



Framing to Messaging

Strategies for changing the conversation about Oral Health

Families USA Health Action Conference

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(RIA)

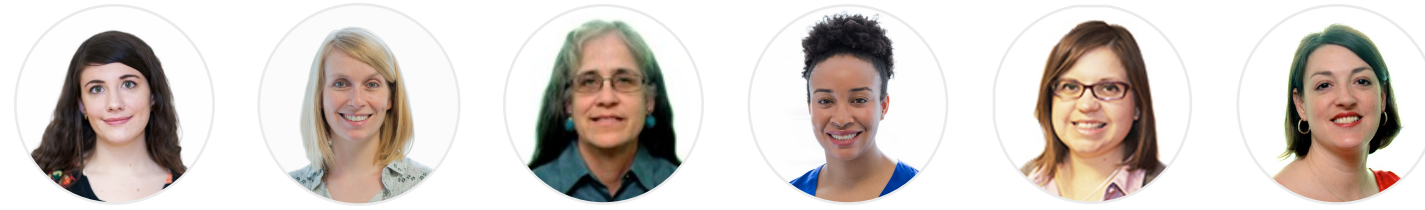
FrameWorks Institute

A Multidisciplinary Approach to Communications

ADVOCACY



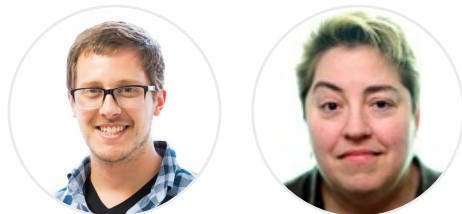
LANGUAGE & LINGUISTICS



SOCIOLOGY



DIGITAL MEDIA



ANTHROPOLOGY & PSYCHOLOGY



PUBLIC HEALTH



POLITICAL SCIENCE

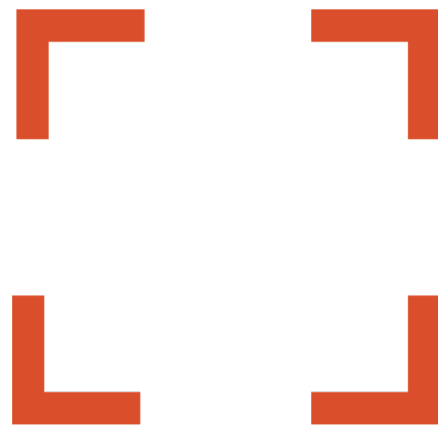


ADMINISTRATION



COMMUNICATIONS & CAMPAIGNS





FrameWorks is on a mission...

to advance the nonprofit sector's capacity
to frame the public discourse on social problems.

Examples of FrameWorks' Research

- **Harvard University Center on the Developing Child** – how to translate science of early childhood brain and biological development
- **Paul Hamlyn Foundation** – how to promote a more productive discussion about crime and criminal justice reform in the UK
- **National Society for the Prevention of Cruelty to Children** – how to use to communications as part of an innovative strategy to prevent child maltreatment in the UK
- **Alberta Family Wellness Initiative** – how to talk about the science of addiction; training researchers, practitioners and policymakers to use frames to close the research/practice gap
- **Public Health Informatics Institute** – how to help public health professionals understand the function and the value of informatics as a crucial part of population health improvement
- **Big Lottery Fund: A Better Start** – how to improve outcomes for children, families and communities in 5 sites throughout England.
- **DentaQuest Foundation** – how to help the public understand the importance of oral health to overall health, and engage policymakers in thinking of oral health as a social justice issue

Strategic framing vis a vis strategic communications

Framing	Strategic Communications
Drives public narrative in a new direction	Drives action toward specific, measurable goals
Establishes contours, terms, context of an issue	Works within current discourse
Consistent over time to achieve long term goals	Varied across settings, audiences, etc.
Key tools: values, metaphors, selection of themes	Key tools: Messages, calls to action
Coordinates narratives, positioning, across a field	Plans outreach and engagement along a calendar

What is a **Frame**?

Frames are sets of choices about how information is presented:

What to emphasize, how to explain it, and what to leave unsaid.

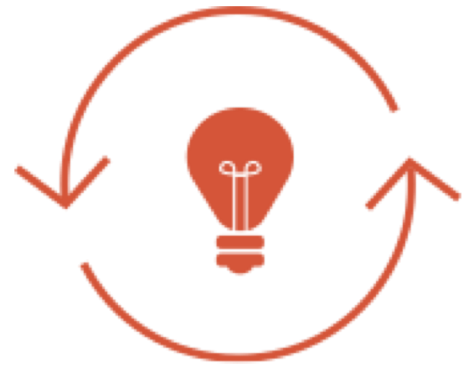
Frames Can Help Make Change



Communication



Discourse



Thinking



Policy

When a frame “works,” it moves thinking in multiple ways



knowledge

If people have oral health issues, this can create severe health problems in other parts of the body.



attitudes

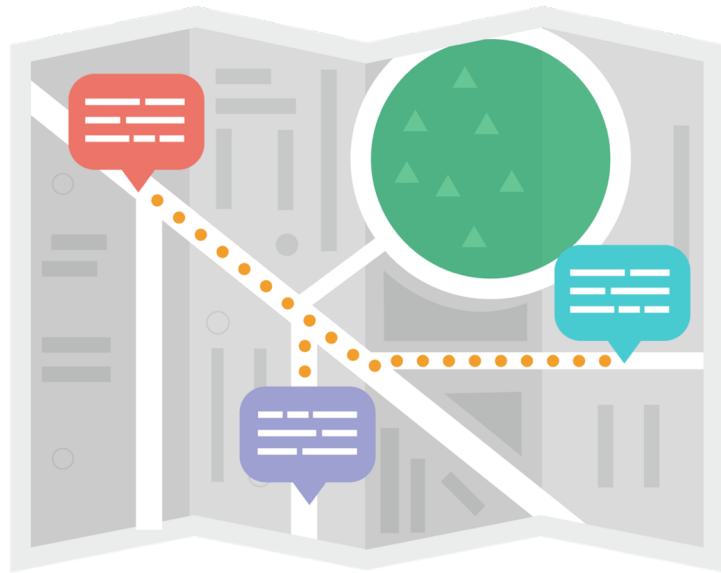
If people in this country have poor oral health, our country has failed in its responsibilities.



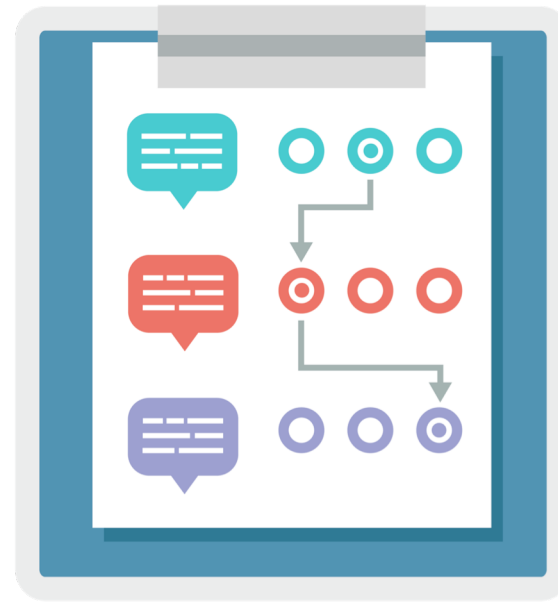
policy support

Health clinics should produce materials in multiple languages to inform people about oral health, no matter what language they speak.

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

We conducted a comprehensive investigation

Descriptive



Expert Interviews

What needs to be communicated?



Cognitive Interviews

How does the public think?



Media Content & Field Frame Analysis

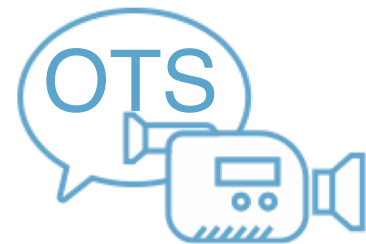
What frames are in play already?

Prescriptive



Tool Design

What reframes are plausible?



On-the-Street Interviews

Which reframes seem to work?



Controlled Experiments
Which reframe drives policy preferences?



Persistence Trials

How will this frame fare in the world?

How can advocates make progress on oral health reform?



Map the Gaps study compared expert and public thinking

Surround Sound study analyzed effects of frames used in media and advocacy

Reframe Design study developed and tested a number of frame elements

Toolkit and trainings

Communications challenges



- Oral health is narrowly understood as about teeth, and the health of the mouth
- Barriers to care are systemic rather than individual behaviors
- Inequities seem inevitable
- The oral health system is a public health system
- Prevention efforts need to be well-framed

You Say...They Think

AAA



Expert/Advocate

BBB



Public

You Say...They Think

“We can improve oral health and even eradicate some diseases with widespread prevention efforts.”



Expert/Advocate

CULTURE!

“...things that the society has to pay for, I don't put oral health as high as it should be near the top.”

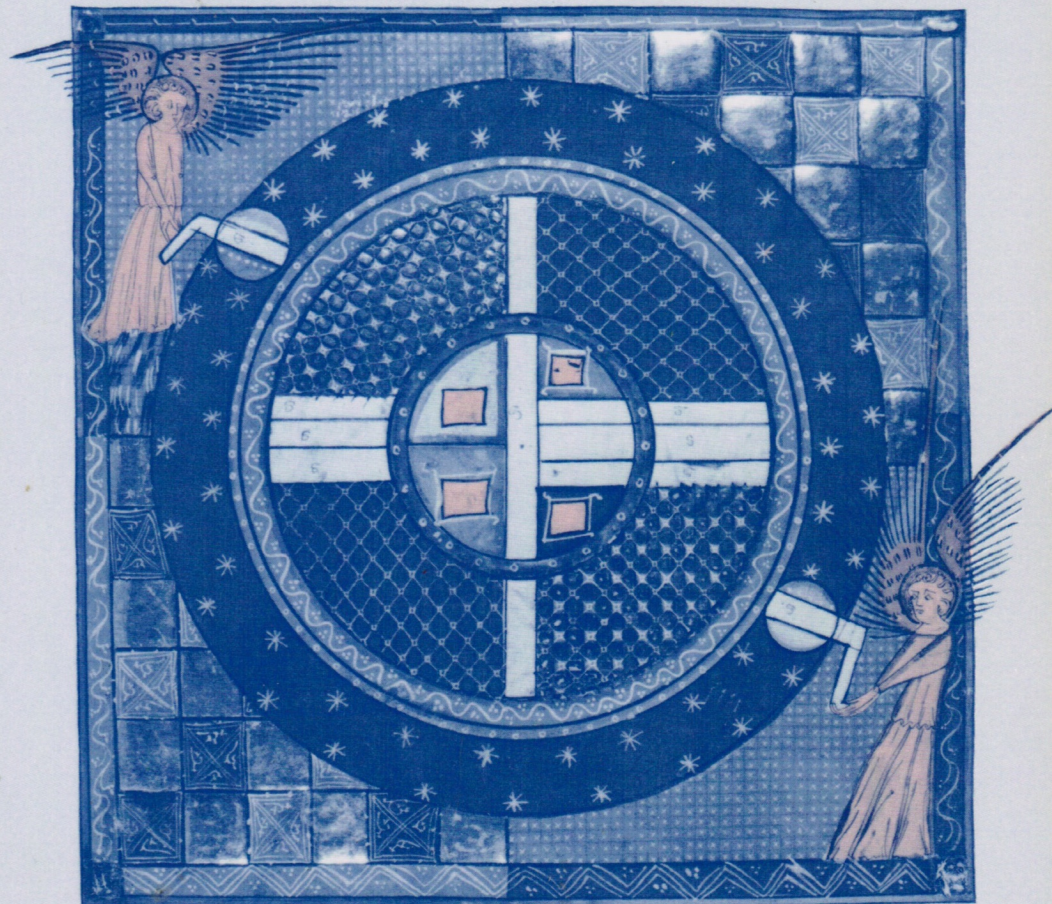


Public

Models “in the mind”

Cultural Models in Language & Thought

Edited by Dorothy Holland & Naomi Quinn



“Cultural models are presupposed, taken-for-granted models of the world that are widely shared by the members of a society and that play an enormous role in their understanding of that world and their behavior in it.”

— Naomi Quinn and Dorothy Holland,
Cultural Models in Language & Thought (1987)

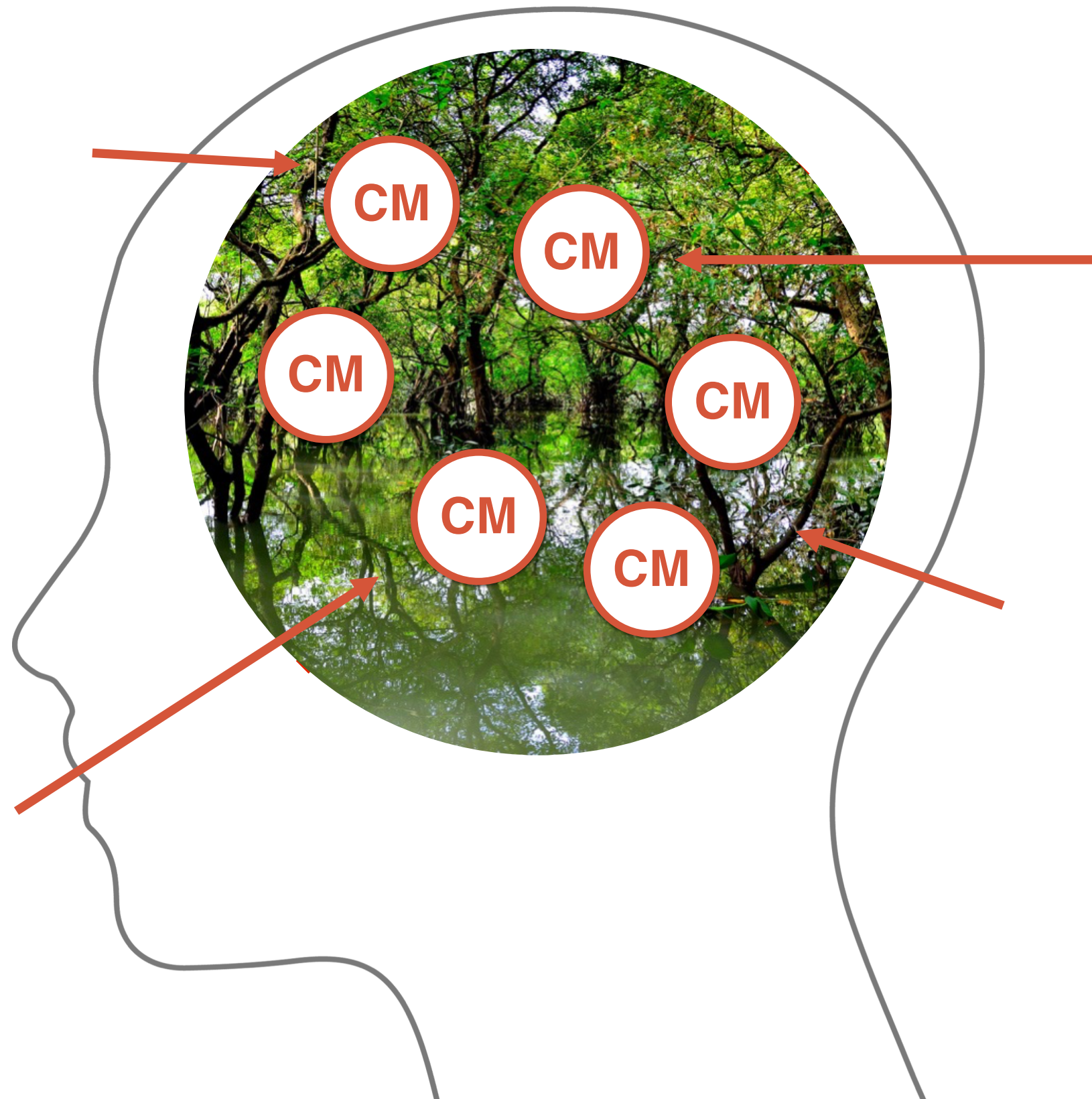


Cultural Models help us “think fast”

- Cognitive short cuts created through years of experience and expectation.
- Many are widely shared across a population, and are reinforced in media, education, custom, and elsewhere.
- People rely on cultural models to organize and make meaning out of experiences, feelings, questions, communications, media...in short, life.



Implications for communicators?



Health

- *Health Individualism*
- Health hierarchy (vital organs vs. other stuff)
- *Consumerism*

Solutions

- Three simple things (brush, floss, go to the dentist)
- Better information for better decisions
- Low priority
- There's nothing society can do

Oral Health

- Good oral health=no cavities
- Pretty smile and fresh breath
- Self-esteem and social status
- Mouth=gateway to the body

What's in the Swamp of...

Oral Health

Causes of Problems

- Poor personal hygiene
- Bad parents
- Too much sugar and smoking
- Choosing to delay or avoid care
- "Cultures" of poor self-care

Oral Health System

- Dentist offices are the system
- Team=dentists, hygienists, receptionists
- Dental insurance coverage is supplemental
- Prevention=better, earlier self-care

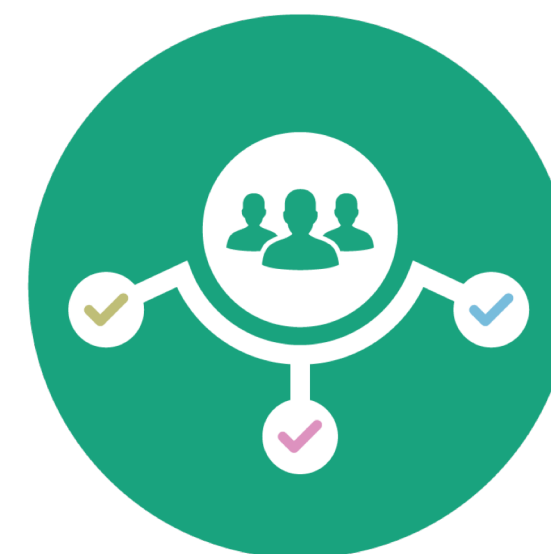
Tested frame elements for oral health communications



Targeted Justice
value



Keys to Oral Health
metaphor



Responsible
Management
value

Targeted Justice



The story you're telling:

Different situations call for different responses and groups have different needs. By making sure that our health system allows people to get the kind of support they need to maintain good oral health, we can create a more just and fair society.

Redirect public perceptions away from:

- *Poor Outcomes = Poor Choices*
- *Individualism*
- *Focus on Problem*

Move public thinking towards:

- **Collective Responsibility**
- **Systemic Perspective**
- **Solutions**

Responsible Management



Your issue matters because:

Using resources wisely means making smart decisions now to avoid problems later. When all communities have strong prevention efforts in place and access to oral health care, we can reduce costs by stopping problems before they start.

Redirect public perceptions away from:

- *Individualism*
- *Us vs. Them*
- *Three simple things*

Move public thinking towards:

- Systemic influences on oral health
- Collective responsibility

Keys to Oral Health



The story you are telling:

To get to good oral health, everyone goes through a series of doors - but for some people, they are locked. Without the keys, people cannot access oral health.

Redirect public perceptions away from:

- *Three Simple Things*
- *Health Individualism*
- *Dentists' Offices are the System*
- *Stigmatization of oral health problems*

Move public thinking towards:

- Collective responsibility
- Systems thinking
- Collective efficacy (we can do something)



Putting It All Together

AVOID

this is about your smile

these disparities are awful!

prevention, full stop

leaving solutions to the imagination

zooming in on individuals

ADVANCE

this is about overall health

justice requires targeted efforts

public health prevention looks like this

illustrating innovative solutions

zooming out to barriers

LESS OF THIS

To get to health equity, we must invest in expanding access to preventative efforts in oral health.

We're working to improve oral health access and care for all, especially mothers and children.

Health equity means oral health equity.

MORE OF THIS

To live up to our ideal of justice for all, we have to tailor sound prevention measures to the needs of specific groups.

We're working on specific ways to meet the distinct oral health needs of mothers and children.




One-size-fits-all rarely works in health. In the interests of fairness, we need to respond to specific needs and circumstances.



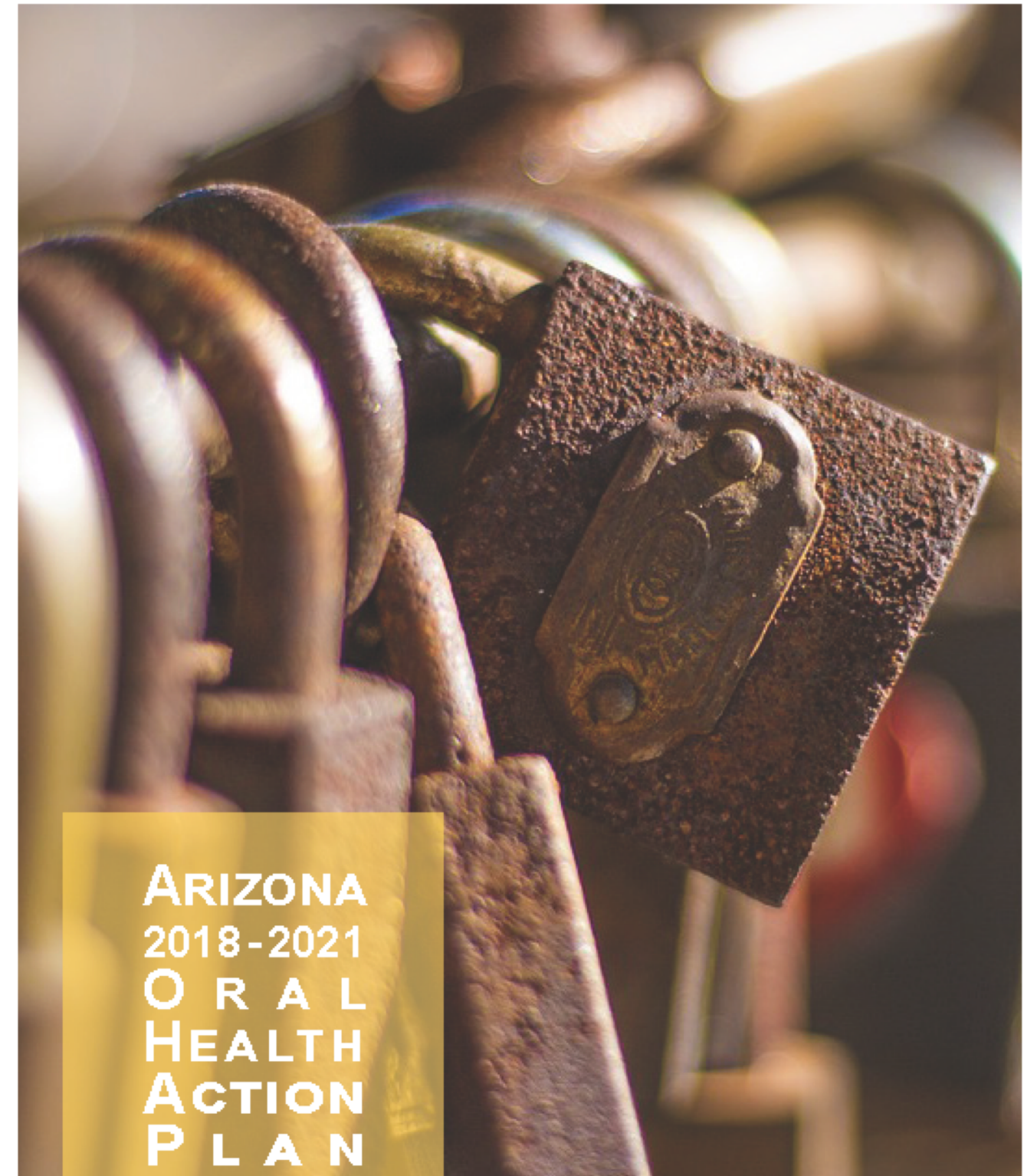
Network Examples

Unlocking the Doors to Good Oral Health

Access to good oral health can be thought of like a series of doors. Some people have the keys they need to unlock every door, while others are missing one or more keys. If people don't have all the keys, it doesn't matter how hard they push – if they can't unlock the door, they can't achieve good oral health. Oral Health Ohio advocates for programs and policies that give all Ohioans the keys they need to unlock the doors to good oral health.

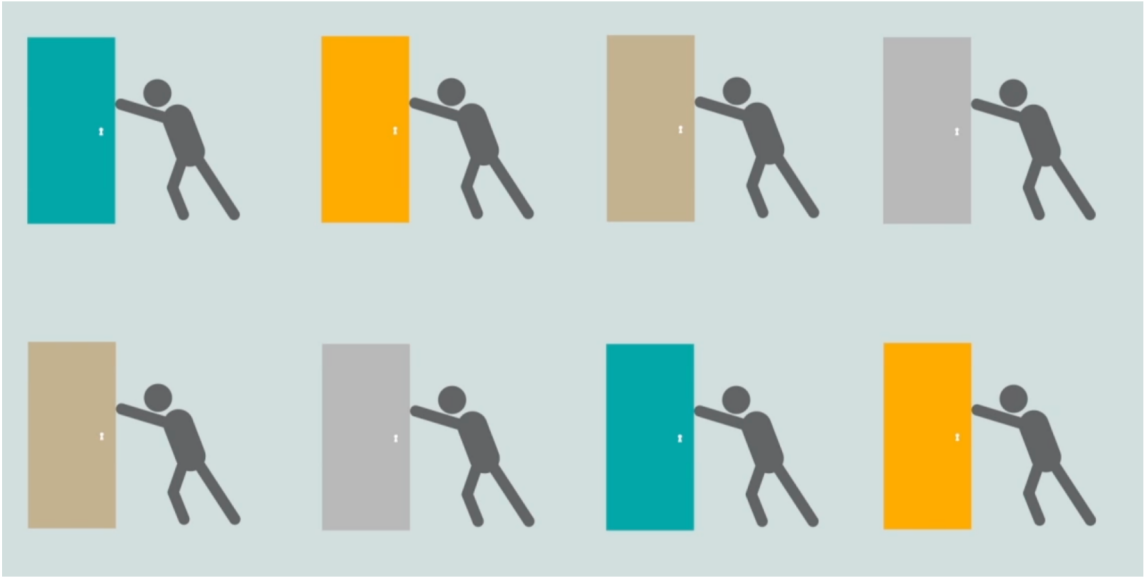
		
The relationship between oral health and overall health is not understood.	Healthier mouths mean healthier people. And healthier people means stronger communities.	Engage non-oral health professionals in the relationship between oral and overall health
I don't have insurance coverage for dental care.	People have access to affordable dental insurance. People understand the benefits they have.	Advocate to maintain the adult dental benefit under the Medicaid program Collaborate with stakeholders to educate beneficiaries of the dental benefits provided under the Medicaid program
I don't understand what my dental care provider is telling me.	Providers of all types receive cultural competency and health literacy training.	Train dentists, hygienists, school nurses, public health workers, and nursing home staff in health literacy Provide oral health training and resources to professionals in a variety of disciplines
I do not live near a dentist office.	Oral health services are offered at sites throughout the community.	Support school-based oral health services Advocate for the Mobile Dental Facilities legislation
Daily oral hygiene is often a neglected part of nursing home care.	Nursing home staff are trained in oral hygiene practices.	Collaborate with partners to provide oral health training to nursing home staff Advocate for oral hygiene standards in nursing homes

FINDING THE KEYS TO ARIZONA'S ORAL HEALTH ISSUES



ARIZONA
2018-2021
O R A L
H E A L T H
A C T I O N
P L A N

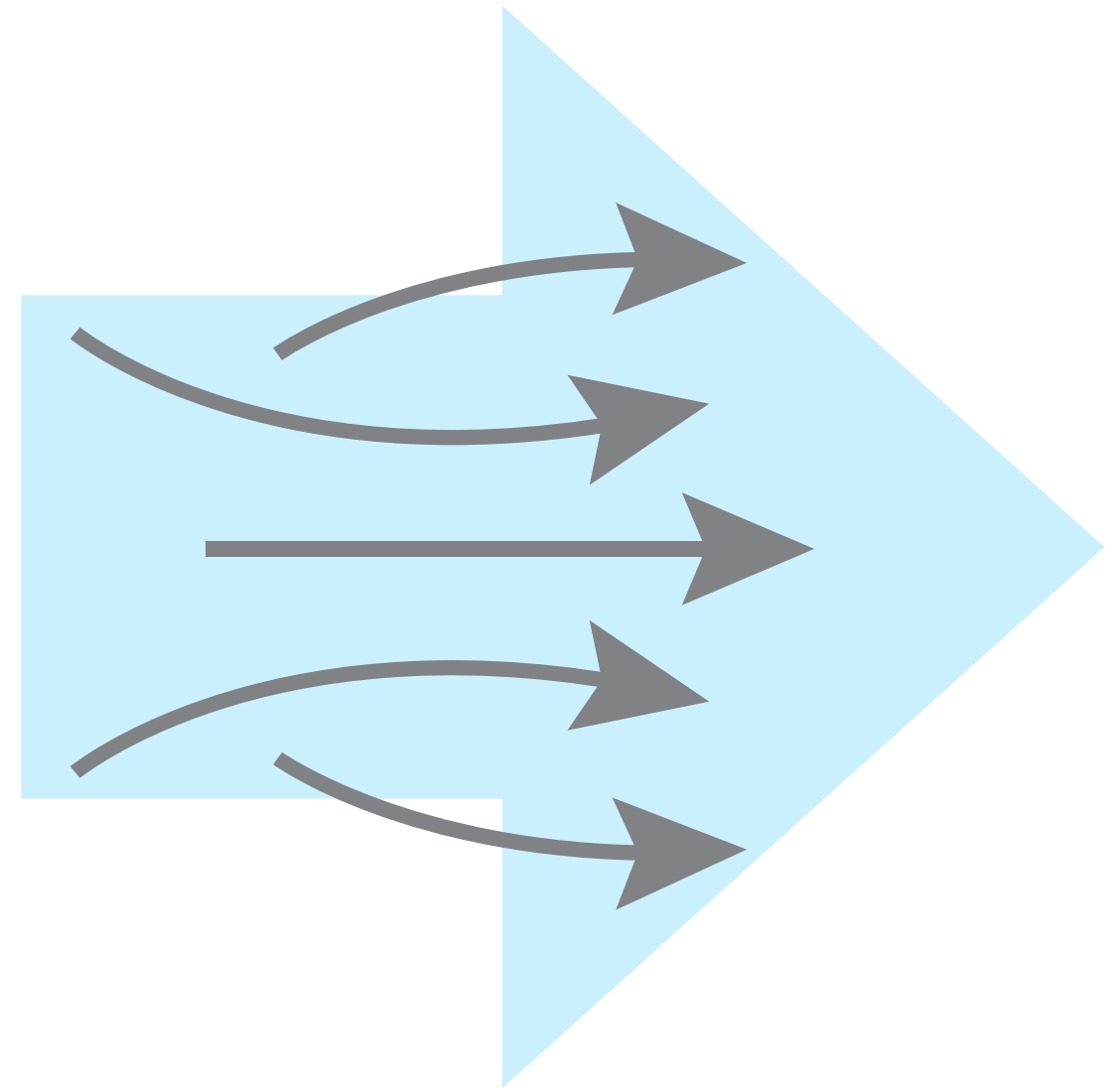
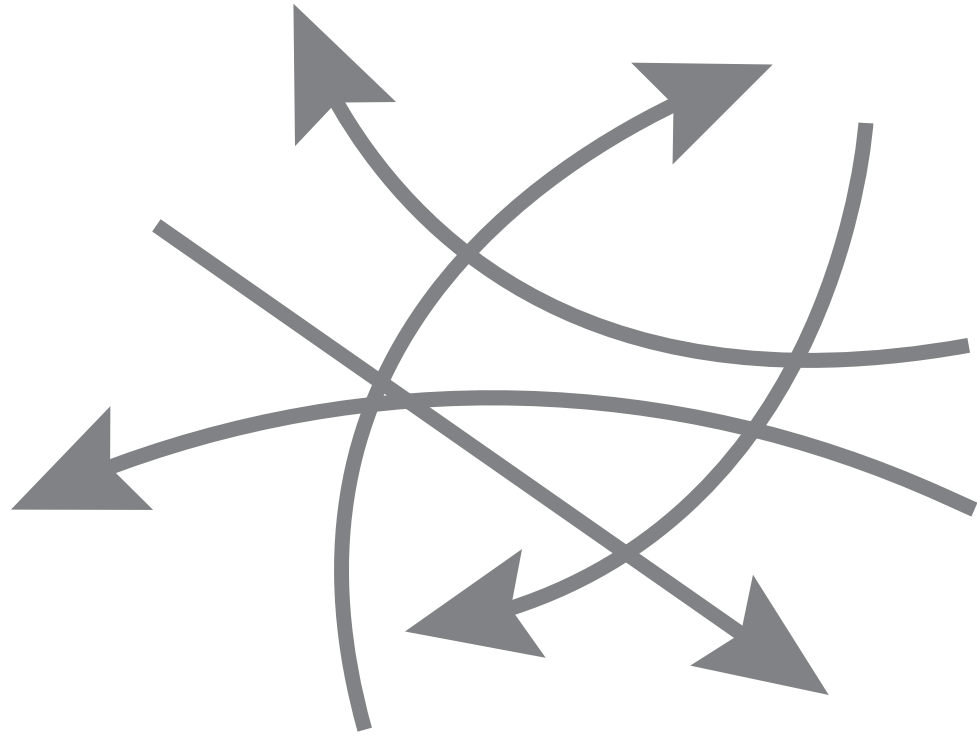
North Carolina Oral Health Collaborative



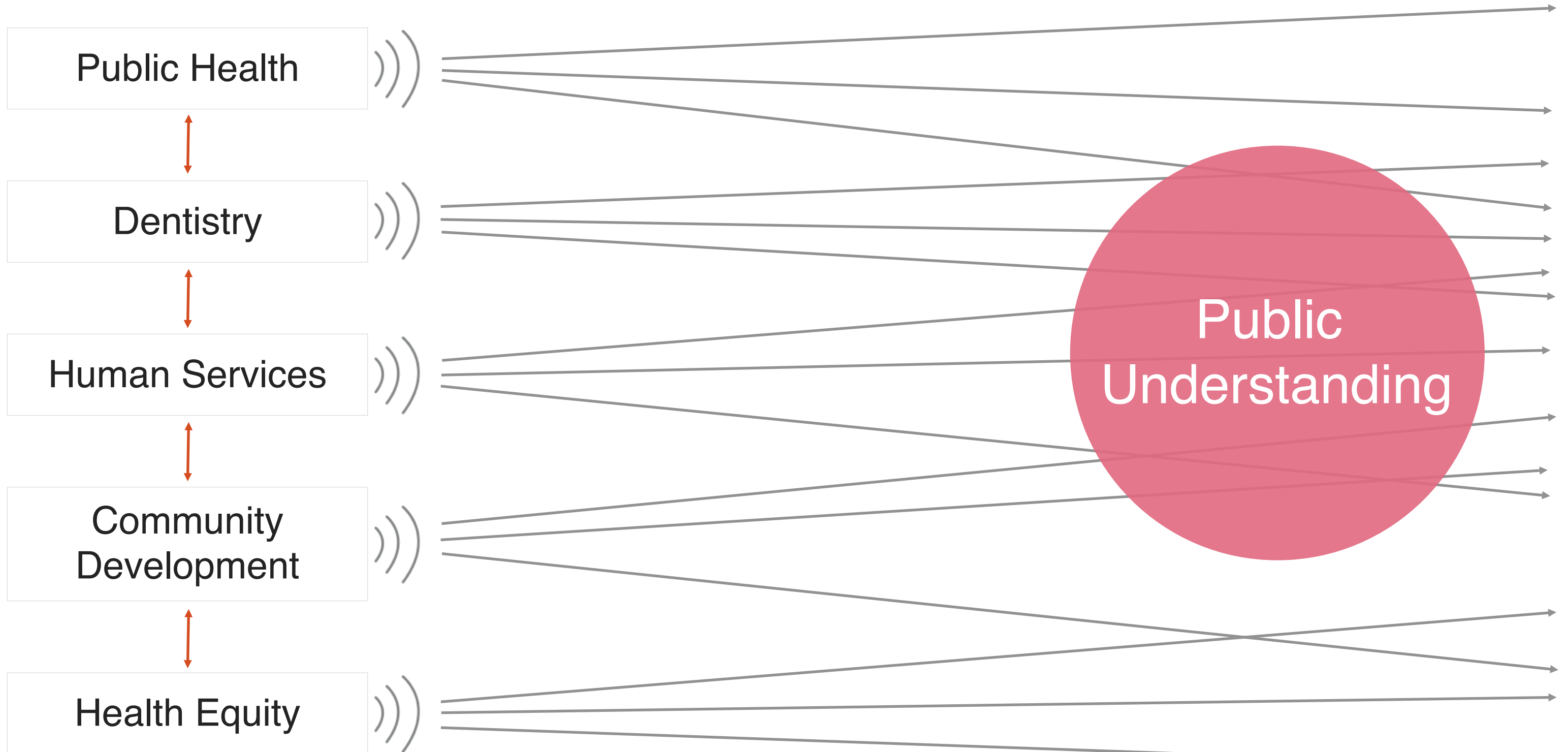


Working Together

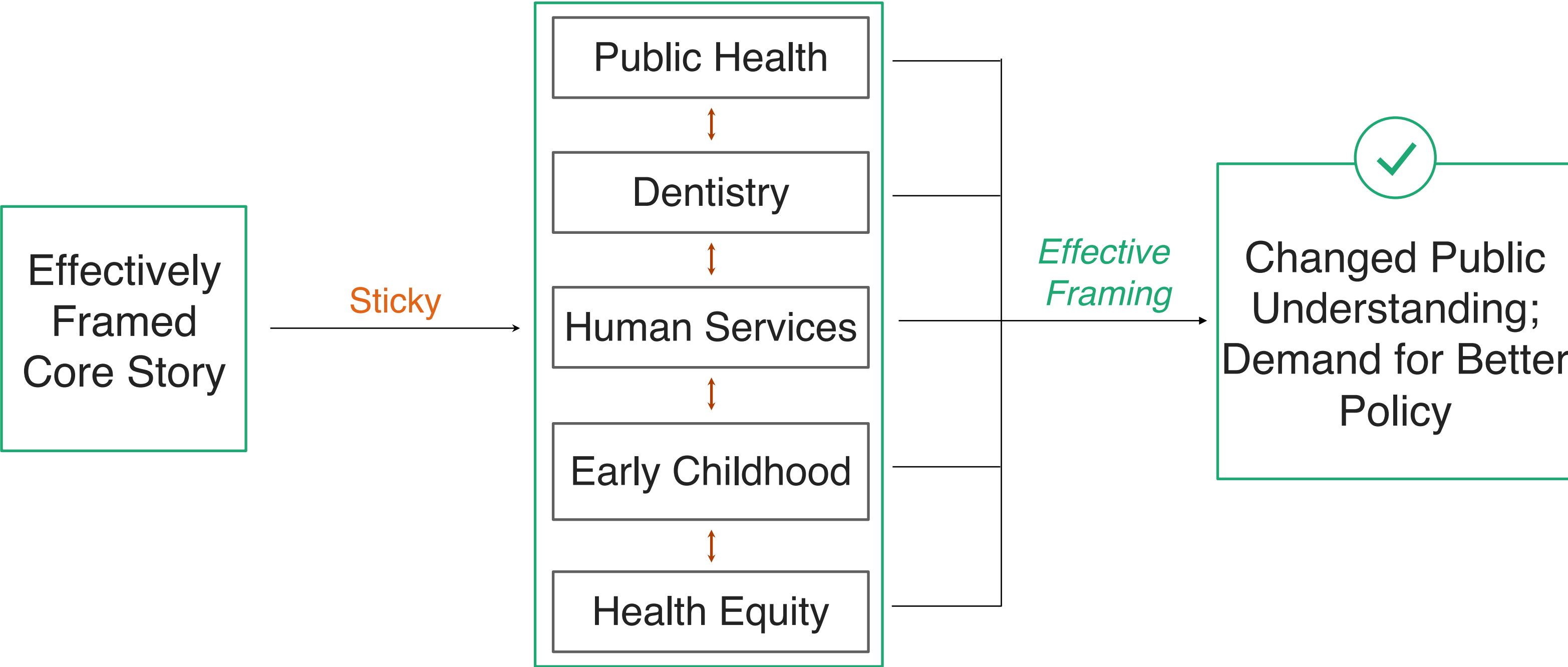
Influence diluted, or concentrated?
The difference is a shared framing strategy.



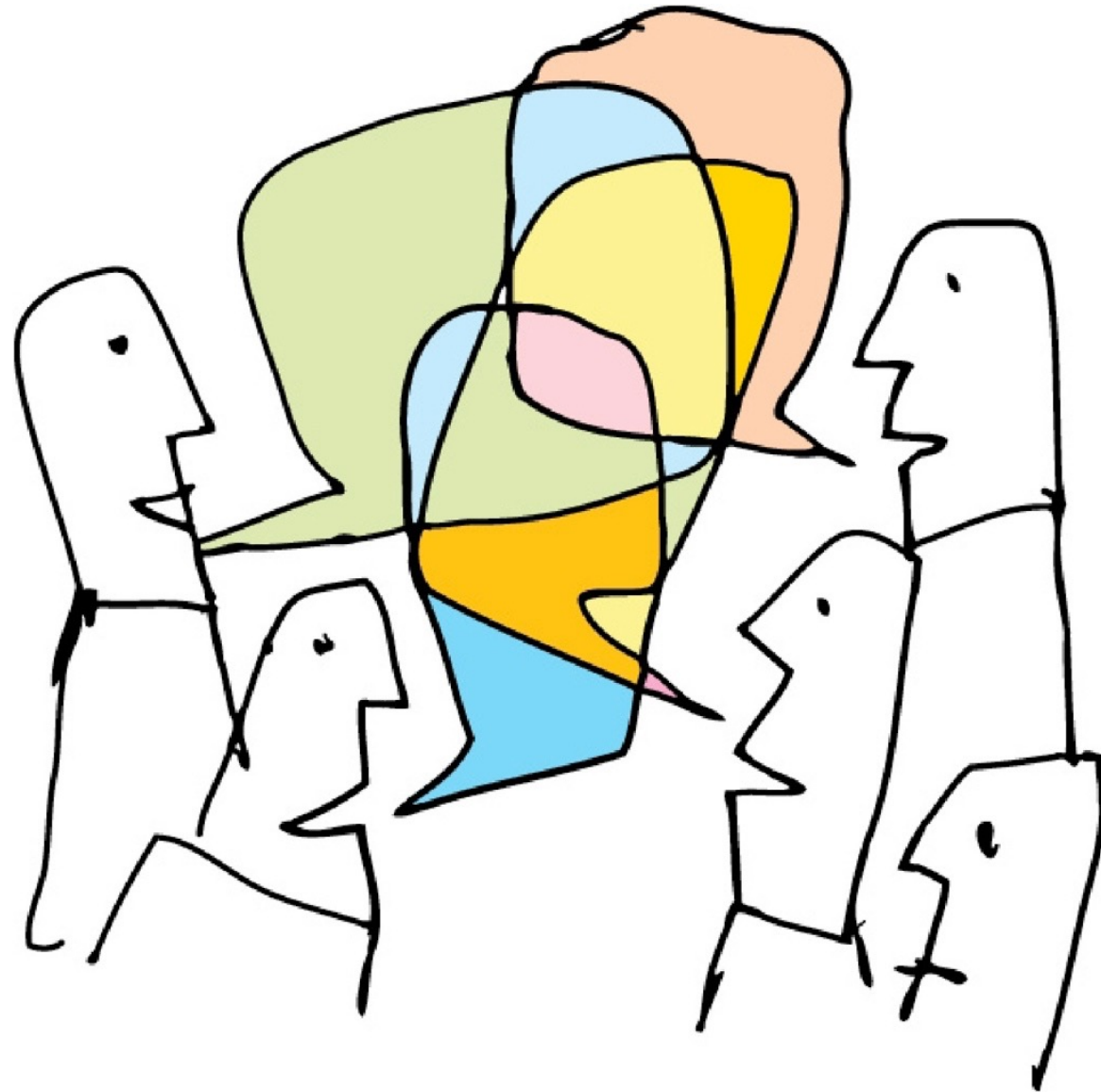
Framing can Divide or Unify Movements



Meta Frame Movement Building



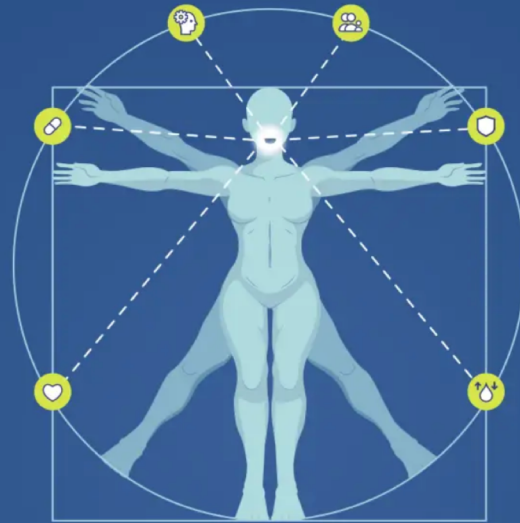
A common language is an essential ingredient in change efforts



“It is critical to have a common language - and a clarifying one - prior to social change.”

-Participant in framing training for Alberta Family Wellness Initiative

Resources



Reframing Oral Health

A Communications Toolkit for Advancing Oral Health Reform

Unlocking the Door to New Thinking: Frames for Advancing Oral Health Reform

A FrameWorks MessageMemo

Supported by a grant from the DentaQuest Foundation

Thank you!



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