

Framing and Storytelling: **Communication for Change**



Judy Harper, Sr. Program Director



Accelerating ideas into action to advance the public good.

Today's Goals

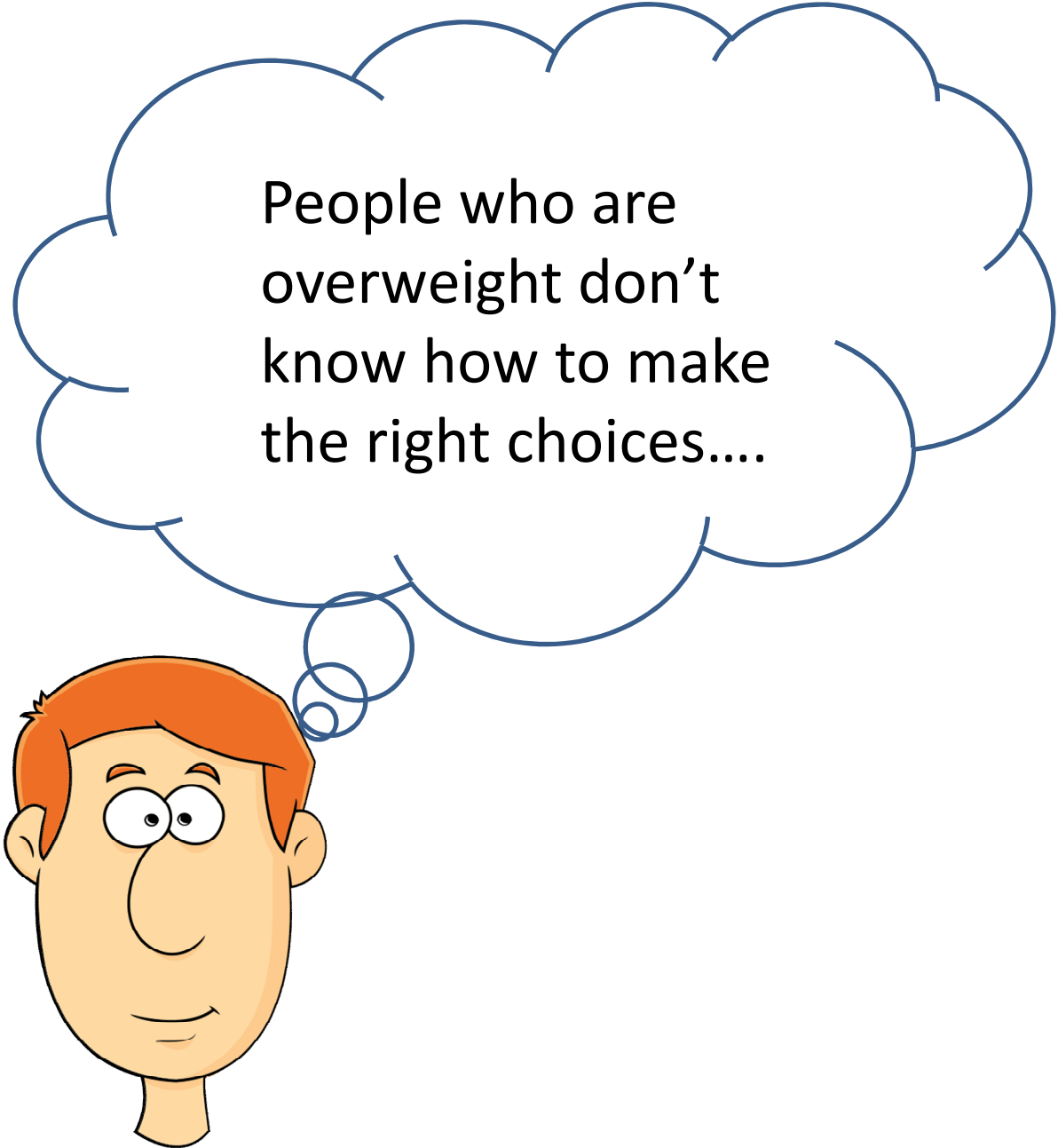
- 1. Understand the “Environmental” Frame and Practice Messaging**
- 2. Understand the Importance of Storytelling**
- 3. Spread Lessons Learned about “Getting the Message Out”**
- 4. Outline What You What in Communications Training**

Why is Framing Important?



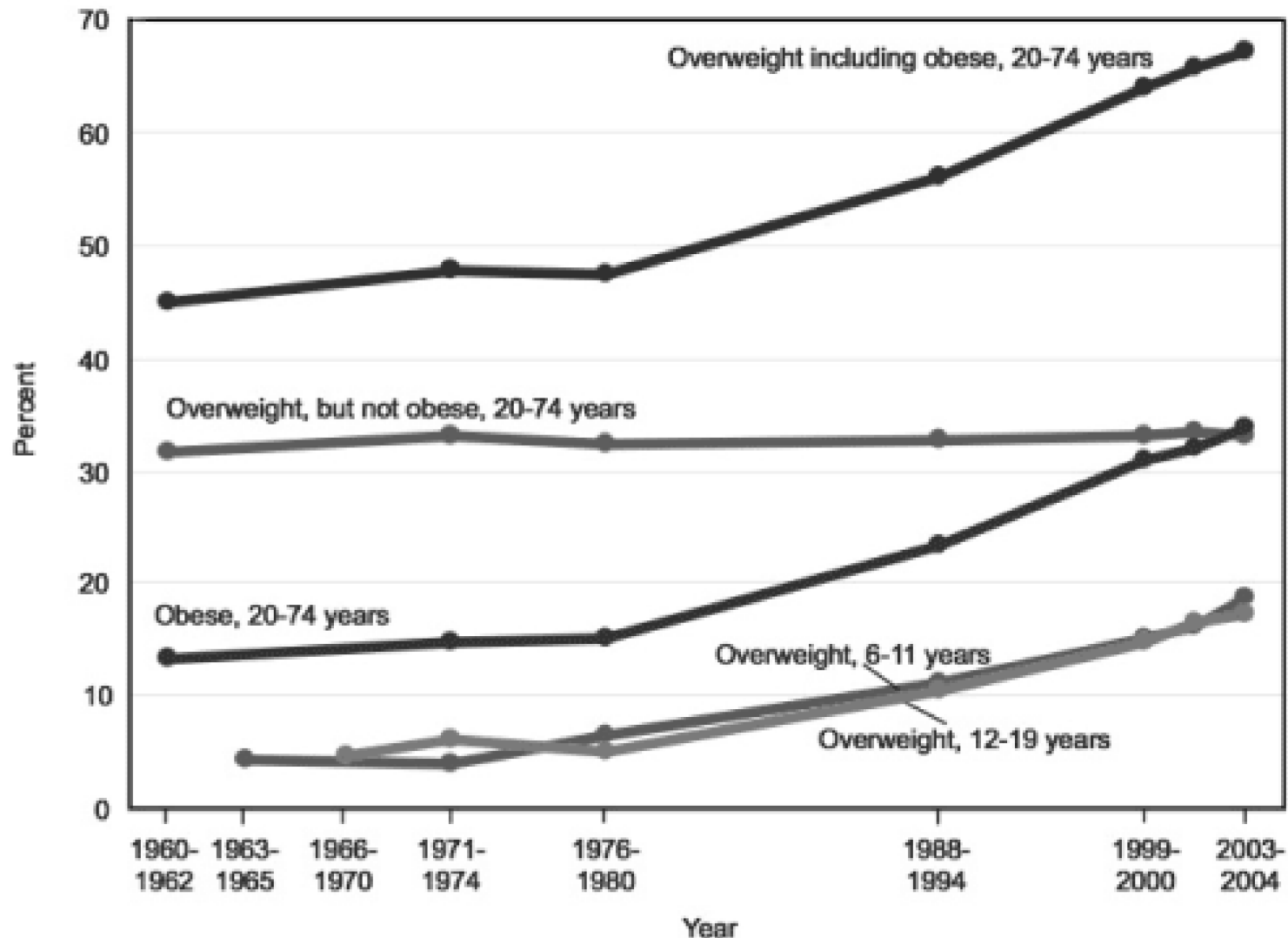
What does this picture trigger?





People who are
overweight don't
know how to make
the right choices....

Overweight and Obesity, by Age: United States. 1960-2004



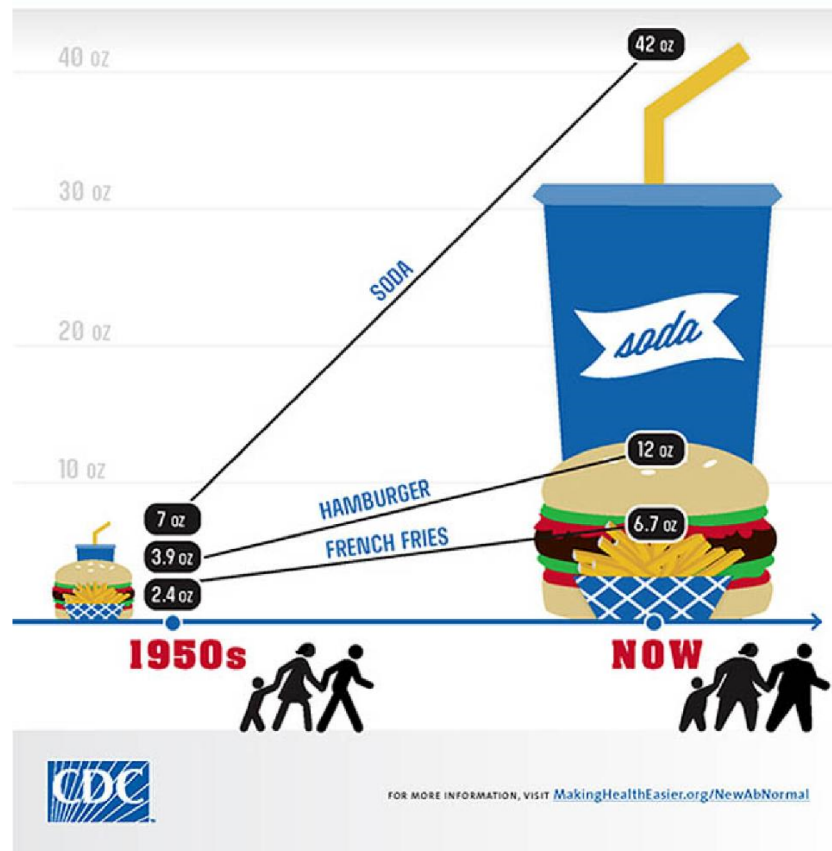


OPEN 24 HOURS



THE NEW (AB)NORMAL

Portion sizes have been growing. So have we. The average restaurant meal today is more than four times larger than in the 1950s. And adults are, on average, 26 pounds heavier. If we want to eat healthy, there are things we can do for ourselves and our community: Order the smaller meals on the menu, split a meal with a friend, or eat half and take the rest home. We can also ask the managers at our favorite restaurants to offer smaller meals.



Are we communicating with an environmental frame?

- What assumptions does our language trigger?
- What pictures are we bringing to mind?
- Do they lead to support for our policy and reinforce our values?

Example.....MakingHealthEasier.Org

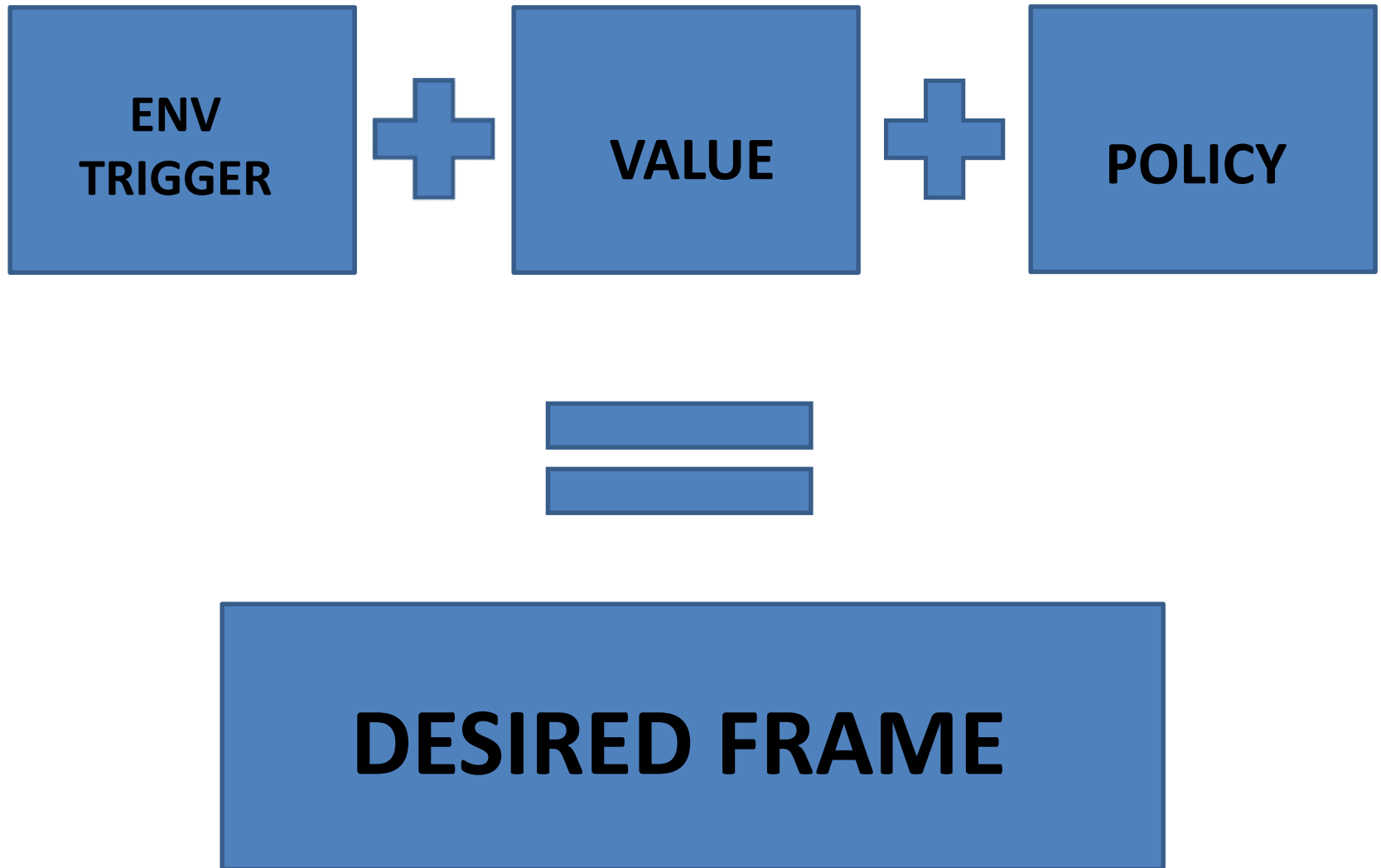


Our children deserve more places to be active.

Our children need space to run, jump, and enjoy being kids. That's why communities all over the country are helping create access to safe spaces like parks, playgrounds, bike trails, and school gyms. It can happen in your community, too. Visit cde.gov/active to find out more.

Making Health Easier

Made possible with funding from the Centers for Disease Control and Prevention



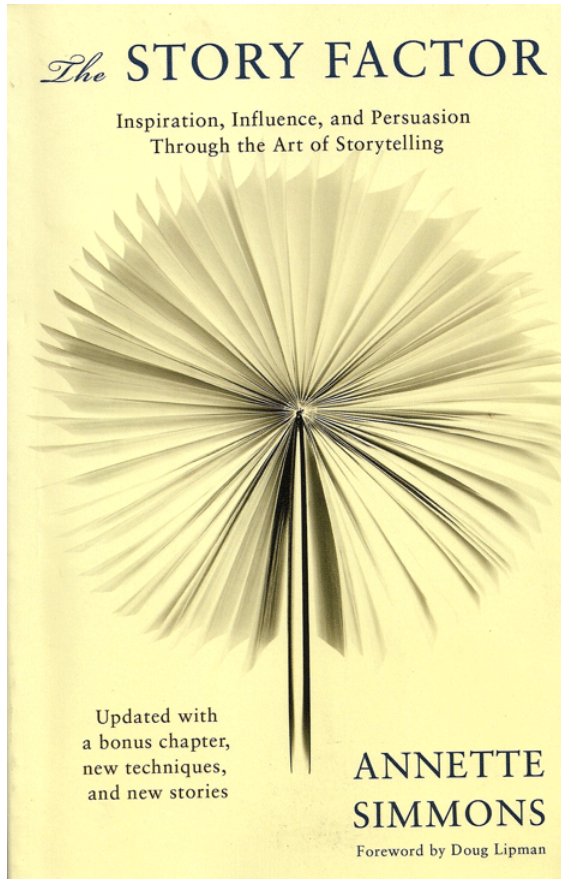
Values



Exercise #1

- Read “The Problem with Obesity”
- Discuss at Your Table
- Work in groups of 2 – 3 to complete the “Message Development” worksheet

The Importance of Storytelling



“Facts don’t have the power to change someone’s story. Your goal is to introduce a new story that will let your facts in.”

Annette Simmons

Key Elements of a Good Story

Setting

Protagonist/Hero

Challenges

Dialogue

Emotions

Learning/Resolution

STORY ROLLERCOASTER

CLIMAX

The most exciting point in the story!
The problem reaches a high point!

FALLING ACTION

The characters work to solve the problem.

RISING ACTION

Events leading up to the problem or conflict.



RESOLUTION

How things end up and the problem is solved.

BACKGROUND

The characters and setting are introduced.

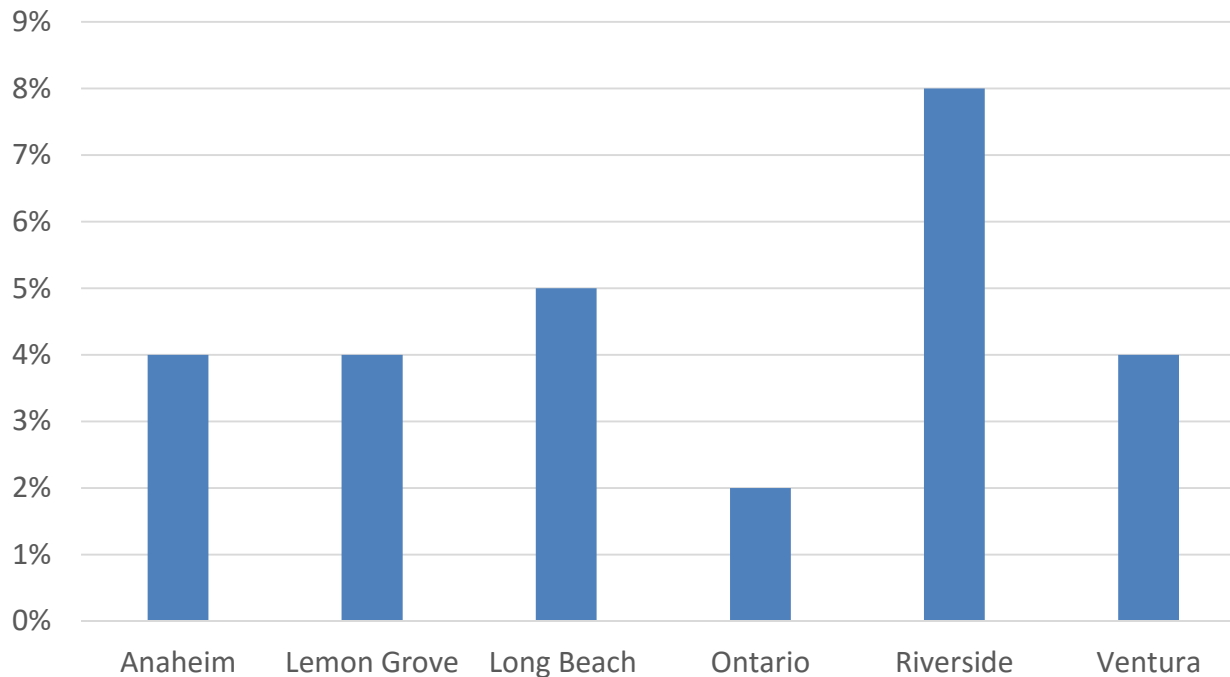
Exercise #2

Who are your Heros and Heroines?

What are their Stories?

Why communications? Why now?

Percentage of Residents who have Attended a HEAL Event OR Heard about HEAL - Baseline



Proposed Communications Activities

Planning

Social Media

Traditional Media

In-Person Communications

**How are YOU communicating
with HEAL Zone residents?**

**What communications topics
would you like training and
support for?**