

Finding a Better Frame: Creating More Effective Messages on Homelessness

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Nat Kendall-Taylor, PhD *CEO*





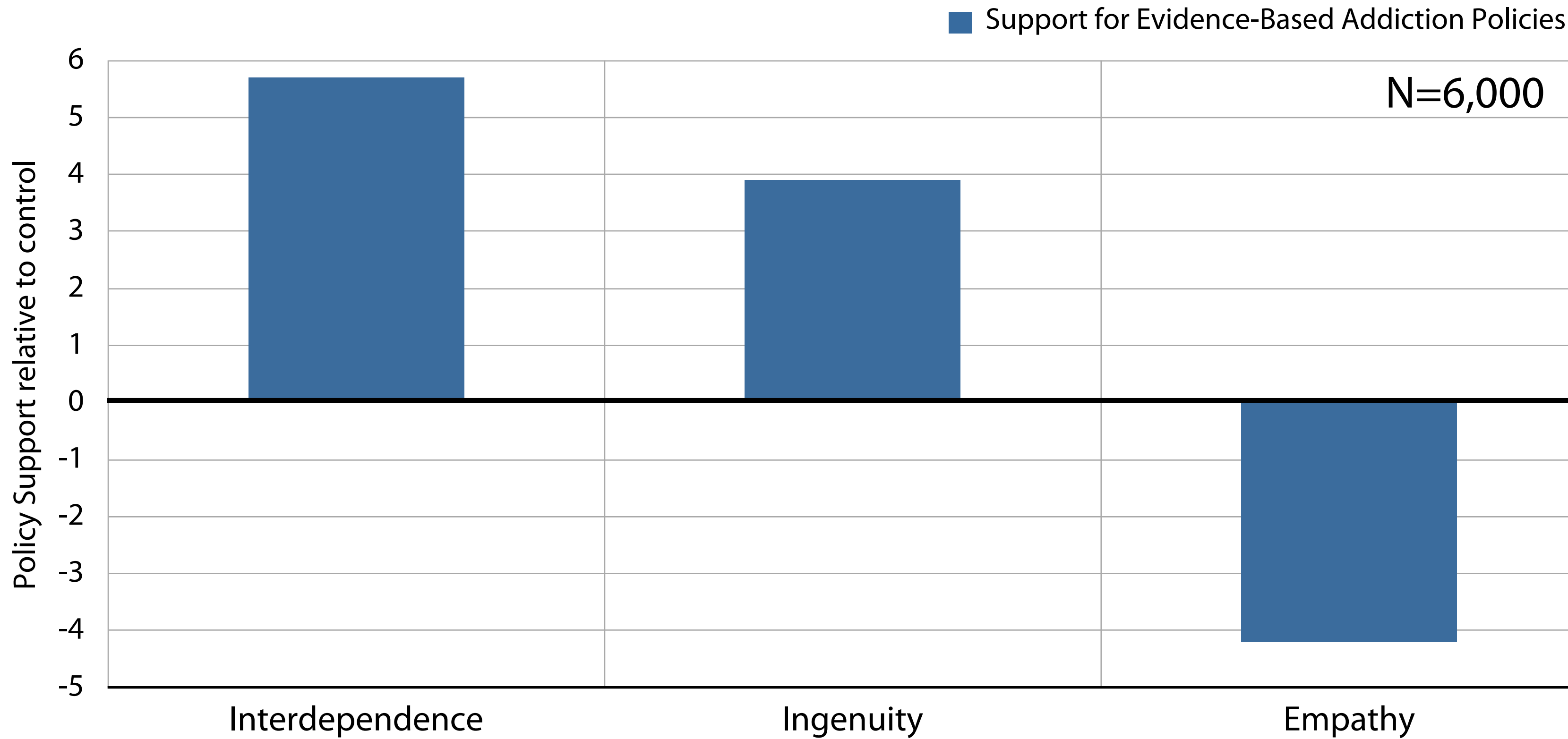
Why Does Framing
Matter To You?



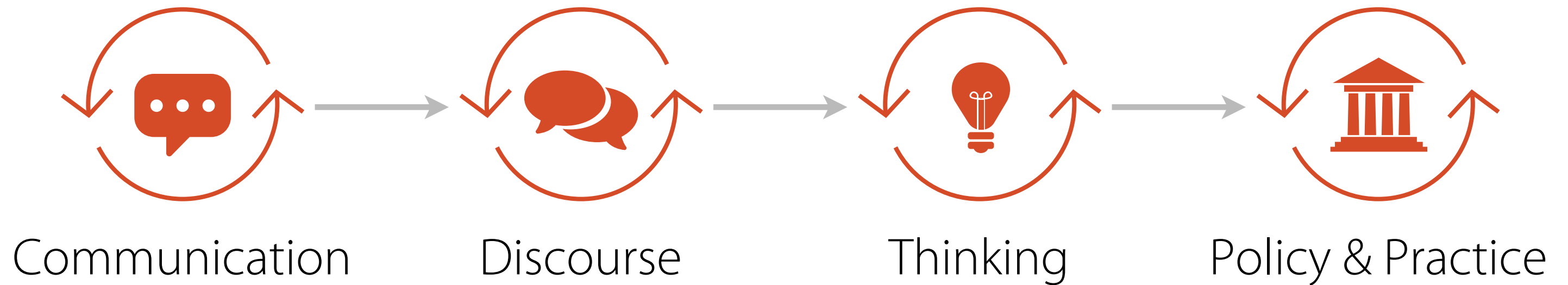
What Are We Learning About
Framing Homelessness?

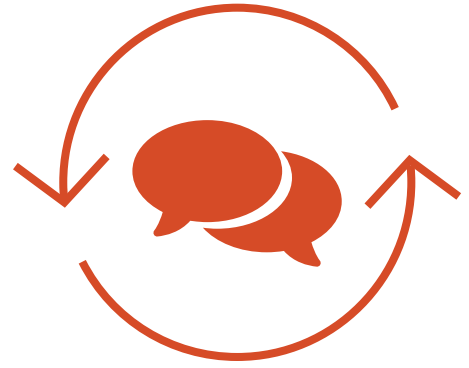


Because Understanding is Frame Dependent

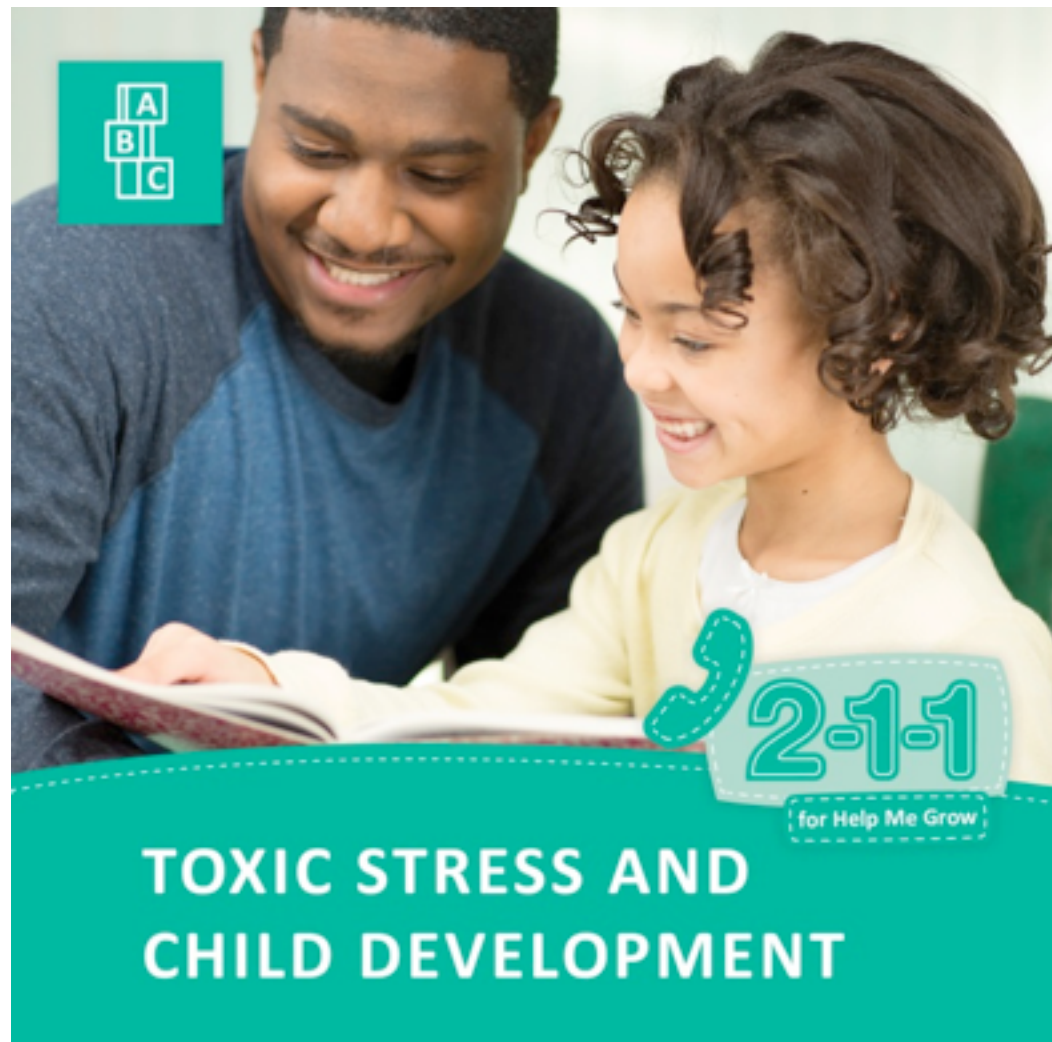


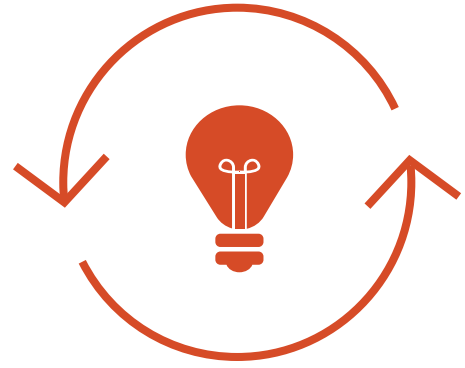
Because Frames Can Help Make Change





Changes in Communication





Changes in Discourse



The New York Times

The Opinion Pages

Opinionator

FIXES

Protecting Children From Toxic Stress

By DAVID BORNSTEIN OCTOBER 30, 2013 11:55 AM



Keith Negley



Changes in Thinking

2002

Only 42% understood that infants can communicate before they learn to speak.

Public unsure whether babies' cries were 'conscious manipulation' or expressions of genuine need.

2011

96% understood that infants can communicate before they learn to speak.

85% understood that for infants, cries and signals indicate a genuine need for adult attention.




Changes in Policy & Practice

CALIFORNIA SENATE PASSES RESOLUTION ASKING GOV TO LOOK AT INTERVENTION POLICIES TO ALLEVIATE “TOXIC STRESS” IN CHILDREN



CALIFORNIA LEGISLATURE—2013–14 REGULAR SESSION	
Assembly Concurrent Resolution	No. 155
Introduced by Assembly Member Bocanegra (Coauthors: Assembly Members Bonta, Bradford, Buchanan, and Ian Calderon)	
May 28, 2014	
Assembly Concurrent Resolution No. 155—Relative to childhood brain development.	
LEGISLATIVE COUNSEL'S DIGEST	
ACR 155, as introduced, Bocanegra. Childhood brain development: adverse experiences: toxic stress. This measure would urge the Governor to identify evidence-based solutions to reduce children's exposure to adverse childhood experiences, address the impacts of those experiences, and invest in preventive health care and mental health and wellness interventions. Fiscal committee: no.	

American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN®

TECHNICAL REPORT

The Lifelong Effects of Early Childhood Adversity and Toxic Stress

abstract

FREE

Advances in fields of inquiry as diverse as neuroscience, molecular biology, genomics, developmental psychology, epidemiology, sociology, and economics are catalyzing an important paradigm shift in our understanding of health and disease across the lifespan. This converging, multidisciplinary science of human development has profound implications for our ability to enhance the life prospects of children and to strengthen the social and economic fabric of society. Drawing on these multiple streams of investigation, this report presents an ecobiodeve.

Jack P. Shonkoff, MD, Andrew S. Garner, MD, PhD, and THE COMMITTEE ON PSYCHOSOCIAL ASPECTS OF CHILD AND FAMILY HEALTH, COMMITTEE ON EARLY CHILDHOOD, ADOPTION, AND DEPENDENT CARE, AND SECTION ON DEVELOPMENTAL AND BEHAVIORAL PEDIATRICS

KEY WORDS
ecobiodevelopmental framework, new morbidity, toxic stress, social inequalities, health disparities, health promotion, disease prevention, advocacy, brain development, human capital development, pediatric basic science

ABBREVIATIONS

Because You Have a Problem

You Say...They Think

AAA



Expert/Advocate

BBB



Public

You Say...They Think

Our homes have powerful effects on our health and wellbeing. We need to put policies in place that help assure that everyone has access to quality, affordable housing.



Expert/Advocate



Public

You Say...They Think

Poverty in the UK is a major problem and urgently needs to be addressed.



Expert/Advocate



Public

You Say...They Think

Some people experience homelessness have complex needs, like addiction issues. Addiction is usually interrelated with the other causes of homelessness, like poverty, childhood trauma, and social exclusion. This is why providing people with the right supports is key to preventing homelessness.



Expert/Advocate

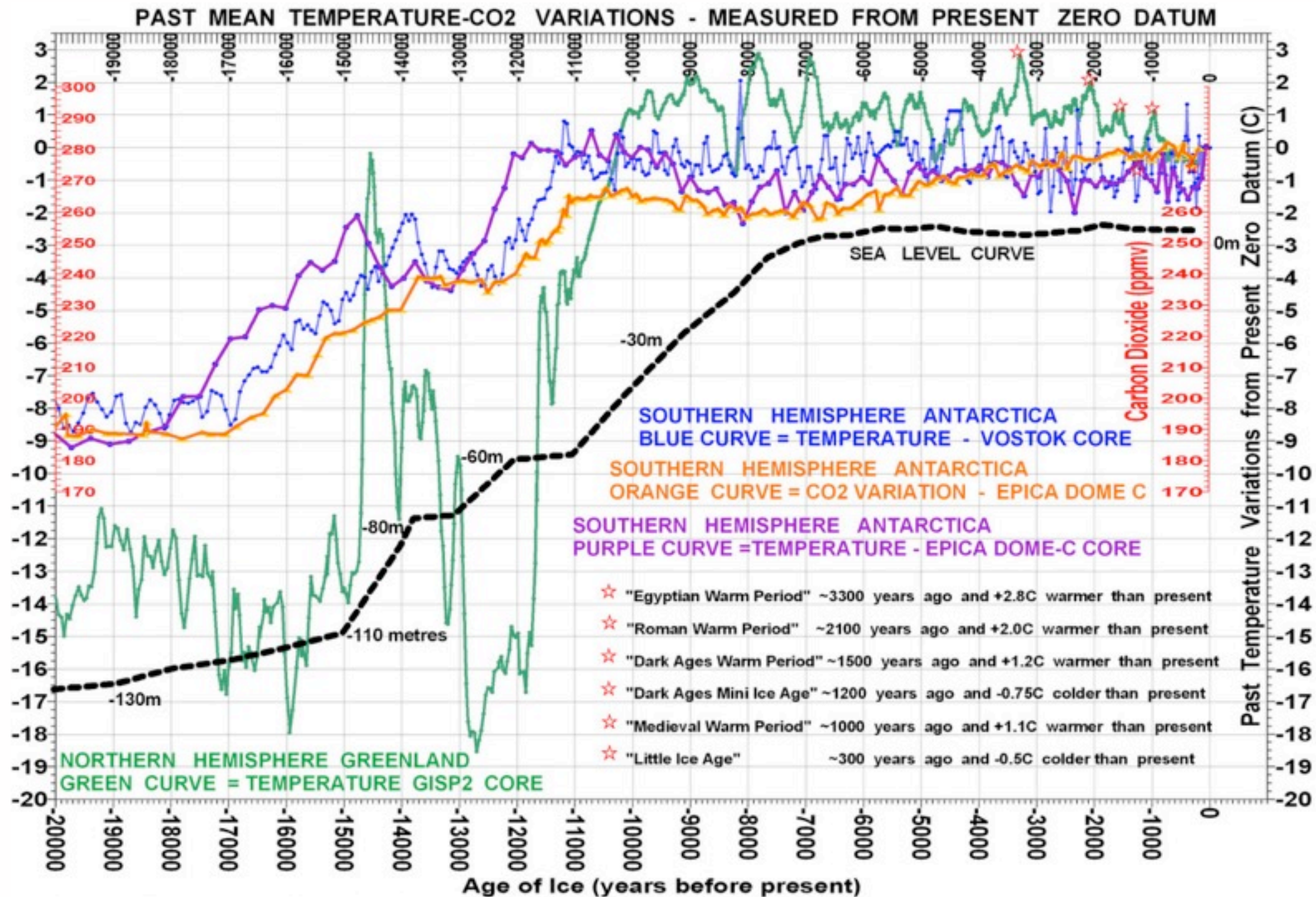


Public

What People Do When They're In This Position

- Provide (more) data
- Correct mistakes

Providing more data is not the answer



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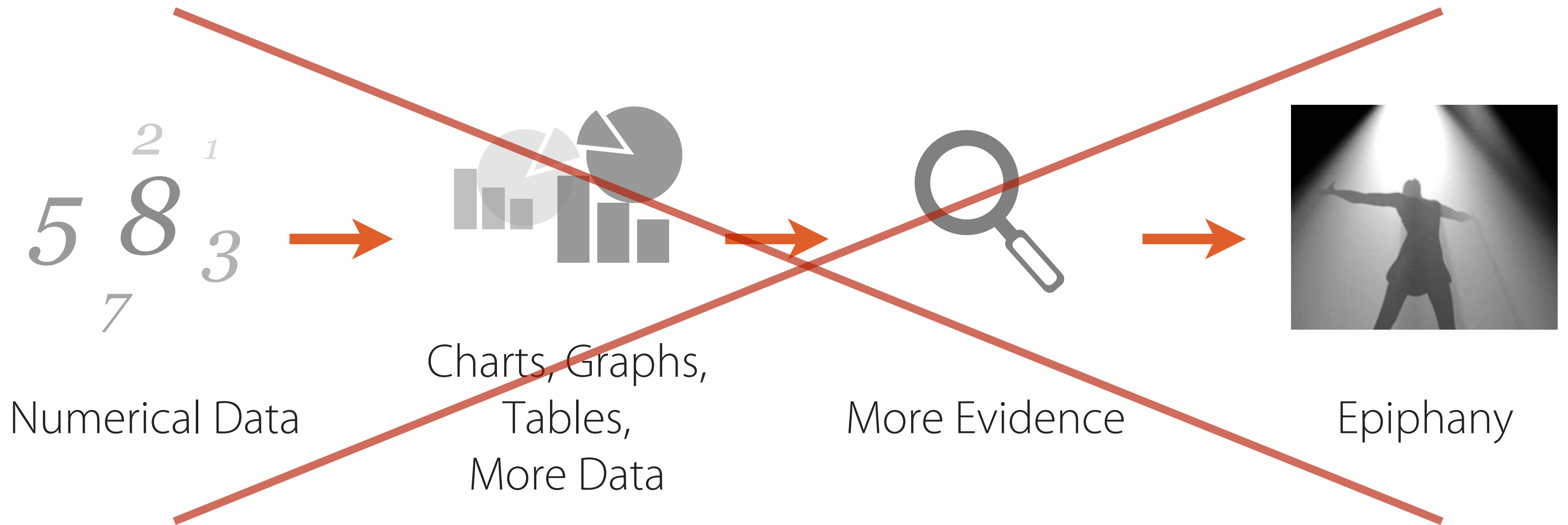
DATA CITATION: Monnin, E., et al., 2004. EPICA Dome C Ice Core High Resolution Holocene and Transition CO₂ Data. IGBP PAGES/World Data Center for Paleoclimatology Data Contribution Series # 2004-055. NOAA/NGDC Paleoclimatology Program, Boulder CO, USA.

DATA CITATION: Jouzel, J., et al., 2004. EPICA Dome C Ice Cores Deuterium Data. IGBP PAGES/World Data Center for Paleoclimatology Data Contribution Series # 2004-038. NOAA/NGDC Paleoclimatology Program, Boulder CO, USA.

DATA CITATION: Alley, B.B., 2004. GISP2 Ice Core Temperature and Accumulation Data.

DATA CITATION: Petit, J.R., et al., 2001. Vostok Ice Core Data for 420,000 Years.

Providing more data is not the answer



Correcting mistakes is not the answer



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



People misremembered the myths as true



Got worse over time



Attributed false information to the CDC

You Say ... They Think

Some people experience homelessness have complex needs, like addiction issues. Addiction is usually interrelated with the other causes of homelessness, like poverty, childhood trauma, and social exclusion. This is why providing people with the right supports is key to preventing homelessness.



Expert/Advocate

CULTURE!



Public





Why Does Framing
Matter To You?



What Are We Learning About
Framing Homelessness?



**Homelessness =
Rough Sleeping**

Fatalism

- Bad Break
- Modern Life is Hard
- Vicious Cycle
- Game is Rigged

Prevention Black Box

Solution: Crisis Intervention

**Home as Refuge;
Essential Part of
Being Human**

What are the cultural models of...

Homelessness

**Government as
Protector**

Prototypes

- Middle-Aged Men (addiction & mental health)
- Young People
- Abused Women

Individualism

- Self-Makingness
- Rational Actor
- Services Already Available
- Charity

Universal Social Forces

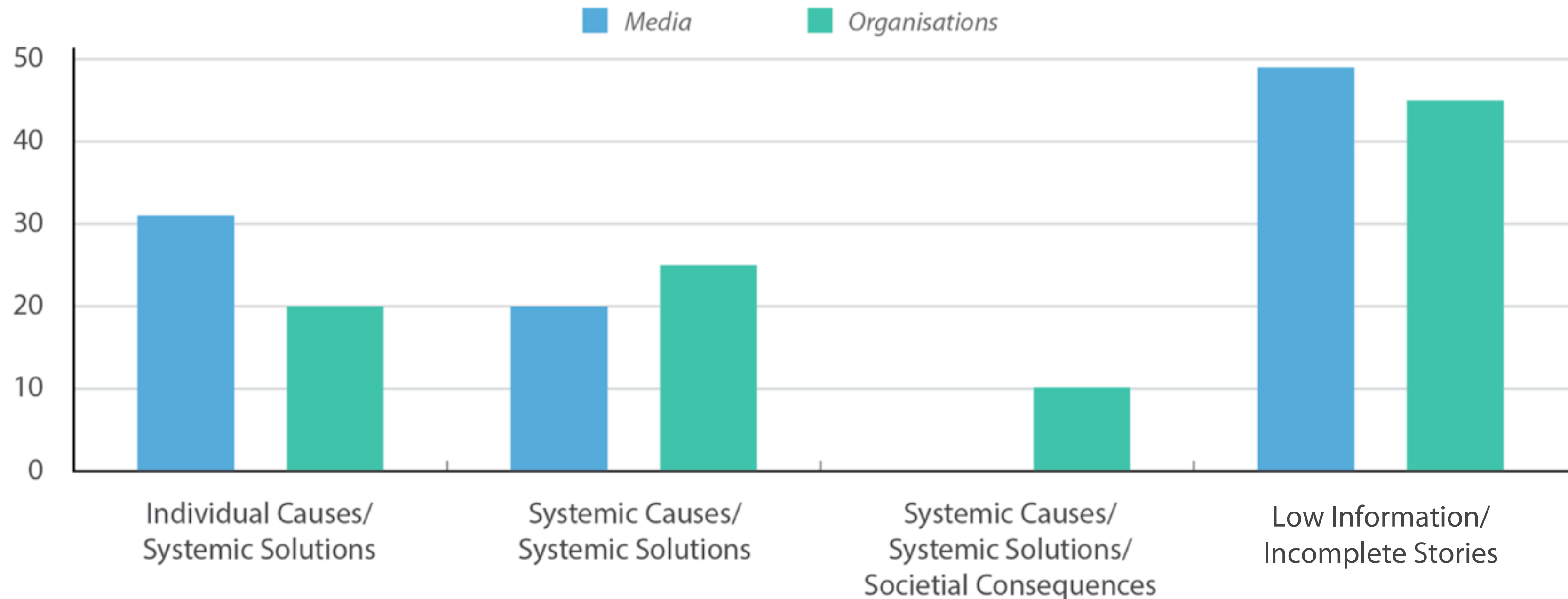
Some Sit at the Brink

Where Do These Understandings Come
From and Why Do They Persist?

Challenge 1

Public Has Limited Access to Complete Systems Stories

Narrative Types in Media and Third Sector Organisations' Materials

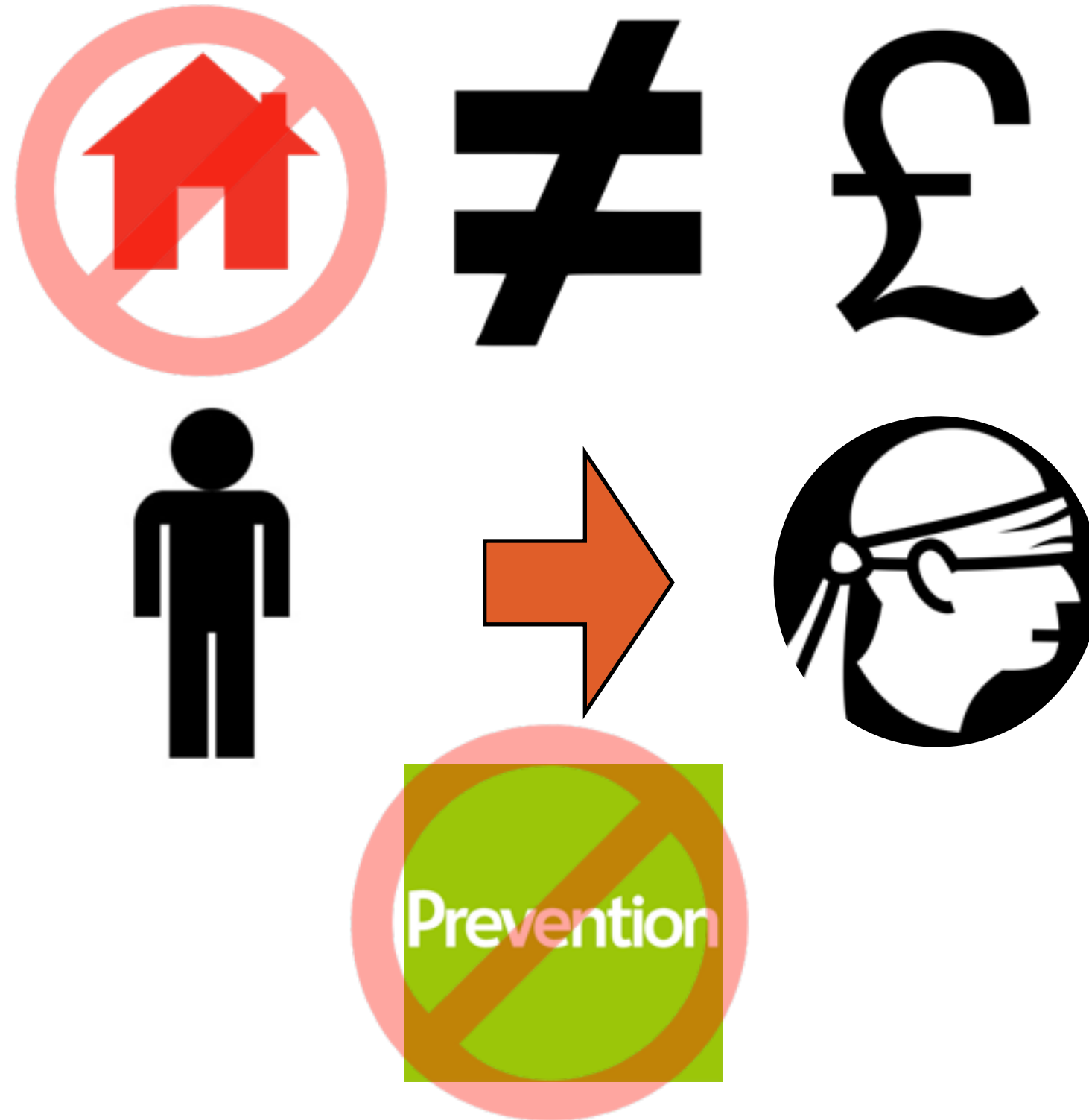


Challenge 2

People Fill in Narrative Holes

<i>Narrative Component</i>	<i>Percent of Media Materials</i>	<i>Percent of Third-Sector Materials</i>
No values statement	86	62.7
No systemic cause mentioned	51.7	54.7
No societal consequence mentioned	74.4	69.6

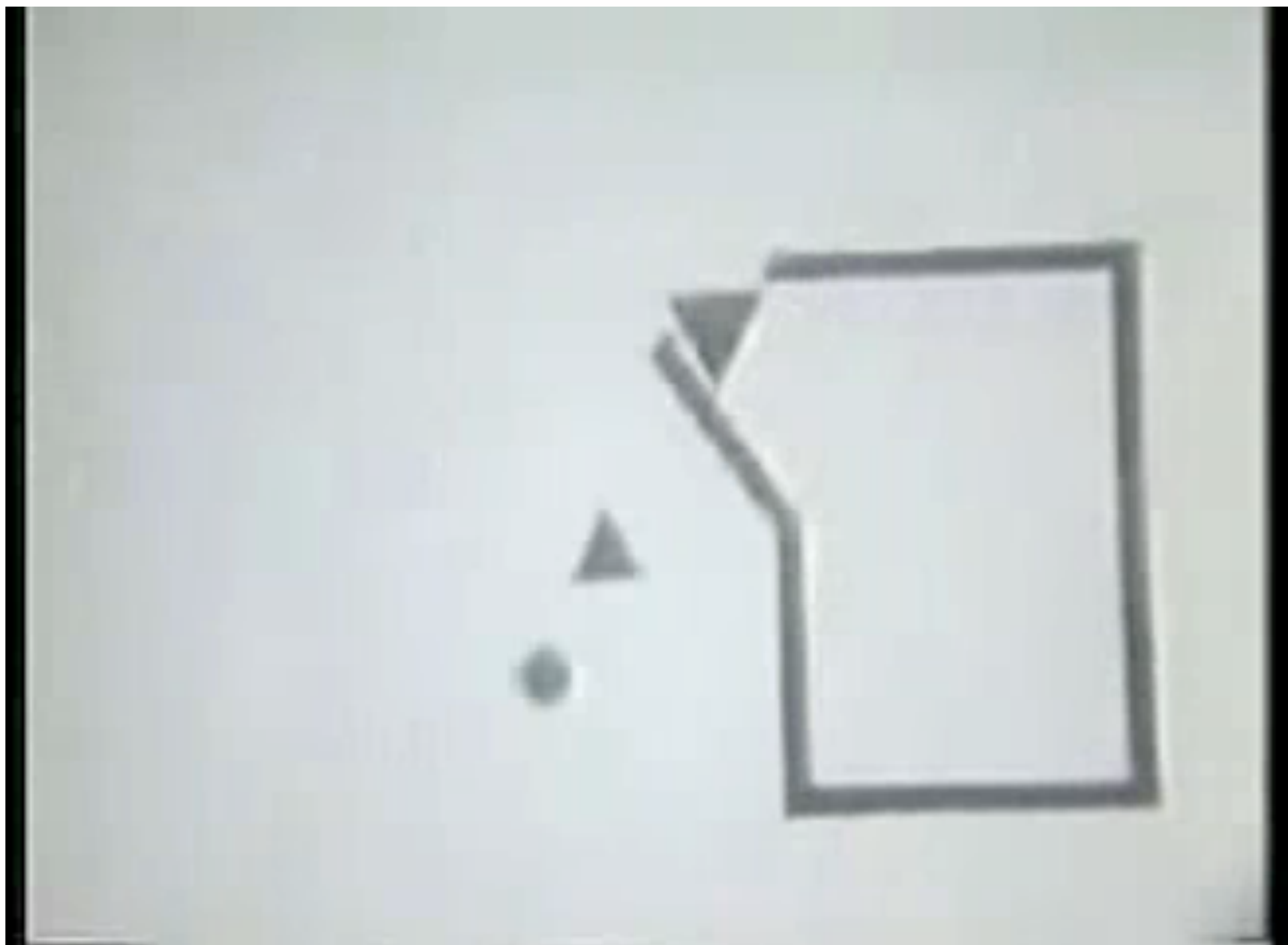
Thinking and Discourse Converge



Third Sector is Missing Opportunities

How to Start Navigating Culture

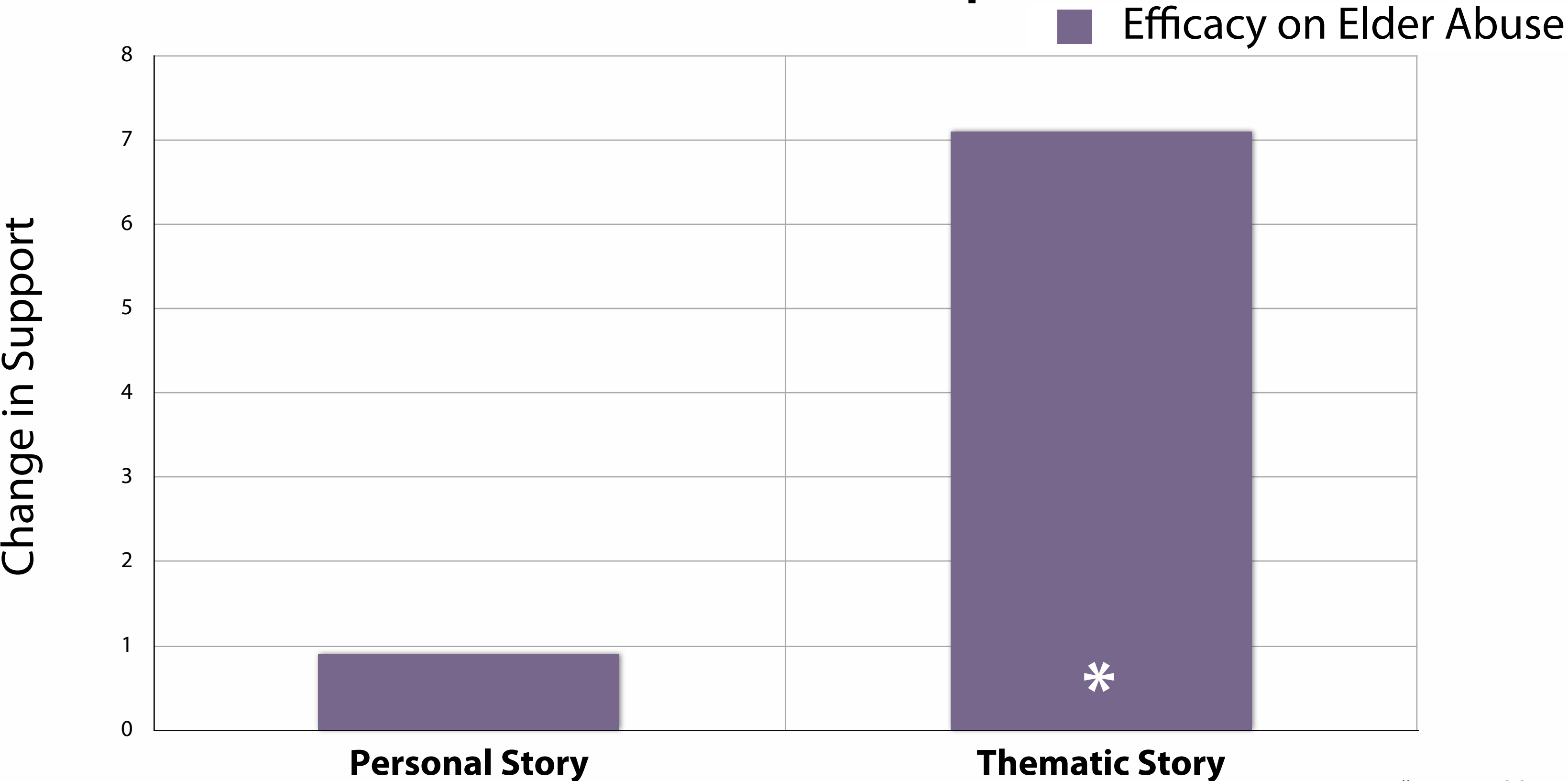
????????????????



How to Start Navigating Culture

Tell Stories...Different Stories

All Stories Are Not Created Equal



* = $p < .001$

Effective Stories for Social Change:

- 1 Use a wide angle lens to frame social issues.
- 2 Provide context, explain problems, and connect solutions to outcomes.

How to Start Navigating Culture

Urgency Is Not Enough;
Get to Solutions



Study: Housing Crisis Fueled Racial Inequality



in U.S. history
ding to
Review in

[y: Blacks](#)
[Housing](#)



between blacks
as most heavily c
among its many im
gration in Americ
olicy and analys
searchers analyz
ck and Latino nei
cal neighborhood



ECONOMY IN CRISIS

AMERICA'S ECONOMIC REPORT - DAY

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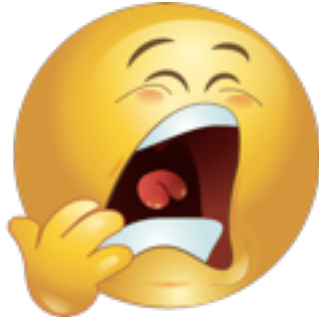
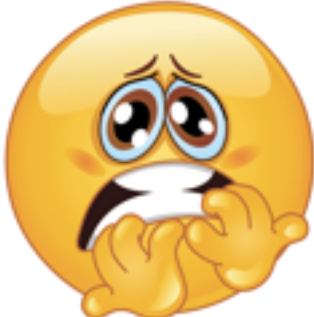

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Archives

Income Inequality Is Ravaging

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The Problem with Problems

	Low Efficacy	Hi Efficacy
Low Urgency	<p><i>Baseline</i></p>	 <p><i>Low Motivation</i></p>
Hi Urgency	 <p><i>Fatalism</i></p>	 <p><i>Magic</i></p>

The 5 C's of Effective Solutions Framing



- **Concrete**
- **Collective**
- **Causal**
- **Conceivable**
- **Credible**

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

"Neither revolution nor reformation can ultimately change a society, rather you must tell a more powerful tale, one so persuasive that it sweeps away the old myths and becomes the preferred story..."

- Ivan Illich from "Storytelling or Myth-making?"

Frame On!