Framing and Storytelling: Communication for Change

Judy Harper, Sr. Program Director

Community Partners
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
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.

For more information, visit MakingHealthEasier.org/NewAbNormal
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 CDC.gov/VTESS to find out more.

Making Health Easier

Made possible with funding from the Centers for Disease Control and Prevention.
ENV TRIGGER + VALUE + POLICY = DESIRED FRAME
Values
Exercise #1

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

RISING ACTION
Events leading up to the problem or conflict.

FALLING ACTION
The characters work to solve the problem.

BACKGROUND
The characters and setting are introduced.

RESOLUTION
How things end up and the problem is solved.
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

- Anaheim: 4%
- Lemon Grove: 4%
- Long Beach: 5%
- Ontario: 2%
- Riverside: 8%
- Ventura: 4%
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?