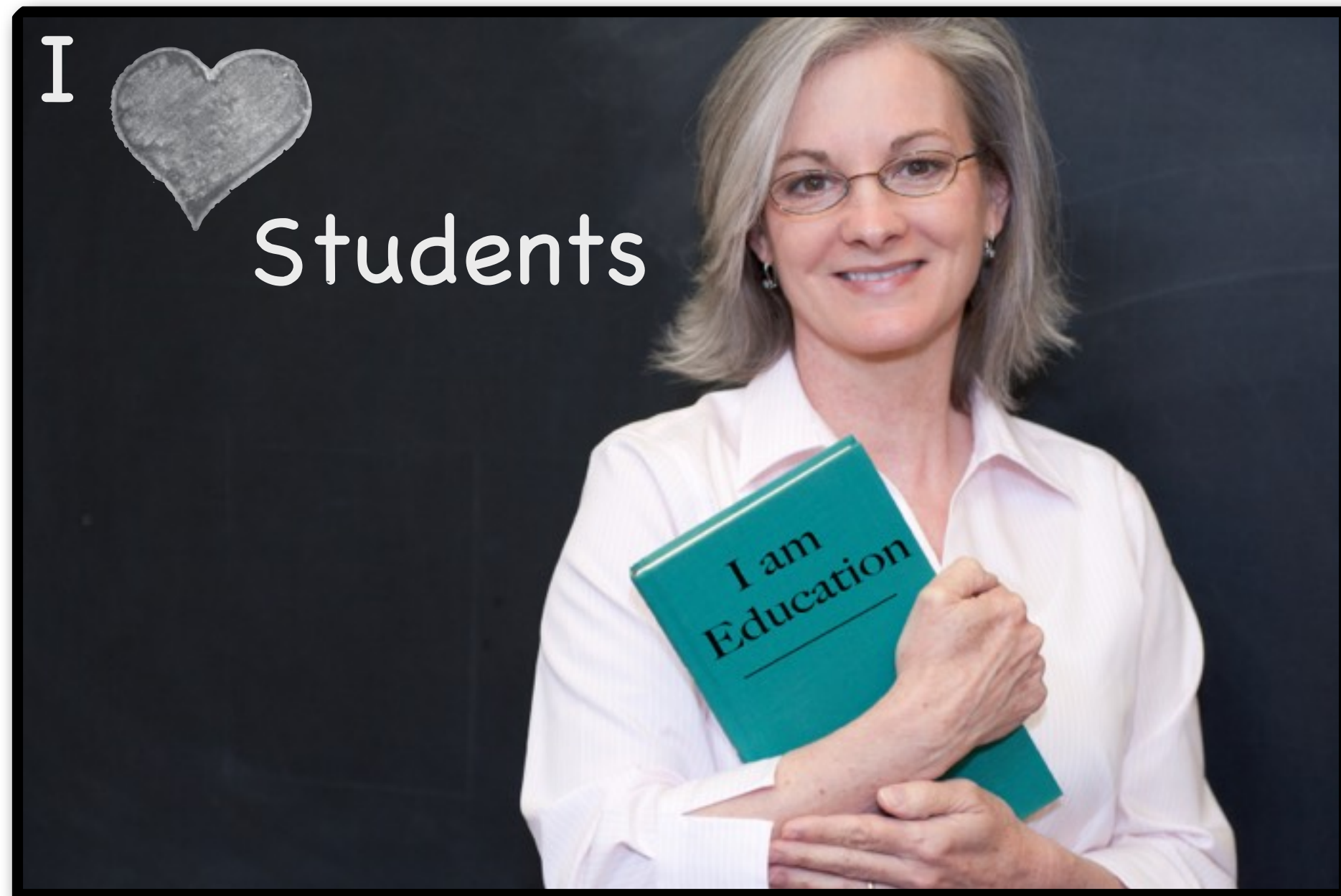
“The cultural models available to understand global warming lead to ineffective personal actions and support for ineffective policies, regardless of the level of personal commitment to environmental problems.”

—Kempton, Boster & Hartley,
Environmental Values in American Culture
(MIT Press, 1995)

Tapping into unproductive models is...well, unproductive

Tapping into unproductive models is...well, unproductive

Caring Teachers



I



Students



Correcting their 'mistakes' doesn't work

Flu Vaccine

Facts & Myths



Department of Health
and Human Services
Centers for Disease Control
and Prevention

MYTH "The flu isn't a serious disease."

FACTS Influenza (flu) is a serious disease of the nose, throat, and lungs, and it can lead to pneumonia. Each year about 200,000 people in the U.S. are hospitalized and about 36,000 people die because of the flu. Most who die are 65 years and older. But small children less than 2 years old are as likely as those over 65 to have to go to the hospital because of the flu.

MYTH "The flu shot can cause the flu."

FACTS The flu shot cannot cause the flu. Some people get a little soreness or redness where they get the shot. It goes away in a day or two. Serious problems from the flu shot are very rare.

MYTH "The flu shot does not work."

FACTS Most of the time the flu shot will prevent the flu. In scientific studies, the effectiveness of the flu shot has ranged from 70% to 90% when there is a good match between circulating viruses and those in the vaccine. **Getting the vaccine is your best protection against this disease.**

MYTH "The side effects are worse than the flu."

FACTS The worst side effect you're likely to get from a shot is a sore arm. The nasal mist flu vaccine might cause nasal congestion, runny nose, sore throat and cough. The risk of a severe allergic reaction is less than 1 in 4 million.

MYTH "Only older people need a flu vaccine."


FACTS Adults and children with conditions like asthma, diabetes, heart disease, and kidney disease **need to get a flu shot**. Doctors also recommend children 6 months and older get a flu shot every year until their 5th birthday.

MYTH "You must get the flu vaccine before December."

FACTS Flu vaccine can be given before or during the flu season. The best time to get vaccinated is October or November. **But you can get vaccinated in December or later.**

For more information, ask your healthcare provider or call
800-CDC-INFO (800-232-4636) Website www.cdc.gov/flu

Correcting their 'mistakes' doesn't work



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In a study of the effects of myth-fact communications:

- ☒ People misremembered the myths as true.
- ☒ Got worse over time.
- ☒ Both older and younger readers made mistakes.
- ☒ Attributed false information to the CDC.

Vedantam, Shankar. 2010. The Hidden Brain. New York: Spiegel & Grau.

CULTURAL MODELS AS BASIS FOR STRATEGIC COMMUNICATIONS

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MULTIPLE MODELS
AVAILABLE

CULTURAL MODELS AS BASIS FOR STRATEGIC COMMUNICATIONS



MULTIPLE MODELS
AVAILABLE



SOME MORE PRODUCTIVE THAN
OTHERS

CULTURAL MODELS AS BASIS FOR STRATEGIC COMMUNICATIONS



Pick Visuals that Enhance the Frame



vs.





“That the mind lives in the brain, the brain lives in the body and the body lives in a community is the key to understanding mental health in all cultural contexts.”

—Karen Hopenwasser, M.D., *NYT Magazine* 1-17-10



Widen the Lens to position oral health as a result of social context

“That the mind lives in the brain, the brain lives in the body and the body lives in a community is the key to understanding mental health in all cultural contexts.”

—Karen Hopenwasser, M.D., *NYT Magazine* 1-17-10



Emergent Recommendations from Map the Gaps Research

Do:

- Place oral health outcomes and disparities in social and systemic context.
- Fill in the *Gateway to the Body* model to help people understand the links between oral and overall health.
- Situate dentists within the larger oral health system and talk about others involved.
- Emphasize collective examples of prevention.

Emergent Recommendations from Map the Gaps Research

Don't:

- Assume that people understand the importance of oral health.
- Tell stories at the individual level.
- Focus on teeth without mentioning other aspects of oral health.
- Stress individual lifestyle choices.
- Leave out members of the oral health system *other than* dentists.

Framing Practice

Framing with Numbers

Working with a tablemate, pick a data point that you would like to use to convey the urgency and importance of your work and crucially, why it matters.

How can you frame this to widen the lens - build in context that makes this data point easier to interpret and understand in ways that point to Solutions: Public Policies that Address Systems Problems and Generate Collective Benefits?

Work for just a couple minutes - I will ask for one or two volunteers



Testing Reframes

AVOID



Continuous message quest

ADVANCE



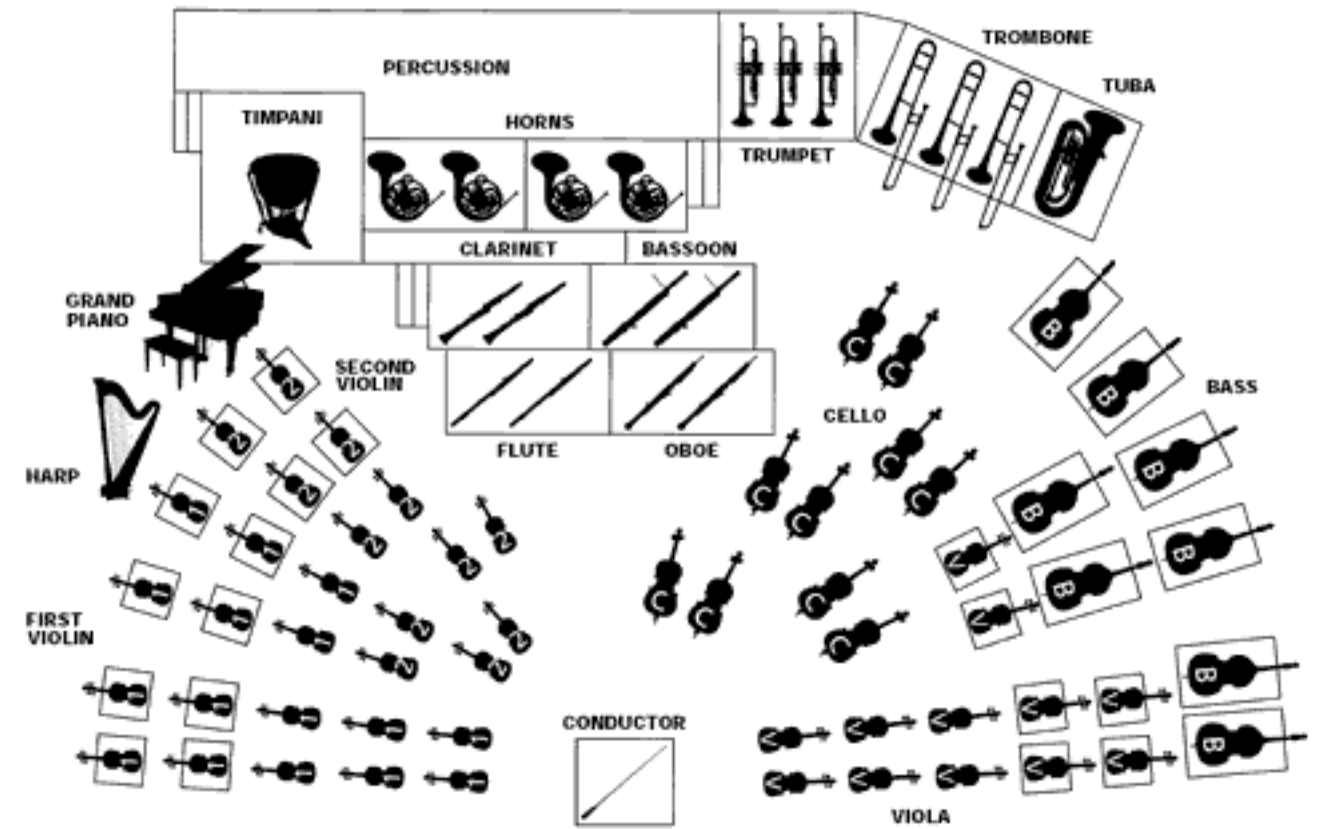
Consistency and coherence over time

AVOID



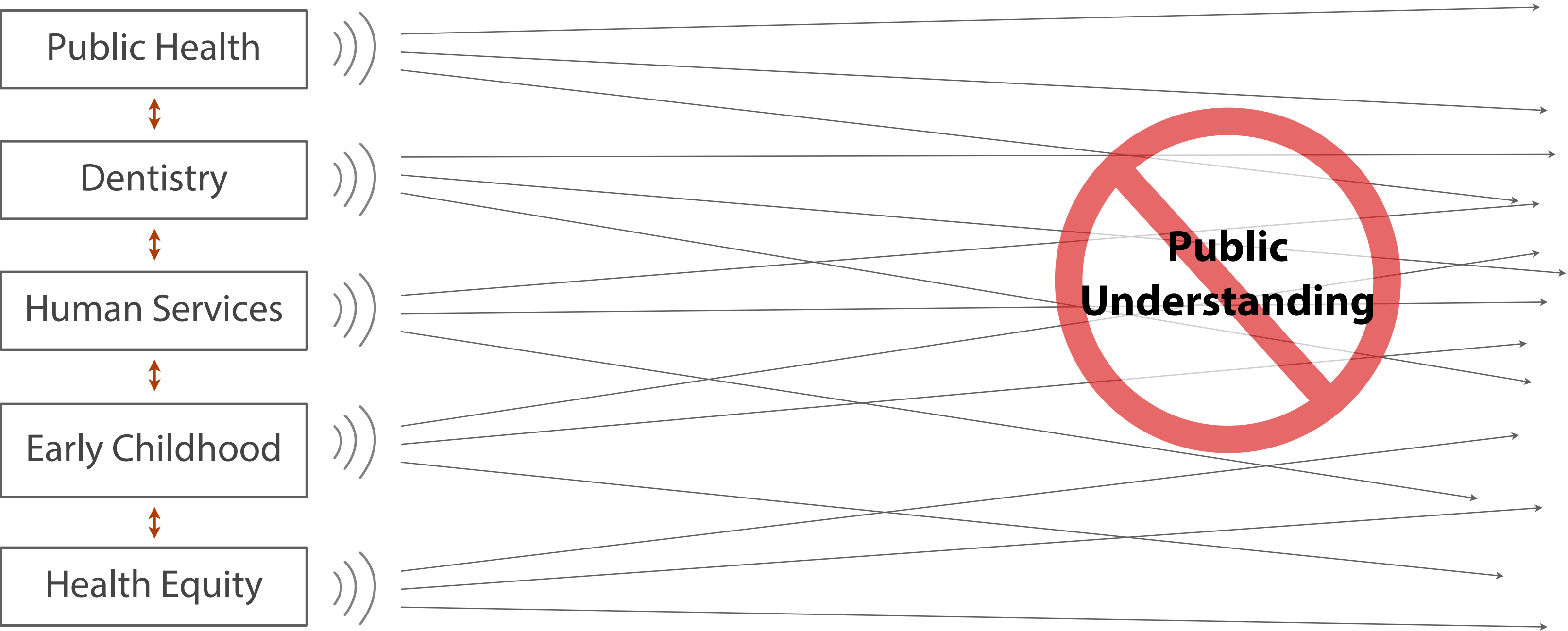
Cacophony

ADVANCE

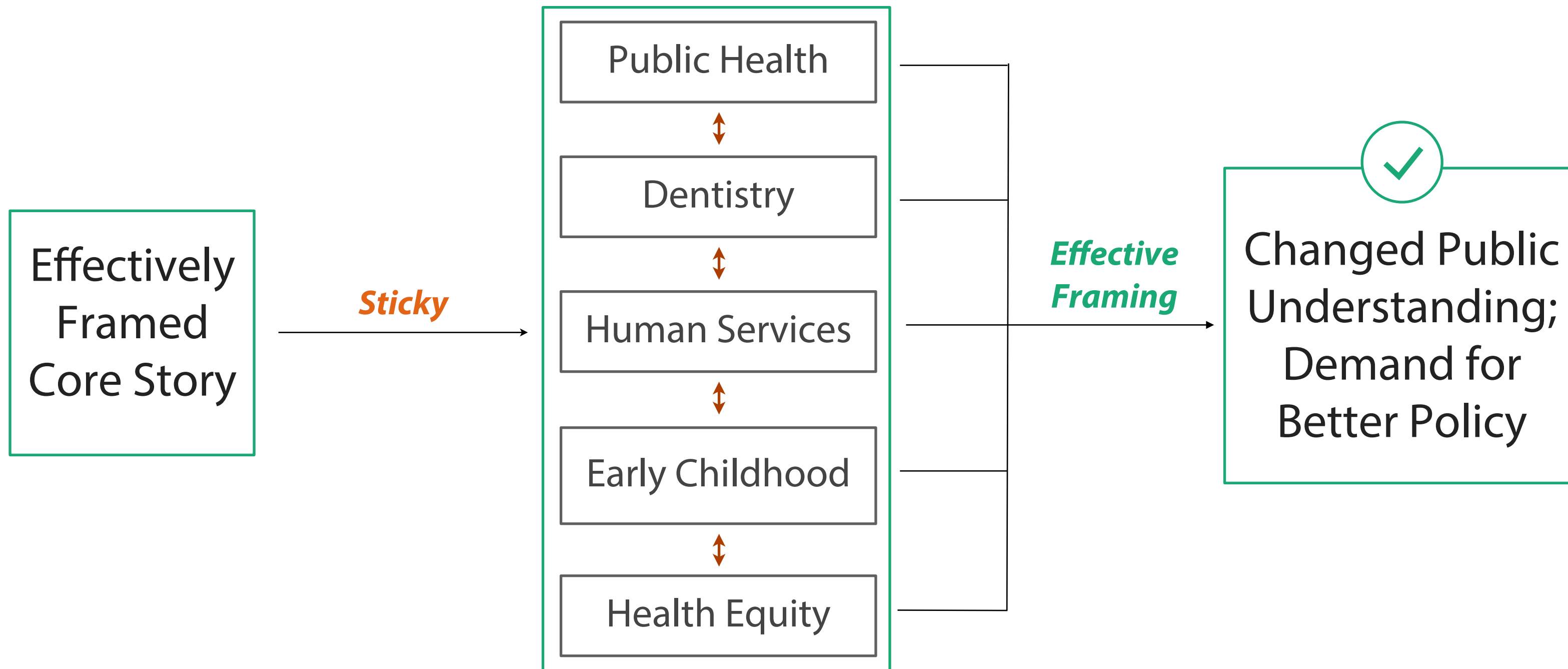


Symphony

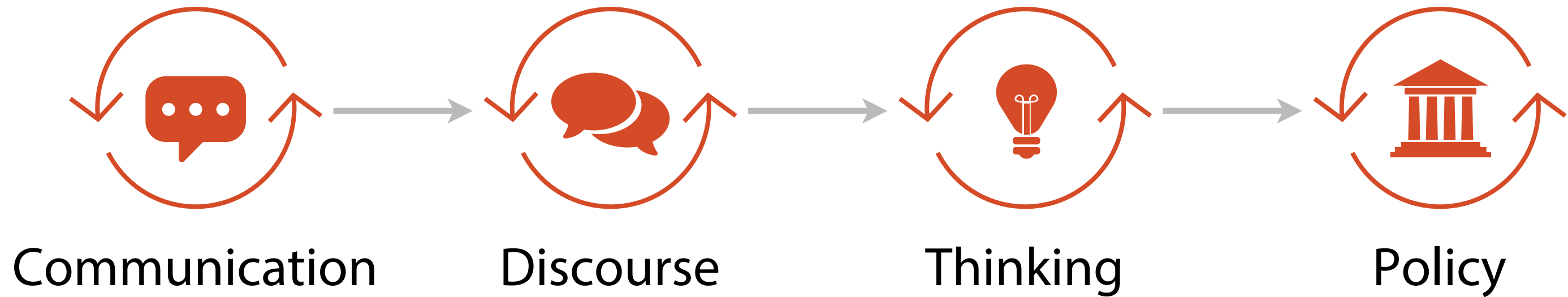
Because framing can divide or unify movements...



Meta Frame Movement Building



Because Frames Can Help Make Change



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

-Richard Rorty



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