STORYTELLING FOR SOCIAL CHANGE

DR LIGIA TEIXEIRA, CRISIS SCOTLAND CONFERENCE 15.05.2017

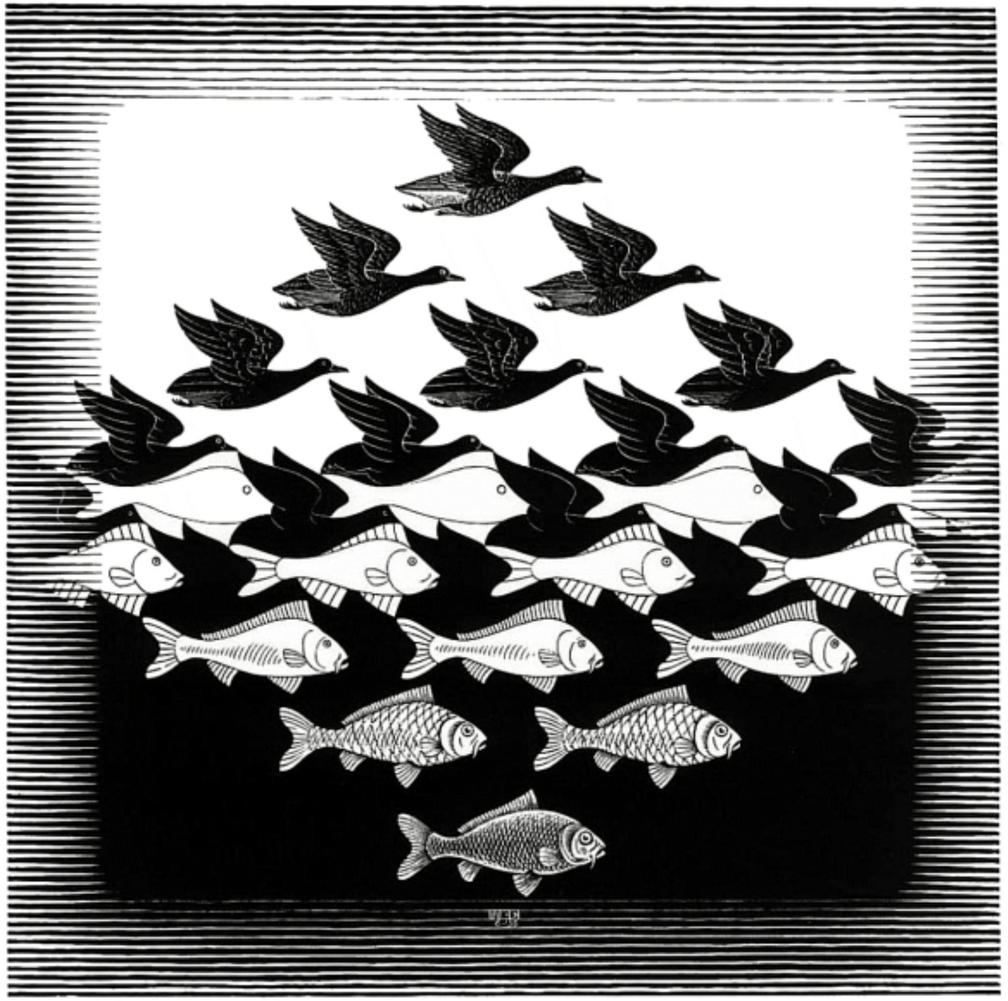
Crisis

Together
we will end
homelessness

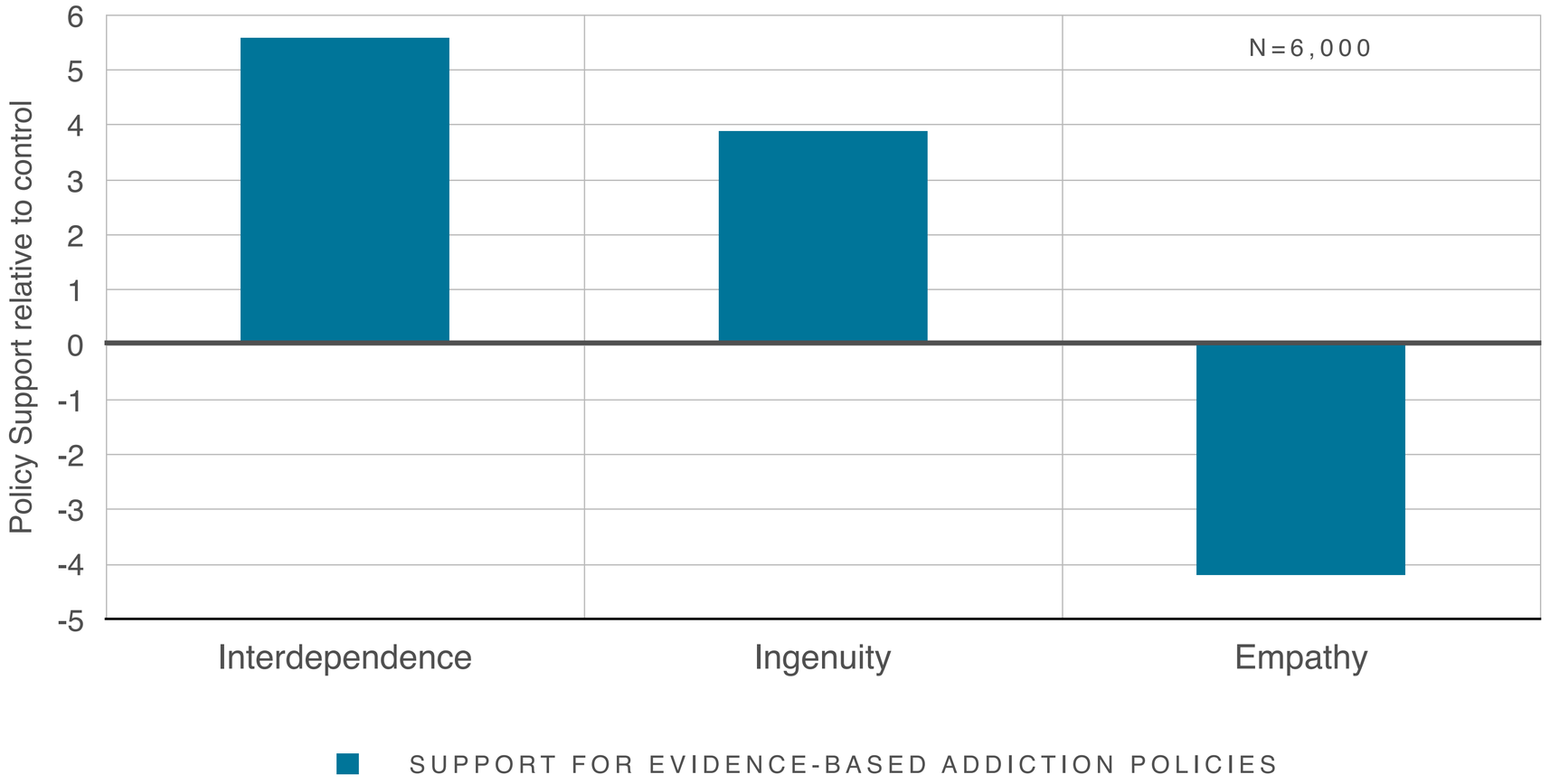
FRAME WORKS INSTITUTE

WHY FRAME?

BECAUSE REFRAMING A PROBLEM UNLOCKS CREATIVITY AND INNOVATION



BECAUSE UNDERSTANDING IS FRAME DEPENDENT



BECAUSE FRAMES CAN HELP MAKE CHANGE

COMMUNICATION

DISCOURSE

THINKING

POLICY + PRACTICE

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

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-

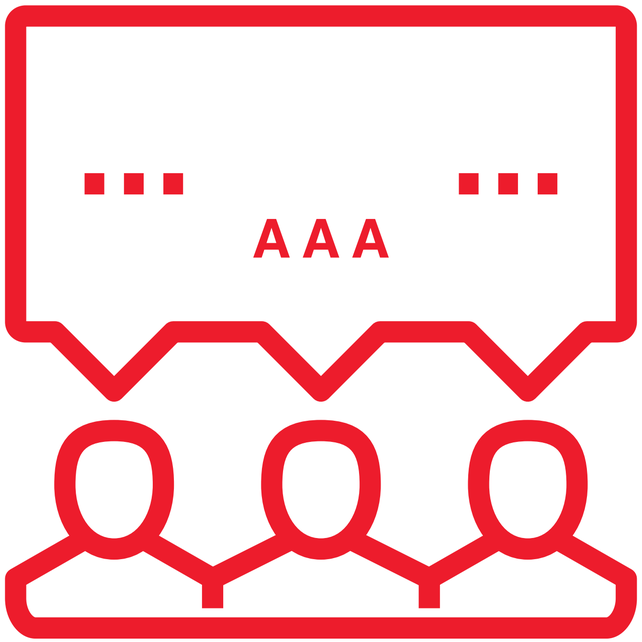
Jack P. Shonkoff, MD, Andrew S. Garner, MD, PhD, and THE COMMITTEE ON PSYCHOSOCIAL ASPECTS OF CHILD AND FAMILY HEALTH, COMMITTEE ON EARLY CHILDHOOD, ADOPTION, AND DEPENDENT CARE, AND SECTION ON DEVELOPMENTAL AND BEHAVIORAL PEDIATRICS

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

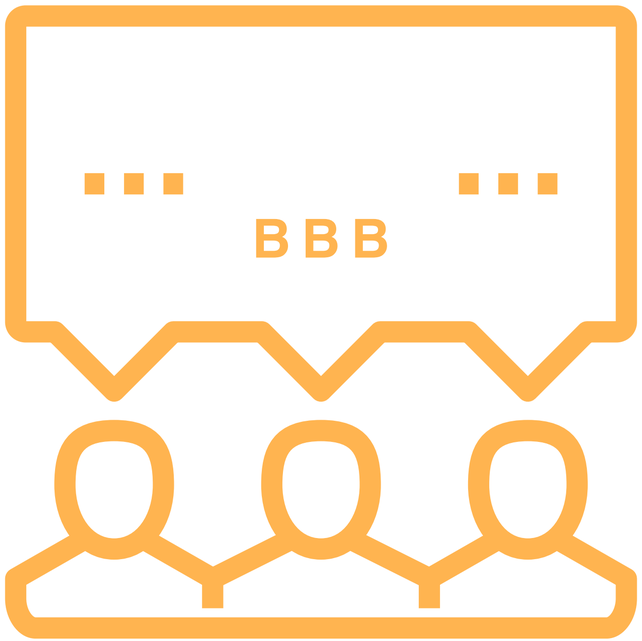
ABBREVIATIONS
ACE—adverse childhood experiences

WHY IS EFFECTIVE COMMUNICATION SO HARD?

WE HAVE A PROBLEM WHEN: WE SAY…THEY THINK



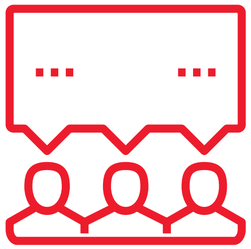
EXPERT / CAMPAIGNER



PUBLIC

WE SAY...THEY THINK

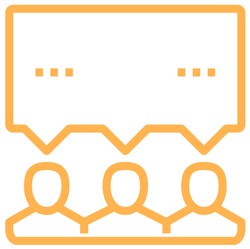
"Some people who are experiencing homelessness have complex needs, and require a combination of long-term housing solutions and support services that addresses their needs, like good mental health and addiction services ."



EXPERT / CAMPAIGNER

CULTURE!

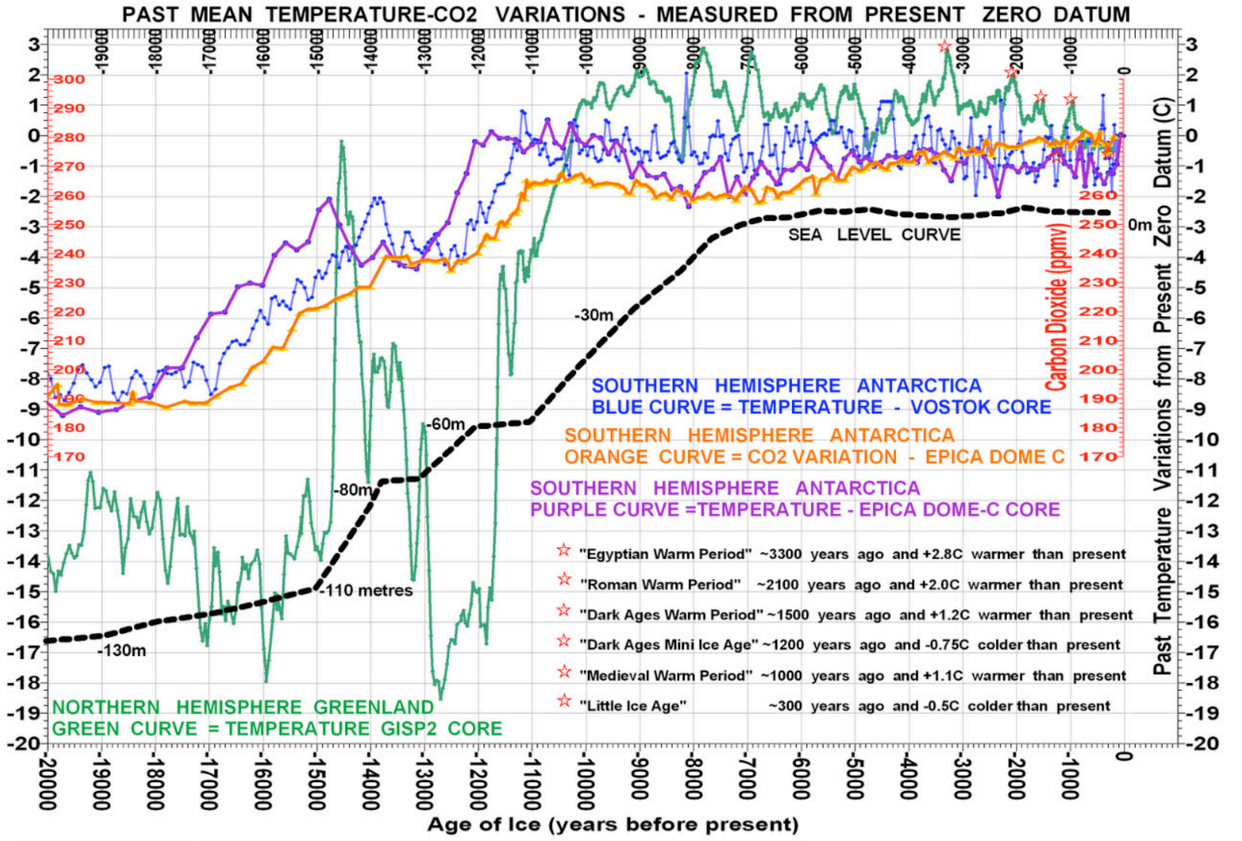
"Exactly! People sleeping on the streets are there because they are addicted to drugs, and now they do drugs to forget they are homeless. They are in a downward spiral, you just can't help people like that."



PUBLIC

BECAUSE EFFECTIVE COMMUNICATION IS OFTEN NOT LOGICAL

MORE DATA IS NOT THE ANSWER



Graphic Compilation: G. LeBlanc Smith, 2008, Rock Knowledge Services Pty Ltd, www.rockknowledge.com.au

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: Alley, R.B., 2004. GISP2 Ice Core Temperature and Accumulation Data. IGBP PAGES/World Data Center for Paleoclimatology Data Contribution Series #2004-013. NOAA/NGDC Paleoclimatology Program, Boulder CO, USA.

DATA CITATION: Fleming, K., Johnson, P., Zwartz, D., Yokoyama, Y., Lambeck, K., Chappell, J., 1998. Refining the eustatic sea-level curve since the Last Glacial Maximum using far- and intermediate-field sites. Earth and Planetary Science Letters 163, 327-342.

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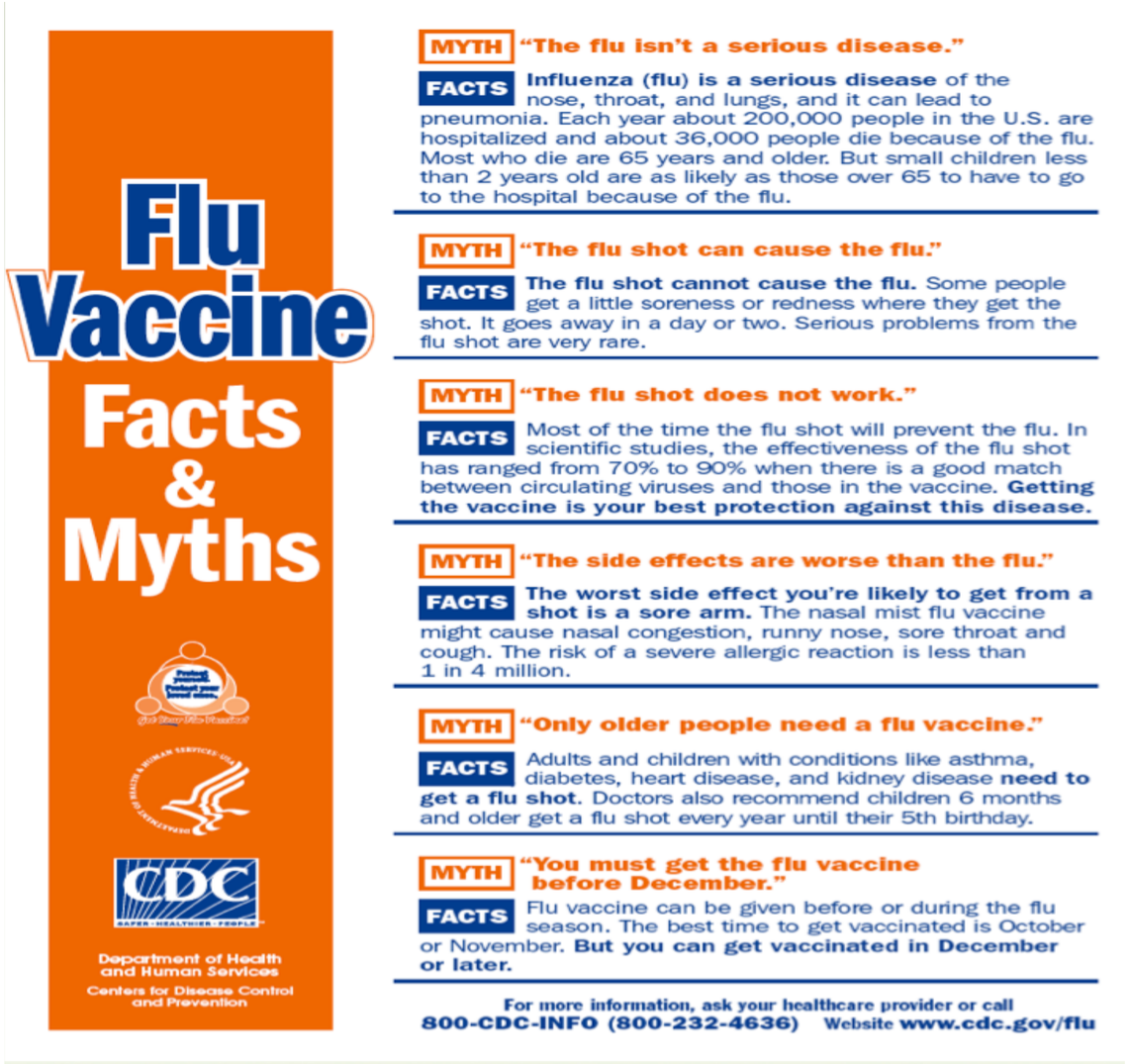
DATA CITATION: Petit, J.R., et al., 2001, Vostok Ice Core Data for 420,000 Years, IGBP PAGES/World Data Center for Paleoclimatology Data Contribution Series #2001-076. NOAA/NGDC Paleoclimatology Program, Boulder CO, USA.

CORRECTING MISTAKES IS NOT THE ANSWER



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**

- ⚠ **People misremembered the myths as true**
- ⚠ **Got worse over time**
- ⚠ **Attributed false information to the CDC**

THE SCANDAL THAT SHAMES OUR NATION

Death on the streets

New shock figures

'Alarming' rise in number of Scots using homeless winter shelters

Edinburgh Evening News
FRIDAY, JULY 29, 2016
75p (60p for subscribers)

SCANDAL OF CITY'S HOMELESS

Council failing in its bid to tackle rough sleeper problem says charity

RESEARCH BASE IN PROCESS

EXPERT INTERVIEWS

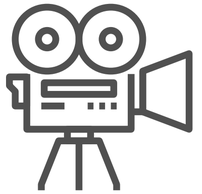
15

CULTURAL MODEL INTERVIEWS

20

MEDIA CONTENT + FIELD FRAME ANALYSIS

333



ON-THE-STREET INTERVIEWS

30

PERSISTENCE TRIALS

USABILITY TRIALS

SURVEY EXPERIMENTS

COMING SOON

RECOMMENDATION ONE

MAPPING THE TERRAIN:
UNDERSTAND WHAT WE'RE UP AGAINST

UNTRANSLATED EXPERT STORY OF HOMELESSNESS

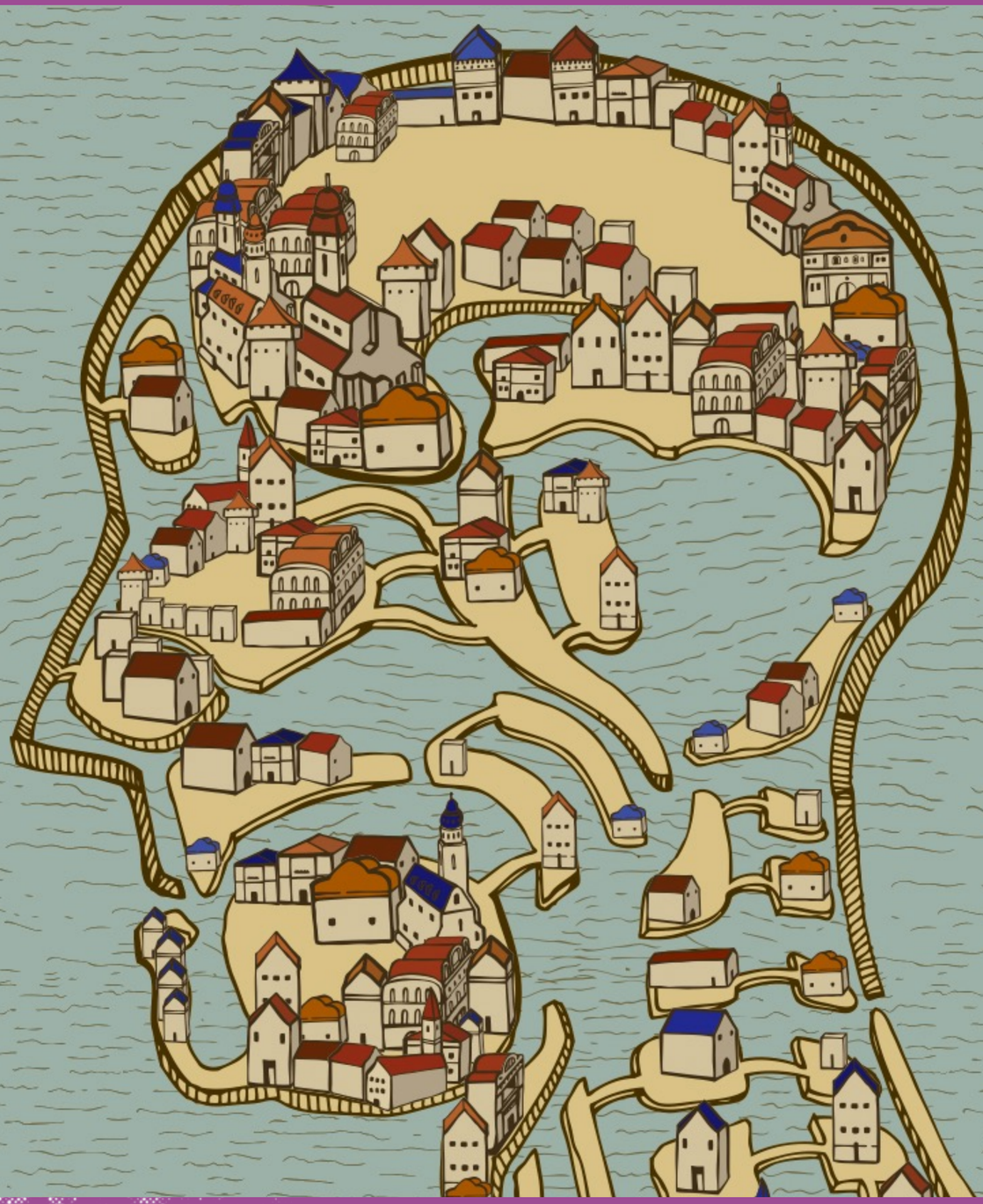
WHAT IS HOMELESSNESS AND HOW SHOULD IT BE MEASURED?

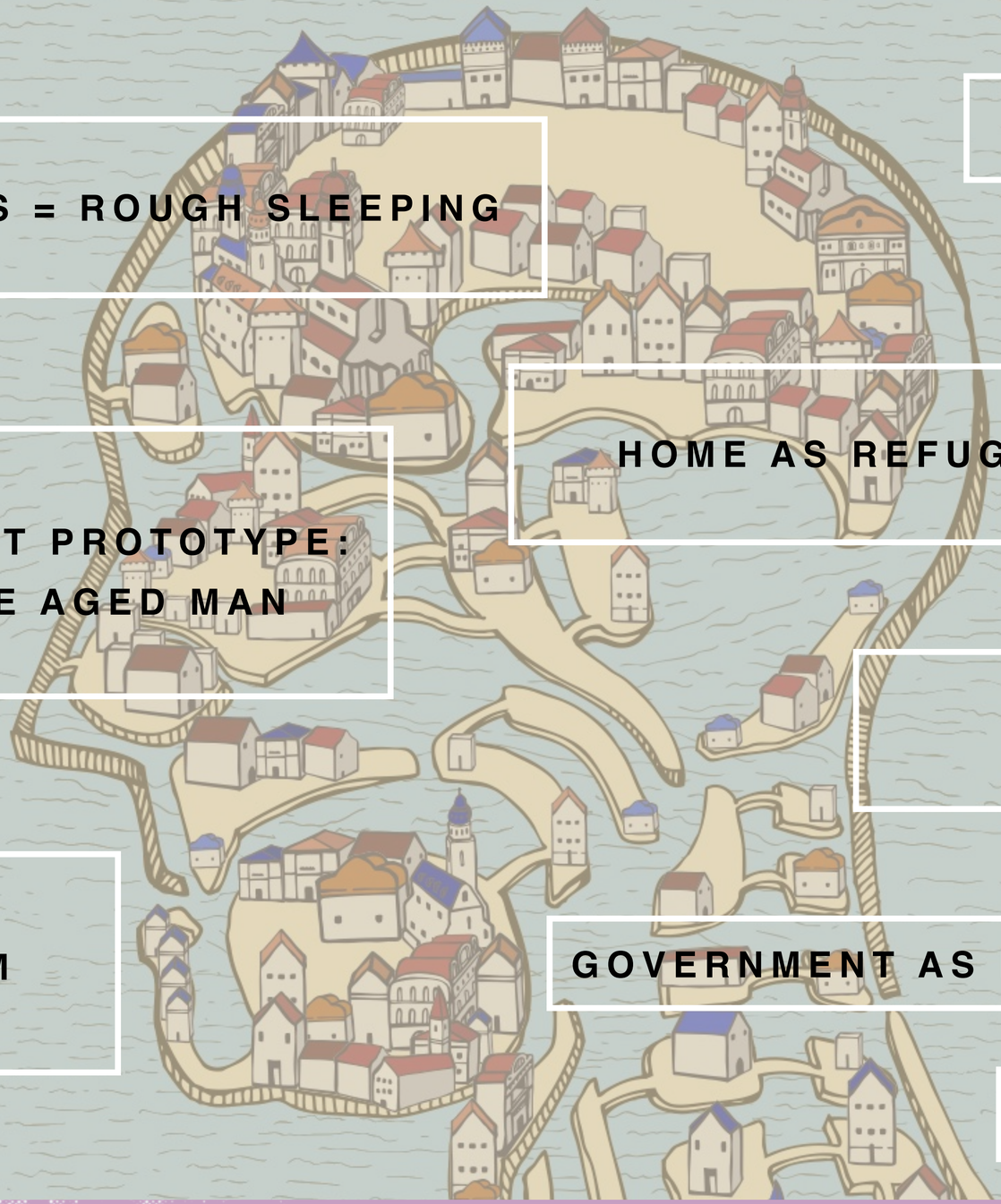
WHO IS AT HIGHEST RISK?

WHAT ARE THE CAUSES?

WHAT ARE THE CONSEQUENCES?

WHAT ARE THE POTENTIAL SOLUTIONS?





HOMELESSNESS = ROUGH SLEEPING

FATALISM

SOME SIT AT THE BRINK

HOME AS REFUGE

DOMINANT PROTOTYPE:
MIDDLE AGED MAN

SOLUTION:
CRISIS INTERVENTION

INDIVIDUALISM

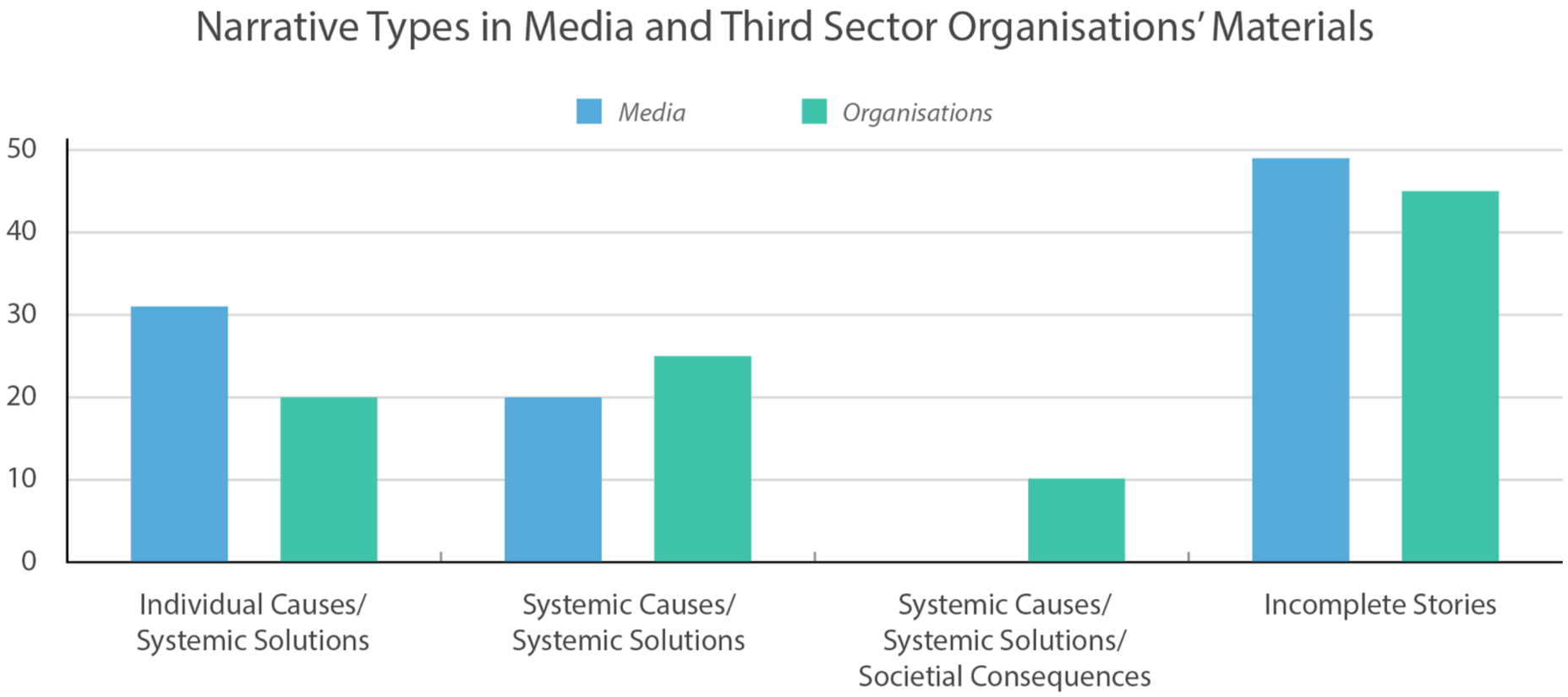
GOVERNMENT AS PROTECTOR

PREVENTION BLACK BOX

RECOMMENDATION TWO

TELL SYSTEM STORIES

PUBLIC CANNOT ACCESS COMPLETE SYSTEMS STORIES



DIFFERENT STORIES SET UP DIFFERENT SOLUTIONS

EPISODIC STORY

- INDIVIDUALS
- EVENTS
- APPEALS TO CONSUMERS
- BETTER INFORMATION
- FIX THE PERSON

THEMATIC STORY

- ISSUES
- TRENDS
- APPEALS TO CITIZENS
- BETTER POLICIES
- FIX THE CONDITION

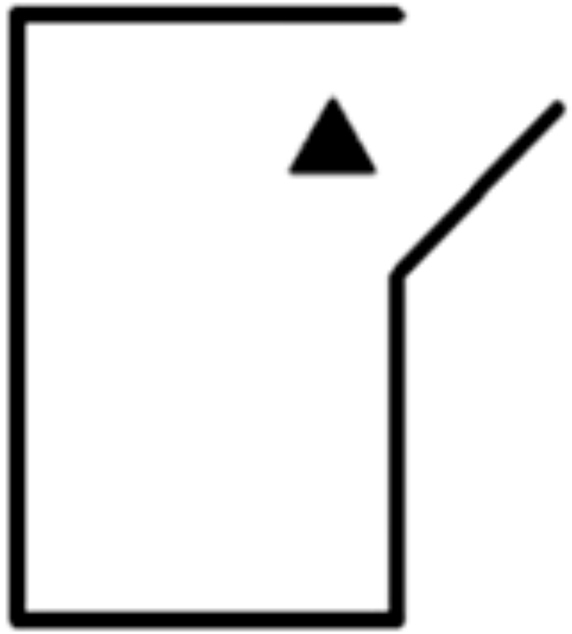
SECTOR COMMUNICATIONS INADVERTENTLY MAKING THINGS WORSE

Place Matters

RECOMMENDATION THREE

EXPLANATION MATTERS

THERE'S A STORY THERE, WHETHER OR NOT YOU'RE TELLING IT



EXPOSURE-OBJECTS DISPLAYED IN VARIOUS POSITIONS AND CONFIGURATIONS FROM THE MOVING FILM (1944)

PUBLIC MUST FILL IN NARRATIVE HOLES

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

EXPLANATORY CHAINS LINK CAUSES TO CONSEQUENCES

Explanatory Chain characteristics	Works to build understanding by:
Provide context	Starting a few steps back from the problem (“symptom”) the communicator wishes to highlight.
Show systems	Helping people to connect conditions to system-level causes.
Connect	Spelling out the connections between underlying causes and visible problems.
Include the public	Illustrating a consequence or outcome that is problematic to the public.
Promote collective action	Including a link that can be influenced by collective action or systemic/structural changes.

RECOMMENDATION FOUR

URGENCY IS NOT ENOUGH

PROVIDE SOLUTIONS AND SHOW HOW THEY MAKE CHANGE

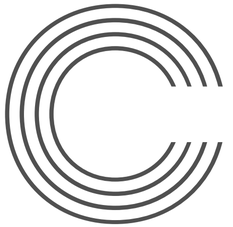
THE FIVE C'S OF EFFICACY FRAME ELEMENTS

CONCRETE

COLLECTIVE

CAUSAL

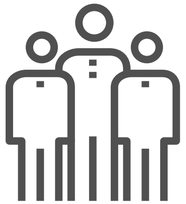
CONCEIVABLE



CREDIBLE

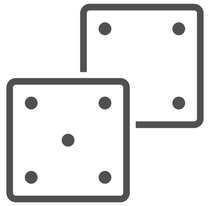
EXPERIMENTAL DESIGN: IDENTIFYING FRAMES THAT WORK

SAMPLE

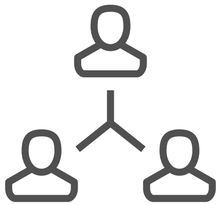


3000+ online participants (nationally representative sample)

RANDOM ASSIGNMENT TO TREATMENT GROUP



TREATMENT GROUPS



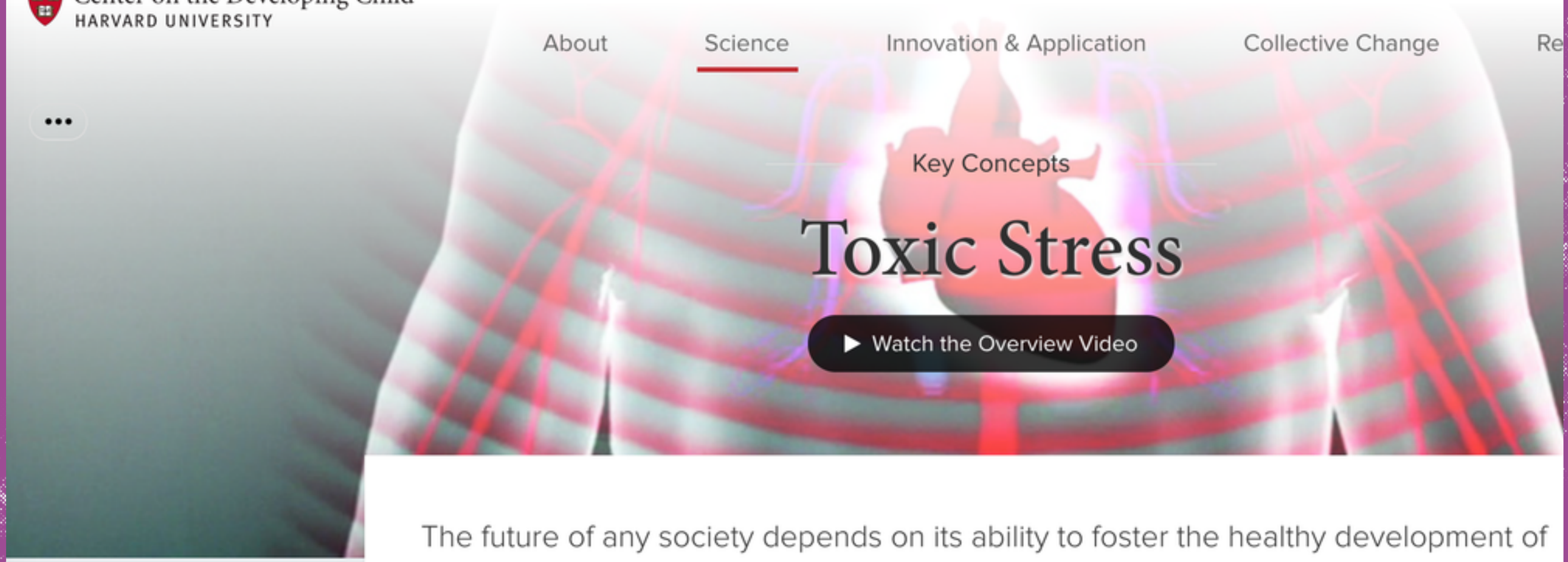
1. Frame A
2. Frame B
3. Frame C
4. Control (no prime)

OUTCOME MEASURES

- Attitudes
- Knowledge
- Policy support

ANALYSIS

Differences between treatment and control groups (controlling for demographic variability)



Key Concepts

Toxic Stress

▶ Watch the Overview Video

The future of any society depends on its ability to foster the healthy development of the next generation. Extensive research on the biology of stress now shows that healthy development can be derailed by excessive or prolonged activation of stress response systems in the body and brain. Such **toxic stress** can have damaging effects on learning, behavior, and health across the lifespan.

THANK YOU