

00:02:20.760 --> 00:02:28.290

Murlean Tucker: Welcome to communicating in conservative contexts strategies for raising health equity issues effectively.

13

00:02:28.740 --> 00:02:42.750

Murlean Tucker: My name is Murlean Tucker and i'll be running this dialogue for health web form with my colleague Jeff bornstein, thank you to our partners for today's event the frameworks Institute and the Center for health leadership and practice.

14

00:02:43.800 --> 00:02:52.830

Murlean Tucker: Except or those scheduled to speak, all other microphones have been muted, you can listen to the audio through your computer speakers or connected headphones.

15

00:02:53.670 --> 00:03:03.600

Murlean Tucker: We encourage you to share your thoughts and questions about today's event by typing them in the Q and A box and we'll answer as many of them as time allows.

16

00:03:04.080 --> 00:03:13.350

Murlean Tucker: click on the q&a button located on the zoom control bar at the bottom of your screen the Q and A panel will appear then just type your question and don't forget to hit send.

17

00:03:13.950 --> 00:03:23.460

Murlean Tucker: Closed caption is also available just click on the live transcript CC button on the zoom control bar and select the option to view captioning.

18

00:03:24.630 --> 00:03:30.570

Murlean Tucker: Now it's time to meet the Moderator of today's event Dr Carmen Rita Nevarez.

19

00:03:31.290 --> 00:03:41.070

Murlean Tucker: Dr. Nevarez is the public health institute's senior Vice President of external relations and preventive medicine and the director of Dialogue 4 Health.

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00:03:41.370 --> 00:03:51.660

Murlean Tucker: she's also the director of the Center for health

leadership and practice, which runs the national leadership Academy for the public's health and welcome again Carmen.

21

00:03:55.410 --> 00:04:04.710

Carmen R. Nevarez: Thank you so much Murlean and welcome everybody to this fabulous opportunity to really do some thinking about how we communicate.

22

00:04:05.940 --> 00:04:15.360

Carmen R. Nevarez: Particularly in the environment, we find ourselves in today, we are just recognizing how difficult it can be to have a conversation that really opens the topic.

23

00:04:15.600 --> 00:04:27.210

Carmen R. Nevarez: of health equity and allows us to explore that topic with our communities and start to move the strategies of thinking, the Culture towards understanding and really embracing the idea of health equity.

24

00:04:29.730 --> 00:04:37.890

Carmen R. Nevarez: We know it varies from Community to Community and so today we thought we would do a little bit of focus in on the more conservative environment.

25

00:04:38.280 --> 00:04:44.220

Carmen R. Nevarez: This is part two, in a series part one was held on sick on the.

26

00:04:44.820 --> 00:04:54.660

Carmen R. Nevarez: 30th of June and was called framing health equity Community communication strategies that work, and you can find the transcript the tape.

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00:04:54.900 --> 00:05:05.280

Carmen R. Nevarez: And all of the slides to that on the dialogue for health website night, I urge you to take a look the slides are really very informative and I, and I highly recommend that you take a look, if you haven't.

28

00:05:06.210 --> 00:05:20.010

Carmen R. Nevarez: To the presentation, because it's quite it's quite thoughtful and I think can be very helpful in in thinking about how

what we say perhaps might not be exactly what others here, and how we can, how we can.

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00:05:20.880 --> 00:05:26.400

Carmen R. Nevarez: Change the ways in which we communicate that we're more effective in this discussion that's so important, so vital today.

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00:05:27.030 --> 00:05:37.590

Carmen R. Nevarez: today's conversation is about communicating in conservative contexts strategies for raising health equity issues effectively, and it is my.

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00:05:38.220 --> 00:05:49.200

Carmen R. Nevarez: great pleasure to present Dr Julia Sweetland who is associate linguist and a senior advisor at frameworks institute it's a think tank that equips mission driven.

32

00:05:49.830 --> 00:05:53.970

Carmen R. Nevarez: communicators to lead productive public conversations.

33

00:05:54.810 --> 00:06:06.420

Carmen R. Nevarez: Since joining frameworks in 2012 Dr Sweetland has helped lead reframing initiatives on climate change, public education childhood adversity tobacco disparities and more.

34

00:06:06.960 --> 00:06:17.580

Carmen R. Nevarez: I think that you'll all find the discussion we have today to be very useful, I recommend that you put all of your questions and thoughts into the QA.

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00:06:17.820 --> 00:06:35.760

Carmen R. Nevarez: And we will do our best to answer them there will be an opportunity, several opportunities to have a more focused discussion on the questions that you raise so just start listing your points and your questions in the Q amp a and with that I turn the microphone over to Dr soylent Julie.

36

00:06:36.510 --> 00:06:47.460

Julie Sweetland - FrameWorks (she/hers): Right, thank you, Carmen and thanks to all of you for joining today for those of you that joined us last time, thanks for coming back and for those of you who are just

tuning in for the first time.

37

00:06:47.880 --> 00:06:54.720

Julie Sweetland - FrameWorks (she/hers): Welcome and don't worry i'm going to briefly recap, some of the points from the previous presentation.

38

00:06:55.140 --> 00:07:03.330

Julie Sweetland - FrameWorks (she/hers): But I will say that the two webinars are two great tastes that taste great together, so if you didn't tune in last time, please consider accessing that recording.

39

00:07:03.900 --> 00:07:11.940

Julie Sweetland - FrameWorks (she/hers): But as Carmen said, and we can go to the next slide we took up this topic today because to eliminate health disparities.

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00:07:12.240 --> 00:07:19.830

Julie Sweetland - FrameWorks (she/hers): We need to make progress in lots of places, but we absolutely need to make progress in states in regions where conservative opinions are the norm.

41

00:07:20.130 --> 00:07:25.200

Julie Sweetland - FrameWorks (she/hers): Some ways of talking about health equity topics can backfire and conservative.

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00:07:25.650 --> 00:07:41.910

Julie Sweetland - FrameWorks (she/hers): context, but there are lots of others that can unlock the door to new thinking better dialogue and good policy and so today My hope is that i'll be sharing some very pragmatic pragmatic strategies for navigating toward justice in red state terrain next slide.

43

00:07:43.140 --> 00:07:49.170

Julie Sweetland - FrameWorks (she/hers): So i'll add a moment just give you a very brief introduction to who we are frameworks i'll quickly recap.

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00:07:49.470 --> 00:07:57.750

Julie Sweetland - FrameWorks (she/hers): Some of the general strategies to frame health equity and then the bulk of our time will really be how to nuance those those general frames.

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00:07:58.080 --> 00:08:04.770

Julie Sweetland - FrameWorks (she/hers): In conservative context by really being clear about what you're trying to accomplish and what are some ways to think about.

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00:08:05.280 --> 00:08:12.600

Julie Sweetland - FrameWorks (she/hers): Changing minds in those contexts, how to position yourself as a reasonable partner in an inclusive conversation.

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00:08:12.960 --> 00:08:23.220

Julie Sweetland - FrameWorks (she/hers): And how to respond to this information if and when those sorts of issues occur as Carmen mentioned all positive a couple strategic points for discussion, please.

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00:08:23.700 --> 00:08:31.590

Julie Sweetland - FrameWorks (she/hers): Add to the chat and the Q amp a as as we go along, so that we can have those questions ready to TEE up those discussions right next slide.

49

00:08:32.400 --> 00:08:42.390

Julie Sweetland - FrameWorks (she/hers): Today I am the spokes model spokesperson for sharing insights from a range of research conducted by my colleagues and myself here at the frameworks Institute.

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00:08:42.690 --> 00:08:47.730

Julie Sweetland - FrameWorks (she/hers): We are nonprofit based in Washington DC work nationally and internationally.

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00:08:48.030 --> 00:08:55.710

Julie Sweetland - FrameWorks (she/hers): And our mission is to help folks like you, with your mission, we really guide and support other nonprofits to lead productive public conversations.

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00:08:56.040 --> 00:09:03.540

Julie Sweetland - FrameWorks (she/hers): And we're a group of social scientists as Carmen mentioned i'm a linguist I have colleagues or anthropologists sociologists psychologists and so forth.

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00:09:03.870 --> 00:09:12.360

Julie Sweetland - FrameWorks (she/hers): And we use those various disciplinary perspectives and methods to dig into the communications aspects of social and scientific issues.

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00:09:12.990 --> 00:09:21.570

Julie Sweetland - FrameWorks (she/hers): We do that because we believe that framing can drive meaningful change, but to get the right change, you need the right frame and that takes the right research.

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00:09:21.990 --> 00:09:27.630

Julie Sweetland - FrameWorks (she/hers): Which which we approach differently than traditional say market opinion types of research next slide.

56

00:09:28.410 --> 00:09:40.140

Julie Sweetland - FrameWorks (she/hers): Each of the recommendations i'll be sharing today is grounded in evidence from those that that type of empirical research showing that reframing can help to build common ground on health equity issues.

57

00:09:40.380 --> 00:09:52.260

Julie Sweetland - FrameWorks (she/hers): Whether the topic is largely off the public's radar or one like a health like oral health equity or whether it's a topic of a pretty regular public conversation like housing.

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00:09:52.800 --> 00:09:59.160

Julie Sweetland - FrameWorks (she/hers): or issues that have been politicized and have organized opposition like tobacco control or gun violence prevention.

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00:09:59.490 --> 00:10:06.960

Julie Sweetland - FrameWorks (she/hers): So i've listed here the studies that i'm pulling from today, most of these are freely available on our website frameworks institute.org.

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00:10:07.260 --> 00:10:14.130

Julie Sweetland - FrameWorks (she/hers): And we'll make some of the other more sensitive ones available in the Leader academy leadership academy forum, or you can reach out to me directly for them.

61

00:10:14.940 --> 00:10:24.150

Julie Sweetland - FrameWorks (she/hers): Next slide so we've taken on these projects, the things I just mentioned, because the way we talk about social issues, affects the kinds of change, we can create.

62

00:10:24.420 --> 00:10:29.280

Julie Sweetland - FrameWorks (she/hers): framing isn't, the only thing that drives change but it's a necessary component.

63

00:10:29.550 --> 00:10:39.960

Julie Sweetland - FrameWorks (she/hers): Next slide and when I talk about framing, this is what I mean it means making intentional choices about how ideas are presented what we emphasize what we explain.

64

00:10:40.230 --> 00:10:44.610

Julie Sweetland - FrameWorks (she/hers): What connections, we make, and which commitments we invoke and those choices.

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00:10:45.060 --> 00:10:56.310

Julie Sweetland - FrameWorks (she/hers): There, there are lots of those choices that can make those differences, the values we use the names, the labels, we choose and these choices matter because frames are interpretive packages.

66

00:10:56.820 --> 00:11:04.950

Julie Sweetland - FrameWorks (she/hers): They come and they they really people open up their their minds, based on the frames that we use and and the way that they understand the issue their attitudes.

67

00:11:05.160 --> 00:11:13.260

Julie Sweetland - FrameWorks (she/hers): and their willingness to act or not to act based on that is really influenced by that interpretive package that we send them so.

68

00:11:14.010 --> 00:11:24.300

Julie Sweetland - FrameWorks (she/hers): As a just as a nonprofit sector we've moved past the point where we pick our programs or policy strategies based on what we think or feel we need to move past that point.

69

00:11:24.690 --> 00:11:33.840

Julie Sweetland - FrameWorks (she/hers): In communications, we need to

look to evidence and data, because our choices do have frame effects, and so we should choose them very carefully next slide.

70

00:11:35.100 --> 00:11:45.090

Julie Sweetland - FrameWorks (she/hers): So just to recap what we're here today to focus on conversations and conservative contexts i'll just recap, a couple key takeaways from the last session.

71

00:11:45.510 --> 00:11:59.460

Julie Sweetland - FrameWorks (she/hers): The big idea is that we can't count on any public audience really to have a health equity mindset most Americans default, to the idea that health is the causes and consequences of health are at the individual level.

72

00:12:00.030 --> 00:12:07.410

Julie Sweetland - FrameWorks (she/hers): That the causes are your personal lifestyle choices and the consequences matter to you and your family but aren't broad broadly shared.

73

00:12:08.370 --> 00:12:17.070

Julie Sweetland - FrameWorks (she/hers): Likewise, most people Conservative or liberal don't truly understand how disparities are created and perpetuated many people.

74

00:12:17.340 --> 00:12:29.310

Julie Sweetland - FrameWorks (she/hers): Both conservative and liberal believe that disparities are regrettable and they kind of wish they weren't around but they consider them inevitable because they don't really understand how our policy choices are shaping them.

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00:12:30.300 --> 00:12:39.150

Julie Sweetland - FrameWorks (she/hers): When it comes to talking about health equity in particular we can't assume that people understand what equity means our research found that the.

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00:12:39.720 --> 00:12:47.820

Julie Sweetland - FrameWorks (she/hers): Primary association with that term as a financial association, like the mortgage equity equity in your home equity in a company that sort of thing.

77

00:12:48.210 --> 00:12:55.710

Julie Sweetland - FrameWorks (she/hers): And so we need to find ways



to explain this idea of equity if we're going to use that term and even if we don't use that term.

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00:12:56.430 --> 00:13:05.370

Julie Sweetland - FrameWorks (she/hers): And while these are places that people start they misunderstand health they misunderstand disparities and they don't aren't familiar with the idea of equity.

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00:13:06.330 --> 00:13:15.450

Julie Sweetland - FrameWorks (she/hers): But that's where people start in this session is worth having because that's not where they have to end up right framing can move folks and on the next slide recap.

80

00:13:15.900 --> 00:13:28.020

Julie Sweetland - FrameWorks (she/hers): The main strategies that we went through So the first idea is that if we are we can't leave room for people to assume that the problem lies with the people experiencing it instead.

81

00:13:28.440 --> 00:13:39.180

Julie Sweetland - FrameWorks (she/hers): To avoid that we can very carefully intentionally and consistently attribute responsibility to system structures and policy level factors.

82

00:13:39.510 --> 00:13:52.230

Julie Sweetland - FrameWorks (she/hers): Next, build if our communication is leading with numbers about poor health outcomes, or even just a textbook definition of health equity that's not our most powerful foot for a powerful frame forward.

83

00:13:52.620 --> 00:14:03.780

Julie Sweetland - FrameWorks (she/hers): And it's much more effective to lead with the idea of fairness and justice and the next point if we are leaving out solutions we are leaving out support.

84

00:14:04.170 --> 00:14:10.710

Julie Sweetland - FrameWorks (she/hers): People again believe that these things are inevitable there's a very fatalistic type of attitude, once the conversation comes up.

85

00:14:11.070 --> 00:14:20.850

Julie Sweetland - FrameWorks (she/hers): And well and if people are

thinking about solutions they're usually modeling them at an individual level so it's regrettable that tobacco disparities exist.

86

00:14:21.090 --> 00:14:31.950

Julie Sweetland - FrameWorks (she/hers): The only solution, people can think of as well, we need to get more information, you know if people knew better they do better so let's get more education and awareness into Community X, Y or Z.

87

00:14:32.310 --> 00:14:41.160

Julie Sweetland - FrameWorks (she/hers): And that can be fine and important work, but if that's, the only solution that people can think of they're not thinking of the upstream broader factors that we need to really drive.

88

00:14:42.030 --> 00:14:55.290

Julie Sweetland - FrameWorks (she/hers): equity and eliminate disparities and then the final point here is that if the communication is focusing attention on who is experiencing disparities if it's all hoo hoo hoo and know how how how.

89

00:14:55.740 --> 00:15:05.460

Julie Sweetland - FrameWorks (she/hers): People will fill in the how with what they believe and have heard about the the people so that will be you'd be pretty sure that you're leaving room for people to.

90

00:15:05.790 --> 00:15:17.070

Julie Sweetland - FrameWorks (she/hers): fill in stereotypes and stigmatizing ideas, and so the and the framing antidote that to that is to Center explanation really give people a sense of what affects what.

91

00:15:17.490 --> 00:15:25.020

Julie Sweetland - FrameWorks (she/hers): I will say that all of these strategies we have found to be fairly effective in conservative with conservative.

92

00:15:25.710 --> 00:15:36.840

Julie Sweetland - FrameWorks (she/hers): People who people who identify as Republicans or independents in our large scale national nationally representative controlled survey experiments and so.

93

00:15:37.620 --> 00:15:43.950

Julie Sweetland - FrameWorks (she/hers): These are a good start for talking with any audiences and then the ideas that i'm going to.

94

00:15:44.190 --> 00:16:00.510

Julie Sweetland - FrameWorks (she/hers): move into now are really from this basis, what do we need to do, additionally, or extra What else can we add to really hone and sharpen the conversation in context with where there's a majority of Conservative opinion alright so let's get to that section on the next slide.

95

00:16:01.740 --> 00:16:13.380

Julie Sweetland - FrameWorks (she/hers): We i'm going to take give you a little tour of some of recent data on how and what we've seen in a culture change tracking project that we're doing, and this moment of.

96

00:16:14.190 --> 00:16:24.030

Julie Sweetland - FrameWorks (she/hers): Racial called louder calls for Racial justice, obviously the disruption of the pandemic and very unusual and unprecedented political.

97

00:16:24.510 --> 00:16:30.060

Julie Sweetland - FrameWorks (she/hers): division and even political violence, so we are looking very carefully at how.

98

00:16:31.020 --> 00:16:44.700

Julie Sweetland - FrameWorks (she/hers): how people are thinking differently to what extent are they thinking differently, and to what extent is culture staying the same this is research sponsored by the Ford foundation and many other wonderful partners so i'll give you a little tour of some of that on the next slide.

99

00:16:46.140 --> 00:16:56.880

Julie Sweetland - FrameWorks (she/hers): What we have seen one thing that we have seen is that when it comes to health, this idea of health individualism cuts across ideology somewhat.

100

00:16:57.390 --> 00:17:15.360

Julie Sweetland - FrameWorks (she/hers): It is true that you know democrats and independents here are a little more likely somewhat more likely to say that in a forced choice survey item that the the social or structural context affects health, more so than individual.

101

00:17:15.930 --> 00:17:25.770

Julie Sweetland - FrameWorks (she/hers): behavior, but you can see that there are significant significant chunks of democrats and independents who still endorse that individualism so.

102

00:17:26.430 --> 00:17:41.280

Julie Sweetland - FrameWorks (she/hers): Yes, Conservatives are more leaning more toward the individualistic point of view, but again, we can't assume that it's only conservatives that have that view, I would say that this this data point this data trend differs quite a bit from.

103

00:17:43.110 --> 00:17:54.240

Julie Sweetland - FrameWorks (she/hers): Individual the individual versus ecological thinking on other issues, say police violence racial justice and other topics, the role of government, and so this.

104

00:17:54.690 --> 00:18:02.880

Julie Sweetland - FrameWorks (she/hers): unhealthy you really have kind of to some extent lots of folks are conservative thinkers not only people who identify as Republicans.

105

00:18:03.480 --> 00:18:17.250

Julie Sweetland - FrameWorks (she/hers): On the next slide i'll show you that show you a little bit of that So you can see that this pattern is a bit different if the question is more about structural racism so in a forced choice setting item.

106

00:18:18.630 --> 00:18:24.090

Julie Sweetland - FrameWorks (she/hers): Racial Discrimination being a result of you know, really being defined as individual bias and prejudice.

107

00:18:24.690 --> 00:18:37.170

Julie Sweetland - FrameWorks (she/hers): Independence are more like Republicans on this issue than they are like democrats which isn't the case on on health and use, but you still have a good 60% of democrats really thinking about people who identifies democrats.

108

00:18:38.250 --> 00:18:46.920

Julie Sweetland - FrameWorks (she/hers): Thinking about racism in that interpersonal level only and not the not the structural level so again

my point here is that.

109

00:18:47.340 --> 00:18:59.430

Julie Sweetland - FrameWorks (she/hers): Conservative thinking, the more conservative point of view, does not track perfectly with party affiliation and they're more and more conservatives out there, then we might think right just based on voter rolls.

110

00:19:00.210 --> 00:19:07.470

Julie Sweetland - FrameWorks (she/hers): But this is this is where, again, where people start, and this is one data point on the next slide i'll show you that framing framing can matter.

111

00:19:08.940 --> 00:19:22.170

Julie Sweetland - FrameWorks (she/hers): So on discrete issues framing can close the partisan divide, so we have some years ago, we did a project focused on making the case for oral health as a central part of overall health.

112

00:19:22.620 --> 00:19:30.360

Julie Sweetland - FrameWorks (she/hers): kind of as a core health equity issue and as it as it turned out among people who identified as democrats support was already pretty high.

113

00:19:30.630 --> 00:19:39.540

Julie Sweetland - FrameWorks (she/hers): But among Republicans, not so much in fact there was about a 20 point gap in their baseline support for oral health equity policies things like.

114

00:19:39.810 --> 00:19:51.300

Julie Sweetland - FrameWorks (she/hers): Ensuring including oral health coverage and medicaid incentivizing more providers to accept medicaid and those sorts of even more culturally relevant linguistically relevant care and community.

115

00:19:52.080 --> 00:19:58.800

Julie Sweetland - FrameWorks (she/hers): So we decided to do an experiment with a couple different framing strategy, so if you could do the next build.

116

00:20:00.030 --> 00:20:15.090

Julie Sweetland - FrameWorks (she/hers): And one more the shows kind

of the baseline opinion so of the control group people who had received no messages people who identified as democrats, the support for these health equity policies was you know north of 70%.

117

00:20:15.840 --> 00:20:20.610

Julie Sweetland - FrameWorks (she/hers): And among Republicans, it was you know, a 53 I think percent is where that is.

118

00:20:21.420 --> 00:20:30.750

Julie Sweetland - FrameWorks (she/hers): Next, we gave people gave people in those control groups, a message about loss framing and that inaction is going to lead to problems.

119

00:20:31.020 --> 00:20:40.320

Julie Sweetland - FrameWorks (she/hers): This message emphasize that if society fails to act on oral health will have economic losses from lost productivity and workforce participation.

120

00:20:40.650 --> 00:20:46.440

Julie Sweetland - FrameWorks (she/hers): And then also public health problems would follow and in the next build, you can see that that message.

121

00:20:46.800 --> 00:20:53.040

Julie Sweetland - FrameWorks (she/hers): didn't rally up the democrats that wasn't like whoo let's go out in the streets and push for oral health, but it did close.

122

00:20:53.550 --> 00:21:07.410

Julie Sweetland - FrameWorks (she/hers): The divide on that point, but you know, on those those policy issues between democrats and Republicans and we've since found something similar on other issues, emphasizing the downside of not doing anything.

123

00:21:08.280 --> 00:21:18.780

Julie Sweetland - FrameWorks (she/hers): has tended to be more persuasive for conservatives who, by definition, are more skeptical that public policy and public programs are the way to solve social problems.

124

00:21:19.050 --> 00:21:30.570

Julie Sweetland - FrameWorks (she/hers): So that I wouldn't go so far

as to say is a generalizable finding but it's definitely this play with with gain framing or loss framing if we do this, we get something good if we don't do it will get something bad.

125

00:21:31.290 --> 00:21:36.540

Julie Sweetland - FrameWorks (she/hers): Something to keep in mind and thinking about reaching across across the aisle.

126

00:21:37.560 --> 00:21:46.380

Julie Sweetland - FrameWorks (she/hers): and others example that political opinions definitely can shift on health equity issues comes from the next slide where we showed.

127

00:21:47.040 --> 00:21:59.160

Julie Sweetland - FrameWorks (she/hers): We tested two different messages values frames, in order to engage Republicans, specifically in thinking about why residential.

128

00:21:59.610 --> 00:22:05.220

Julie Sweetland - FrameWorks (she/hers): residential segregation by race is harmful to public health and harmful to kind of civic well being.

129

00:22:05.820 --> 00:22:13.410

Julie Sweetland - FrameWorks (she/hers): So the default here is that people live, you know the default thinking was that people live in different neighborhoods you know blacks and white self sort because.

130

00:22:13.590 --> 00:22:25.590

Julie Sweetland - FrameWorks (she/hers): that's their preference right people want to be among their own kind with what sort of thing we heard and interviews, and so we came to do some framing experiments, we knew we needed to really move people and particularly.

131

00:22:26.010 --> 00:22:35.100

Julie Sweetland - FrameWorks (she/hers): Republicans towards understanding that it's not just personal preference there's a history of policies that have created segregated neighborhoods and.

132

00:22:35.700 --> 00:22:45.180

Julie Sweetland - FrameWorks (she/hers): concentrated right, the problems of poverty and disinvestment right now in black communities

and we needed to make the case that.

133

00:22:45.570 --> 00:22:53.700

Julie Sweetland - FrameWorks (she/hers): That living in segregation and matters, even if it wasn't you know kind of a economically distressed area.

134

00:22:54.330 --> 00:22:57.960

Julie Sweetland - FrameWorks (she/hers): That resources that kind of accrue to white or white neighborhoods.

135

00:22:58.500 --> 00:23:08.040

Julie Sweetland - FrameWorks (she/hers): don't accrue and black neighborhoods, and that makes a difference, so we need to have a sense that place actually affects health outcomes educational outcomes and etc, and then we needed to.

136

00:23:08.730 --> 00:23:19.740

Julie Sweetland - FrameWorks (she/hers): to convince people that that wasn't just a matter of the people in those neighborhoods are making different choices, but rather there is a systemic element for this and we found.

137

00:23:20.220 --> 00:23:28.410

Julie Sweetland - FrameWorks (she/hers): That with by making a case that society is interdependent, and when we separate folks off, we are.

138

00:23:28.740 --> 00:23:37.710

Julie Sweetland - FrameWorks (she/hers): fragmenting and fracturing that interdependence and we should really do things do all we can, and look at our policies to make sure they're not separating folks but rather.

139

00:23:38.100 --> 00:23:49.710

Julie Sweetland - FrameWorks (she/hers): Integrating folks because the resources flow into neighborhoods and everyone should have a chance to to benefit from those from those resources that interdependence argument was very powerful.

140

00:23:50.340 --> 00:24:01.920

Julie Sweetland - FrameWorks (she/hers): in getting people getting



Republicans, particularly to agree that policy is the cause it's not Okay, because place effect effects outcomes and our system should not be.

141

00:24:02.400 --> 00:24:15.060

Julie Sweetland - FrameWorks (she/hers): skewing right the the playing field toward one group or another that was much more effective than this case than a social justice argument that using those words social justice.

142

00:24:16.080 --> 00:24:31.350

Julie Sweetland - FrameWorks (she/hers): which was seen as a partisan Q and a trigger and but so it was interesting to me that people can come around to a social justice position, but the way to it may not be with a straight out use of those words.

143

00:24:32.220 --> 00:24:41.550

Julie Sweetland - FrameWorks (she/hers): All right, um next slide so we can change opinions on issues and those the two that I just mentioned oral, health and housing are less politicized.

144

00:24:41.790 --> 00:24:50.640

Julie Sweetland - FrameWorks (she/hers): But I want to say that we should keep talking about we shouldn't avoid conversations on contract more controversial issues and here's why.

145

00:24:51.120 --> 00:24:56.550

Julie Sweetland - FrameWorks (she/hers): When people believe that public opinion is skewed strongly in one direction.

146

00:24:56.910 --> 00:25:13.080

Julie Sweetland - FrameWorks (she/hers): That perception can become a self fulfilling prophecy that's a dynamic that social scientists have called a spiral of silence and so on the issues that are politicized and we know that there are party elites, you know, making very strong.

147

00:25:14.430 --> 00:25:23.760

Julie Sweetland - FrameWorks (she/hers): very strong conservative arguments it's really important in those cases that that are that the more liberal or more public health point of view.

148

00:25:24.240 --> 00:25:34.500

Julie Sweetland - FrameWorks (she/hers): is also stays present in the dialogue, so the spiral of silence that happens when people think that their own opinion is unpopular or unusual.

149

00:25:34.770 --> 00:25:43.500

Julie Sweetland - FrameWorks (she/hers): They become less likely to speak up right they become quiet supporters they don't necessarily change their mind, but they stopped talking about it out of the desire to avoid conflict or.

150

00:25:44.040 --> 00:25:53.580

Julie Sweetland - FrameWorks (she/hers): Out of their desire to you, they don't want to risk social isolation now what that does is as the the people with a kind of a pro public health view get quieter.

151

00:25:53.910 --> 00:26:05.940

Julie Sweetland - FrameWorks (she/hers): That leads the people who think that they're in the majority to become even firmer in their beliefs, after all, they're not hearing anything that countered they own encounters they're encountering any ideas of challenge their thinking.

152

00:26:06.450 --> 00:26:17.880

Julie Sweetland - FrameWorks (she/hers): And they feel safe and expressing their views there's nobody kind of countering them people on the fence in this situation, take their cues from the ideas that they hear most often.

153

00:26:18.480 --> 00:26:26.760

Julie Sweetland - FrameWorks (she/hers): And us there they're likely to accept the dominant view so soon all the voices we here are an on one side.

154

00:26:27.660 --> 00:26:33.090

Julie Sweetland - FrameWorks (she/hers): And that that actually the moves people right to that to that one side.

155

00:26:33.930 --> 00:26:44.760

Julie Sweetland - FrameWorks (she/hers): This in a situation, it means that that that is that, for instance we've seen this on guns as a pro gun constituency dominates dominates public discourse in certain red states.

156

00:26:45.000 --> 00:26:50.490

Julie Sweetland - FrameWorks (she/hers): That discourse rewards elected officials who agree with it and it punishes those who don't.

157

00:26:51.000 --> 00:27:00.000

Julie Sweetland - FrameWorks (she/hers): As a result, you can get more and more extreme policy ideas emerging and this spiral of silence dynamic helps to explain why just to give one example.

158

00:27:00.660 --> 00:27:12.870

Julie Sweetland - FrameWorks (she/hers): One Missouri Missouri lawmaker has proposed, making it a felony for fellow representatives to even sponsor legislation that restricts access to guns and so that's what I mean by a very extreme position.

159

00:27:13.230 --> 00:27:20.130

Julie Sweetland - FrameWorks (she/hers): So this cycle wanting to fit in basically has its roots in our hardwired human desire for social cohesion.

160

00:27:20.730 --> 00:27:27.240

Julie Sweetland - FrameWorks (she/hers): But the problem is that it can be and has been accelerated by intentional efforts to fuel this dynamic.

161

00:27:28.080 --> 00:27:38.820

Julie Sweetland - FrameWorks (she/hers): And so, that means with with fewer attempts to exchange ideas and perspectives people become less open to different ways of thinking this perception of a single dominant opinion changes what people here.

162

00:27:39.090 --> 00:27:45.870

Julie Sweetland - FrameWorks (she/hers): Which changes what they think which changes what they're willing to say and that cycle just kind of continues, so all this to say is that.

163

00:27:46.380 --> 00:27:54.330

Julie Sweetland - FrameWorks (she/hers): This is it's important that we keep you know, a broad inclusive conversation going on public health equity issues.

164

00:27:55.020 --> 00:28:04.380

Julie Sweetland - FrameWorks (she/hers): Whether or not they are on the radar and even if, and especially if they have been politicized So the question is how all right next slide.

165

00:28:04.680 --> 00:28:14.880

Julie Sweetland - FrameWorks (she/hers): and talk a little bit about some you know what I actually going to pause if that's okay for a moment, there Carmen is it Okay, if we take a moment for a couple questions, I know I threw that out to you.

166

00:28:16.830 --> 00:28:21.510

Carmen R. Nevarez: Would you like to keep going Okay, well, we could we could stop for some questions.

167

00:28:22.620 --> 00:28:29.250

Carmen R. Nevarez: So there were a couple of points about whether so is framing.

168

00:28:33.150 --> 00:28:35.970

Carmen R. Nevarez: let's see sorry I really wasn't ready for you.

169

00:28:36.000 --> 00:28:39.270

Julie Sweetland - FrameWorks (she/hers): Okay i'm sorry, you know I just got a couple more points will come back to it okay.

170

00:28:39.450 --> 00:28:39.960

Carmen R. Nevarez: If I has.

171

00:28:40.050 --> 00:28:50.430

Julie Sweetland - FrameWorks (she/hers): intuition, that I was talking a bit long, and so I wanted to keep going so let's get into some of the strategies for shifting mindsets and then we will pause for questions and just a few moments.

172

00:28:51.090 --> 00:28:57.390

Julie Sweetland - FrameWorks (she/hers): So on the next slide i've got here we're going to walk through these being very clear about the change, you need.

173

00:28:57.840 --> 00:29:10.170

Julie Sweetland - FrameWorks (she/hers): position yourself as an reasonable partner and important clues of conversation and then we're going to finish up with managing miss Informations on to the next one being clear about the change you want next slide please.

174

00:29:11.880 --> 00:29:18.240

Julie Sweetland - FrameWorks (she/hers): it's really important in this sometimes the framing move to.

175

00:29:19.170 --> 00:29:27.360

Julie Sweetland - FrameWorks (she/hers): shift public thinking and conservative context is a little bit less about what you say we, we think that the what can be.

176

00:29:27.720 --> 00:29:37.020

Julie Sweetland - FrameWorks (she/hers): We have found lots of things that that the what is pretty effective if you can land on the right frame but thinking about how you're thinking about the conversation.

177

00:29:37.560 --> 00:29:45.000

Julie Sweetland - FrameWorks (she/hers): is equally important, thinking about the the kind of change that you're trying to leverage, not just changing minds, but but changing the discourse.

178

00:29:45.300 --> 00:29:56.610

Julie Sweetland - FrameWorks (she/hers): So on the next slide and say i'm does the two sides model of the kind of there are two parties and those predict all of our opinions that's really just not nuanced enough for issue based work.

179

00:29:57.150 --> 00:30:12.540

Julie Sweetland - FrameWorks (she/hers): So there are issues and which parties kind of sort ideologically but many of the public health issues and health equity issues that we're talking talking about do not necessarily sort ideologically and so even just thinking that you can predict.

180

00:30:13.080 --> 00:30:26.280

Julie Sweetland - FrameWorks (she/hers): How people we think about an issue, based on their partisan affiliation for lots of issues that the public health is working on that's simply not the case, so what that means is that we can't use models for.

181

00:30:27.180 --> 00:30:42.180

Julie Sweetland - FrameWorks (she/hers): influencing public opinion that comes from this kind of two to one to two sides kind of thinking on the next slide i'll show you about a little bit about how that traditional approach to influencing public opinion, goes.

182

00:30:43.440 --> 00:30:54.450

Julie Sweetland - FrameWorks (she/hers): So traditional approaches, especially coming from electoral politics are focused on energizing quote unquote our side alienating quote unquote the other sides are they stay home on voting day.

183

00:30:54.720 --> 00:31:02.940

Julie Sweetland - FrameWorks (she/hers): And then to split off just enough of the undecideds to get our side to just over 50% you can hit the build.

184

00:31:03.510 --> 00:31:18.120

Julie Sweetland - FrameWorks (she/hers): The goal here, thank you, the goal here is to influence kind of individual point of purchase decisions like votes and if you're successful in the short term, you say yeah I want that I want that vote and but you might not be focused on the.

185

00:31:18.600 --> 00:31:29.460

Julie Sweetland - FrameWorks (she/hers): longer term it can have some unpleasant side effects in the long term, because the arguments that really energized some people and really alienate other people tend to be pretty.

186

00:31:30.330 --> 00:31:40.620

Julie Sweetland - FrameWorks (she/hers): Pretty one sided lopsided hyper emotional hyper rhetorical what that does, is it really reinforces again this this two sides kind of thinking.

187

00:31:41.790 --> 00:31:50.340

Julie Sweetland - FrameWorks (she/hers): On the next slide i'll show you an alternative model, instead of shuffling people between different rooms, we kind of need to move the whole House.

188

00:31:50.580 --> 00:32:00.090

Julie Sweetland - FrameWorks (she/hers): So here, you see these little

dots moving around at any given point public thinking is fluid and moving people are shifting and moving between different ways of seeing an.

189

00:32:00.390 --> 00:32:08.580

Julie Sweetland - FrameWorks (she/hers): topics, rather than having one view that they originally really stick to people are not ideologically consistent or set in their thinking.

190

00:32:08.940 --> 00:32:20.640

Julie Sweetland - FrameWorks (she/hers): So when you are alienating the opposition you're inadvertently scooping up whole swath is swaths of potential audiences and allies and pushing them in the other direction.

191

00:32:20.970 --> 00:32:30.180

Julie Sweetland - FrameWorks (she/hers): And what we want to do instead is to shift the parameters of what's normal to think so we can normalize the idea.

192

00:32:30.870 --> 00:32:42.840

Julie Sweetland - FrameWorks (she/hers): That science right that science can guide good decisions which is different than trying to weaponize the idea of scientific authority to to move people right into into one camp.

193

00:32:43.200 --> 00:32:58.320

Julie Sweetland - FrameWorks (she/hers): So this can be a very powerful way to think about what you're trying to accomplish and communications you're not necessarily trying to just pull a few people over to your side you're trying to change the context of what's kind of normal and.

194

00:32:58.740 --> 00:33:03.210

Julie Sweetland - FrameWorks (she/hers): Widespread in thinking So how do we do that, next slide.

195

00:33:04.320 --> 00:33:09.870

Julie Sweetland - FrameWorks (she/hers): it's important to focus on these context shift efforts first on the public.

196

00:33:10.620 --> 00:33:21.090

Julie Sweetland - FrameWorks (she/hers): Not on policymakers, so of course policymakers mindsets shape their decision making, but they are largely getting their ways of thinking from the broader culture.

197

00:33:21.840 --> 00:33:32.190

Julie Sweetland - FrameWorks (she/hers): And so, if we can shift the public's mindsets that will influence policymakers thinking, who, like all of us, they share the assumptions of the culture, they come from.

198

00:33:33.150 --> 00:33:41.250

Julie Sweetland - FrameWorks (she/hers): It, but it also shapes the political incentives and pressures that policymakers face so really not leaving.

199

00:33:41.640 --> 00:33:51.780

Julie Sweetland - FrameWorks (she/hers): The public out of your thinking about changing and advancing health equity in conservative context I don't mean to completely give up, you know kind of direct.

200

00:33:52.350 --> 00:34:01.590

Julie Sweetland - FrameWorks (she/hers): advocacy with policymakers, you know you can use it inside game to bring about particular policy wins, and that can help to change opinions.

201

00:34:01.980 --> 00:34:12.000

Julie Sweetland - FrameWorks (she/hers): But that inside game shouldn't be confused with again the change you're trying to create, which is shifting mindsets towards health equity.

202

00:34:12.960 --> 00:34:21.450

Julie Sweetland - FrameWorks (she/hers): So that's that's one issue The other thing is that to really change again those parameters of what's acceptable to think.

203

00:34:22.050 --> 00:34:33.450

Julie Sweetland - FrameWorks (she/hers): It takes a lot of voices, no one organization can do this alone, so these ideas need to become ubiquitous or at least frequently heard in discourse and so that requires.

204

00:34:34.050 --> 00:34:47.100

Julie Sweetland - FrameWorks (she/hers): folks to coordinate their



work with other organizations and coalition's and then finally it's, this is probably counterintuitive but it's important to tell us a fairly consistent story about the issue.

205

00:34:47.790 --> 00:35:00.360

Julie Sweetland - FrameWorks (she/hers): not changing constantly right to tailor to an audience is political identity so conventional wisdom advises advocates to tailor communications to their audience and.

206

00:35:00.900 --> 00:35:13.560

Julie Sweetland - FrameWorks (she/hers): there's something to that you want to talk to congregations and sermons and you want to talk to policymakers and budget points right so of course you want to think about who that's there who who you're talking to your style of communication.

207

00:35:13.980 --> 00:35:22.980

Julie Sweetland - FrameWorks (she/hers): But it often leads to counter productive effects if you're constantly shifting your communication substance so for a field point of view to affect the public.

208

00:35:23.250 --> 00:35:38.550

Julie Sweetland - FrameWorks (she/hers): A disciplined approach to dancing a core set of ideas is tremendously helpful there's a whole rich body of scholarship on social movements that suggests that when a field coalesces around a unified and consistent framing strategy.

209

00:35:38.880 --> 00:35:50.250

Julie Sweetland - FrameWorks (she/hers): that's what positions that to attract new supporters your become more able to counter opposing messages and more likely to have you know more ability to mobilize the public to action.

210

00:35:50.760 --> 00:35:57.360

Julie Sweetland - FrameWorks (she/hers): So the tactic of varying your core argument, according to the audience and hopes of resonating more strongly.

211

00:35:57.780 --> 00:36:07.080

Julie Sweetland - FrameWorks (she/hers): And it can yield little bit benefit and it comes with considerable disadvantages, so if you're disseminating multiple messages you know wildly different messages.

212

00:36:07.530 --> 00:36:13.620

Julie Sweetland - FrameWorks (she/hers): you're sacrificing the power of repetition, which is one of the most important considerations and defusing a new frame.

213

00:36:14.010 --> 00:36:26.730

Julie Sweetland - FrameWorks (she/hers): It also leaves you open to accusations of inauthenticity so in today's kind of fast paced everything's recorded it goes on social media world it's only too easy for critics or opponents to document and share evidence of.

214

00:36:27.510 --> 00:36:36.570

Julie Sweetland - FrameWorks (she/hers): message multiplicity which then gets turned into messenger duplicity so consistency, can be a strategy.

215

00:36:37.770 --> 00:36:47.760

Julie Sweetland - FrameWorks (she/hers): That is has more frame effects and tailoring all right, and to wrap up this section next on the next slide I want to talk about what could vary.

216

00:36:48.330 --> 00:37:03.960

Julie Sweetland - FrameWorks (she/hers): So varying your goals and not your main audience that's already not your main story by the audience's stance what you can learn about the audience's stance on that particular issue so again people don't sort ideologically the way that.

217

00:37:04.890 --> 00:37:17.490

Julie Sweetland - FrameWorks (she/hers): You know election night blue red state coverage, you know maps lead us to believe, and particularly on health issues, you know the the thinking can be very different one issue to the next and so.

218

00:37:19.200 --> 00:37:30.630

Julie Sweetland - FrameWorks (she/hers): picking a consistent public health story that that aligns with the principles we discussed last time, but then thinking about who you need to reach and why and what you need to accomplish with them.

219

00:37:31.020 --> 00:37:37.620

Julie Sweetland - FrameWorks (she/hers): Rather than what message you

need to get to them a few it just makes sense, so on on an issue, you may have.

220

00:37:38.310 --> 00:37:48.330

Julie Sweetland - FrameWorks (she/hers): Some unlovable opponents guess what there are movable so you don't need to try to persuade them you do need to anticipate their arguments, because people will be hearing them and have a sense of what you want to say.

221

00:37:49.830 --> 00:38:00.510

Julie Sweetland - FrameWorks (she/hers): But or how you respond to them, but they're not your audience, who are your audiences, you want to either deactivate meaning just get them to tune out.

222

00:38:01.260 --> 00:38:08.010

Julie Sweetland - FrameWorks (she/hers): or convert people who are opponents, but not immovable opponents right, but you might want to spend more time.

223

00:38:08.610 --> 00:38:15.900

Julie Sweetland - FrameWorks (she/hers): From from on the rest of the spectrum so there's a group of people who don't have an opinion and they're not in the.

224

00:38:16.320 --> 00:38:28.620

Julie Sweetland - FrameWorks (she/hers): Not active on the issue at all for those and something got cut off your we want to explain the issue to them and but don't try to persuade them, it is more kind of a here's how this works not.

225

00:38:28.950 --> 00:38:35.640

Julie Sweetland - FrameWorks (she/hers): Please join our car or you know join our rally you just want to make sure that they heard your point of view, so that they can.

226

00:38:36.240 --> 00:38:44.010

Julie Sweetland - FrameWorks (she/hers): Have that end point in mind if they hear opposing messages, there are some people that that don't have a particular.

227

00:38:44.640 --> 00:38:53.040

Julie Sweetland - FrameWorks (she/hers): strong point of view, but

they are involved in the issue, I can think a lot about people who are working in an organization, you know and.

228

00:38:53.580 --> 00:39:04.890

Julie Sweetland - FrameWorks (she/hers): Again don't have a strong opinion but they they have to read get in the in the discourse because of the position that they hold those are folks you want to activate you've got your allies.

229

00:39:05.730 --> 00:39:15.900

Julie Sweetland - FrameWorks (she/hers): And those are folks that you want to reinforce and you want to equip them with the kinds of framing strategies that you know will work with those opponents and and the people.

230

00:39:16.470 --> 00:39:23.220

Julie Sweetland - FrameWorks (she/hers): You know before them on the spectrum and then you've got your hardcore allies, you really want to equip them as messengers.

231

00:39:23.550 --> 00:39:33.090

Julie Sweetland - FrameWorks (she/hers): And, and so varying how what you're thinking about how to engage them and what you need to accomplish that's really important and thinking through the audience's.

232

00:39:33.300 --> 00:39:43.950

Julie Sweetland - FrameWorks (she/hers): Again, in relation to their stance to the issue, not necessarily their political affiliation all right now we are ready for some comments and questions on the next slide thanks Carmen.

233

00:39:44.220 --> 00:40:03.060

Carmen R. Nevarez: And we've got some really good ones i'm going back to little bit towards the beginning talk a little bit about how did you expose research participants to messaging or framing and does the data include differences between geographies as well as differences between income levels.

234

00:40:04.140 --> 00:40:09.060

Julie Sweetland - FrameWorks (she/hers): So okay so for each of those variables you just mentioned.

235

00:40:10.380 --> 00:40:14.760

Julie Sweetland - FrameWorks (she/hers): geography and income, yes, we do look at that also.

236

00:40:16.110 --> 00:40:23.160

Julie Sweetland - FrameWorks (she/hers): let's see raise education level, depending on the issue you know, do you have kids or not, the like, yes, we take all that demographic information.

237

00:40:23.400 --> 00:40:34.890

Julie Sweetland - FrameWorks (she/hers): We do not do the work in the way that lets me split to say Republicans in Tennessee with lower levels of income think this that's just not that again that type of targeting.

238

00:40:35.490 --> 00:40:45.960

Julie Sweetland - FrameWorks (she/hers): is useful for that alienated and splits kind of strategy and not for the moving the whole context strategy, so we don't conduct our research in that way.

239

00:40:46.920 --> 00:41:09.120

Julie Sweetland - FrameWorks (she/hers): But when we what we do is create a nationally representative sample for a typical experiment, there will, there are some that are regional or regional or State level but typically we create something that matches us census demographics, we randomly assign people to one message condition.

240

00:41:10.170 --> 00:41:18.480

Julie Sweetland - FrameWorks (she/hers): So some people would log on these are online surveys, some people would log on and get a message about interdependence others would log on and get a message about.

241

00:41:19.710 --> 00:41:27.300

Julie Sweetland - FrameWorks (she/hers): about social justice there's also a control group that received no message so because we then can look at.

242

00:41:27.750 --> 00:41:38.070

Julie Sweetland - FrameWorks (she/hers): You know the results, because this is a very large sample that people have been randomly assigned and the message conditions are minimally varying we kind of you know, big.

243

00:41:38.460 --> 00:41:46.770

Julie Sweetland - FrameWorks (she/hers): Really tightly controlled experiment when we see differences, we can feel confident that they are about the frame people got not about what they thought when they got there.

244

00:41:47.070 --> 00:41:53.790

Julie Sweetland - FrameWorks (she/hers): And that is part of our evidence that that most of the strategy, you recommend can be can be effective across the political divide.

245

00:41:55.230 --> 00:42:00.510

Carmen R. Nevarez: Okay, so I have some words about language specifically justice has become partisan.

246

00:42:01.140 --> 00:42:19.710

Carmen R. Nevarez: um why choose system language, instead of system and individual and then the third one imma throw into that bucket is the word of equity can just shut down some conversations are there other words that can be used that resonate with conservative audiences besides health equity.

247

00:42:20.490 --> 00:42:32.460

Julie Sweetland - FrameWorks (she/hers): I think so, and I think this is part of what we talked about last time so talking about the idea of fairness and explaining what you mean by that so in some context you can talk about.

248

00:42:32.460 --> 00:42:33.240

Julie Sweetland - FrameWorks (she/hers): That being.

249

00:42:35.160 --> 00:42:40.080

Julie Sweetland - FrameWorks (she/hers): kind of a targeted universalism approach right that there are things that everyone needs for health.

250

00:42:40.470 --> 00:42:55.830

Julie Sweetland - FrameWorks (she/hers): But we help it's not one size fits all, so we need to make sure that different communities different groups get services treatment access in the way that they need, you can also talk about fairness as place fairness across places we have

seen, really.

251

00:42:57.030 --> 00:43:04.830

Julie Sweetland - FrameWorks (she/hers): resonate quite strongly with conservatives in particular so that's sometimes called the zip code argument so it's you know it's not okay that.

252

00:43:05.700 --> 00:43:16.980

Julie Sweetland - FrameWorks (she/hers): Resources opportunities and experiences and contacts different wildly from one place to the next it's on us as a society to make sure that no matter where people live, they have access to what they need for good health.

253

00:43:17.160 --> 00:43:38.040

Julie Sweetland - FrameWorks (she/hers): So those are two flavors of fairness that we can talk about and I feel quite confident are less polarizing or less off putting with conservative audiences than the phrase health equity or the phrase, social justice and i'll push back against the idea that justice has been.

254

00:43:40.470 --> 00:43:50.280

Julie Sweetland - FrameWorks (she/hers): politicized for the ordinary person I know it's a phrase social justice gets demonized in some conservative media and well aware of that.

255

00:43:50.880 --> 00:44:04.860

Julie Sweetland - FrameWorks (she/hers): But I don't think we're at a point where we can assume that your average right leaning American doesn't believe in justice and doesn't want justice for all it's really a question of how we are approaching approaching that topic in those conversations.

256

00:44:05.910 --> 00:44:11.190

Carmen R. Nevarez: So i'm going to give you I think two more before you go on one is.

257

00:44:12.180 --> 00:44:19.620

Carmen R. Nevarez: The strategies for shifting the overton window are fascinating considering how trump change the Republican Party so profoundly.

258

00:44:19.980 --> 00:44:28.710

Carmen R. Nevarez: This is likely and appropriate for this conversation but and i'm going to throw it into curious to see it analysis for how the heck that happened and lessons that could be learned.

259

00:44:30.060 --> 00:44:31.410

Julie Sweetland - FrameWorks (she/hers): yeah you and the rest of the world.

260

00:44:32.940 --> 00:44:34.200

Julie Sweetland - FrameWorks (she/hers): i'm gonna i'm going to pause.

261

00:44:34.230 --> 00:44:35.670

Julie Sweetland - FrameWorks (she/hers): On that one I.

262

00:44:36.300 --> 00:44:46.380

Julie Sweetland - FrameWorks (she/hers): i'm going to keep this see three appropriate and I do have a webinar that I gave to nonprofit quarterly just before the election.

263

00:44:46.890 --> 00:44:55.440

Julie Sweetland - FrameWorks (she/hers): With my analysis of why some of that was happening and i'm proud to say that I was not embarrassed by my analysis after the results, the election became known.

264

00:44:56.790 --> 00:45:11.490

Carmen R. Nevarez: Okay, great well find a reference to that so here's a here's a good one, before we go on sure, an example of what you're describing about shifting the boundaries on science, offering guidance, rather than focusing on science, as the authority.

265

00:45:12.240 --> 00:45:20.340

Julie Sweetland - FrameWorks (she/hers): Oh, that is a great question and it leads us perfectly into the next section i'm actually going to speak directly to that so let's let's use that as a segue.

266

00:45:21.240 --> 00:45:21.570

Carmen R. Nevarez: Okay.

267

00:45:22.020 --> 00:45:33.900

Julie Sweetland - FrameWorks (she/hers): All right, all right thanks



thanks Jeff and to all Jeff and more lean behind the the conversations alright, so I think the most important strategy overall.

268

00:45:34.470 --> 00:45:40.140

Julie Sweetland - FrameWorks (she/hers): is to position yourself as a reasonable partner in an important inclusive conversation.

269

00:45:40.620 --> 00:45:53.280

Julie Sweetland - FrameWorks (she/hers): Which is very different than positioning yourself say as an all knowing authority in a conversation that people should have already been in if they were better people right that's often the tone and the stance that.

270

00:45:54.510 --> 00:46:04.590

Julie Sweetland - FrameWorks (she/hers): That that progressives at least you know, on msnbc tend to take on these things, so we I would encourage all of us who want to push for health equity.

271

00:46:05.280 --> 00:46:15.180

Julie Sweetland - FrameWorks (she/hers): In in lots of places to adopt the stance that suggests that we consider our message to be for everyone, not just those who already share our point of view.

272

00:46:15.870 --> 00:46:30.810

Julie Sweetland - FrameWorks (she/hers): or not it's or it's not just a message for those who oppose our point of view, really signal that we're inviting people to engage in a discussion, not a debate public debates, the reason we have this webinar the reason we had you know 1300 people sign up is because.

273

00:46:31.950 --> 00:46:40.140

Julie Sweetland - FrameWorks (she/hers): The public discourse about complex social issues is increasingly polarized and and sorted right there's not a lot of common ground.

274

00:46:40.560 --> 00:46:50.820

Julie Sweetland - FrameWorks (she/hers): And because of that some communication strategies that we have to fight, you know as hard as we can use the strongest language, possible to energize our base, and I really.

275

00:46:51.060 --> 00:47:02.760

Julie Sweetland - FrameWorks (she/hers): couldn't just agree more when it comes to again public shifting public mindsets and inviting more people into understanding what we mean by health equity and why we should work on it.

276

00:47:03.210 --> 00:47:12.990

Julie Sweetland - FrameWorks (she/hers): I think we need to take care with expressing or evoking emotion, when we use messages that could easily end an explanation point.

277

00:47:14.490 --> 00:47:23.160

Julie Sweetland - FrameWorks (she/hers): it's more likely to turn people away, then, to invite them in remember that particularly and conservative context you have quiet supporters.

278

00:47:23.790 --> 00:47:29.790

Julie Sweetland - FrameWorks (she/hers): But those quiet supporters they don't need to be persuaded that of your point of view, they share your point of view.

279

00:47:30.150 --> 00:47:46.440

Julie Sweetland - FrameWorks (she/hers): What they need to be persuaded of is that it's safe to speak up and in support of the solutions that they already agree with, and so that's why this I think of the reasonable tone, not as like plaque hating people who are who disagree with me, but as.

280

00:47:48.060 --> 00:48:01.680

Julie Sweetland - FrameWorks (she/hers): Creating space for the people who do agree with me to speak up and share out on the next slide part of this is the idea that the discourse that we hear in national media.

281

00:48:02.670 --> 00:48:14.310

Julie Sweetland - FrameWorks (she/hers): It is is organized in a particular way so ceiling was Deborah tannen coined this phrase of the argument, culture and really talked about how that to side kind of point of view.

282

00:48:14.730 --> 00:48:26.220

Julie Sweetland - FrameWorks (she/hers): serves particular purposes for for mass media news media and that's I think I think to our detriment as a society but okay if that's how news media is going to be organized.

283

00:48:26.940 --> 00:48:34.200

Julie Sweetland - FrameWorks (she/hers): That is fine for them the rest of us don't have to participate in that type of culture, we can offer a different.

284

00:48:34.590 --> 00:48:41.250

Julie Sweetland - FrameWorks (she/hers): source a different voice a different tone of civic discourse and if we are working in government, I think that's.

285

00:48:41.550 --> 00:48:51.930

Julie Sweetland - FrameWorks (she/hers): You know, expected often and as particularly for career staff and for working in nonprofits I think that that's we have even more leeway to to speak up speak out, but again in this.

286

00:48:52.530 --> 00:48:59.010

Julie Sweetland - FrameWorks (she/hers): stance that says we're having an inclusive conversation so some of the shifts that I see in the national media.

287

00:48:59.700 --> 00:49:06.930

Julie Sweetland - FrameWorks (she/hers): A lot on the next slide i'll show you what i'm hearing and seeing and this liberal versus you know conservative kind of fight in the media and then how I think.

288

00:49:07.320 --> 00:49:15.210

Julie Sweetland - FrameWorks (she/hers): People who are pushing for health equity should position themselves differently so move me along one time, thank you alright, so the frames, we have.

289

00:49:16.350 --> 00:49:27.390

Julie Sweetland - FrameWorks (she/hers): Our indignation they whoever doesn't agree with this don't care about people, you know they are in the pocket of person X, Y or Z there's just too much political corruption.

290

00:49:27.990 --> 00:49:36.630

Julie Sweetland - FrameWorks (she/hers): when something happens i'm thinking particularly here on the issue of gun violence, but it could be other issues as well, you know as soon as there's a.

291

00:49:37.410 --> 00:49:50.040

Julie Sweetland - FrameWorks (she/hers): salient moment of an issue in the news people jump on it and say have shit look this major tragedy proves my point and that is used to say we have to do something we have to do something now this kind of framing.

292

00:49:50.700 --> 00:50:00.990

Julie Sweetland - FrameWorks (she/hers): is contributing to the argument culture, and I believe it is contributing to further polarization It is certainly contributing to the spiral of silence.

293

00:50:01.260 --> 00:50:15.240

Julie Sweetland - FrameWorks (she/hers): In conservative areas where there are quiet supporters and so to make space for the quiet supporters and also to bring in all those uninvolved and uncommitted people, this is the kind of stance and tone, and I think can be much more.

294

00:50:15.750 --> 00:50:26.880

Julie Sweetland - FrameWorks (she/hers): inviting or safe for people to join in, so instead of indignation more explanation, and I think I spent an entire half hour on explaining explanation and the previous webinars will point you to that.

295

00:50:27.480 --> 00:50:39.450

Julie Sweetland - FrameWorks (she/hers): Instead of pointing fingers and saying if you're not already with us that's clear you don't care instead normalizing the idea that this is an issue of broad civic concern, most of us are deeply concerned and.

296

00:50:39.870 --> 00:50:46.770

Julie Sweetland - FrameWorks (she/hers): Saying that and instead of framing the issue, as you know, Republicans are up to no good.

297

00:50:47.790 --> 00:50:54.840

Julie Sweetland - FrameWorks (she/hers): frame this in terms of what we can all and all should be able to expect from a democracy, which is that.

298

00:50:55.650 --> 00:51:00.210

Julie Sweetland - FrameWorks (she/hers): Our leaders respond to the

express concerns of the people.

299

00:51:00.630 --> 00:51:10.830

Julie Sweetland - FrameWorks (she/hers): So the issue is that there's simply not enough political response there's a disconnect between what most of us care about and what most of us want and what's actually happening at the at the policy level.

300

00:51:11.820 --> 00:51:22.950

Julie Sweetland - FrameWorks (she/hers): Instead of only you know, a real stop start type of messaging that really only gets out there at the moment of a salient crisis of some sort.

301

00:51:23.790 --> 00:51:39.480

Julie Sweetland - FrameWorks (she/hers): it's more effective to have a continuous stream of communication that makes the point that a stronger policy or law on this issue would save lives or improve well being foster interdependence right, this would be this, this will be helpful, every day, and instead of.

302

00:51:40.650 --> 00:51:51.600

Julie Sweetland - FrameWorks (she/hers): Just asking for action, I think that with conservatives and this came out particularly strongly in our research on on how to talk about gun violence being very specific about the.

303

00:51:52.080 --> 00:52:02.550

Julie Sweetland - FrameWorks (she/hers): Solutions we're proposing, so I saw a out of the corner of my eye, a comment in the Q amp a that sometimes these things come off like communism and so, if you leave.

304

00:52:03.630 --> 00:52:15.540

Julie Sweetland - FrameWorks (she/hers): If you leave it unclear like we just need to create health equity and transform our systems that's just way too broad and way too vague and that makes it vulnerable to other people characterizing your position for you.

305

00:52:15.750 --> 00:52:23.340

Julie Sweetland - FrameWorks (she/hers): If you're more specific and granular and what you want, you a protect yourself from that mistake characterization but.

306

00:52:24.360 --> 00:52:35.190

Julie Sweetland - FrameWorks (she/hers): I say one or two be you, you make room you leave room again for an uncommitted uninvolved people to hear that and say that doesn't sound so bad that makes sense.

307

00:52:35.580 --> 00:52:47.370

Julie Sweetland - FrameWorks (she/hers): So this is the kind of stance that I would suggest as a reasonable partner, let me show you some evidence that that backs that up on the next slide in we did.

308

00:52:49.680 --> 00:52:53.700

Julie Sweetland - FrameWorks (she/hers): Oh, is that the next slide or is there a little one that's got a news clip Thank you.

309

00:52:54.690 --> 00:53:06.420

Julie Sweetland - FrameWorks (she/hers): So on the screen here i've got two short clips from pro gun websites that we reviewed as part of our part of a national analysis of national and Missouri specific analysis of.

310

00:53:06.720 --> 00:53:15.960

Julie Sweetland - FrameWorks (she/hers): How pro gun advocates we're framing the issue, and this is pretty typical of the rhetoric from gun rights groups, so they use really pejorative language.

311

00:53:16.560 --> 00:53:30.060

Julie Sweetland - FrameWorks (she/hers): To describe their opponents they call them out by name so it's not just kind of the democrats it's Senator durbin and schumer and they paint themselves as under attack from liberal zealots Now this is really.

312

00:53:30.480 --> 00:53:39.000

Julie Sweetland - FrameWorks (she/hers): Vigorous language, shall I say and it's designed to intensify the feelings of support and feeling intensified feelings among their supporters.

313

00:53:39.390 --> 00:53:47.520

Julie Sweetland - FrameWorks (she/hers): And that makes them more likely to speak up exert pressure and derivative politicians, which makes compromise and reasonable regulation.

314

00:53:48.210 --> 00:54:02.160

Julie Sweetland - FrameWorks (she/hers): nearly impossible, but the other thing it does is make everyone else who is not kind of you know, following and writing on this blog they know this stuff exists, it makes other people want to stay far far away from this issue.

315

00:54:03.060 --> 00:54:06.690

Julie Sweetland - FrameWorks (she/hers): And so on this issue, but but on many health equity issues.

316

00:54:07.050 --> 00:54:12.810

Julie Sweetland - FrameWorks (she/hers): People who want to take a public health approach need to resist or defuse this dynamic somehow.

317

00:54:13.020 --> 00:54:21.480

Julie Sweetland - FrameWorks (she/hers): it's not the only thing that needs to be done, but it is a crucial thing, so we set out to explore some options on the next slide i'm hoping there's a thanksgiving dinner awesome alright so.

318

00:54:22.170 --> 00:54:29.910

Julie Sweetland - FrameWorks (she/hers): Our research team decided to explore whether and how the frame element of tone could reinforce or break this spiral of silence.

319

00:54:30.240 --> 00:54:39.000

Julie Sweetland - FrameWorks (she/hers): So to do this we recruited ordinary Missouri residents to take part in small group research settings kind of like we call them pure disperse sessions, they look like a focus group.

320

00:54:39.360 --> 00:54:46.440

Julie Sweetland - FrameWorks (she/hers): And they were given different messages, each of which took a different approach to expressing avoiding or listening emotion.

321

00:54:47.160 --> 00:54:55.830

Julie Sweetland - FrameWorks (she/hers): Researchers asked those small groups to review the messages and imagine them to start a conversation about guns during thanksgiving dinner.

322

00:54:56.520 --> 00:55:04.200

Julie Sweetland - FrameWorks (she/hers): And so participants were

directed to assume that whoever was at the table those other dinner guests were more pro gun than themselves.

323

00:55:04.560 --> 00:55:15.840

Julie Sweetland - FrameWorks (she/hers): And our researchers developed this scenario it's kind of a realistic, practical way to prompt participants to think about communications choices and social dynamics that promote or inhibit conversation.

324

00:55:16.980 --> 00:55:20.100

Julie Sweetland - FrameWorks (she/hers): Let me show you on the next slide what we found.

325

00:55:20.520 --> 00:55:27.210

Julie Sweetland - FrameWorks (she/hers): So the small small groups got short texts formatted like an op ED took different tones the headlines are on the left here.

326

00:55:27.420 --> 00:55:35.640

Julie Sweetland - FrameWorks (she/hers): The first took a highly emotional basically outrage tone political and action on gun violence is unacceptable, remember, I said, could it ended an exclamation point.

327

00:55:36.180 --> 00:55:45.840

Julie Sweetland - FrameWorks (she/hers): The second took a much more scientific tones and here's where i'm coming back to the the question from earlier, the article was filled with phrases like according to this study and these figures point to the need for action.

328

00:55:46.500 --> 00:55:54.570

Julie Sweetland - FrameWorks (she/hers): So if you'll permit me a star trek reference, the first is, you know scotty or Wharf The second is more of a spock data kind of voice.

329

00:55:54.990 --> 00:56:05.850

Julie Sweetland - FrameWorks (she/hers): And the third is is more picard it's more focused on reasonable at least a reasonable people on both sides of this debate can surely set aside other differences and agree on the pressing need.

330

00:56:06.090 --> 00:56:12.150



Julie Sweetland - FrameWorks (she/hers): To save missourians lives by dealing with gun violence in our state, and you can see the summary of what we found here.

331

00:56:13.170 --> 00:56:24.840

Julie Sweetland - FrameWorks (she/hers): The outrage tone even people who were you know quiet supporters felt that it was accusatory and politically charged and they just thought it was inappropriate for civil conversation.

332

00:56:25.770 --> 00:56:31.140

Julie Sweetland - FrameWorks (she/hers): The scientific tone, you know research was really viewed with suspicion.

333

00:56:31.410 --> 00:56:38.940

Julie Sweetland - FrameWorks (she/hers): The conversation that followed was all about whose research, how did they do the study, who was incorporated in it, who paid for the study that sort of thing.

334

00:56:39.240 --> 00:56:47.940

Julie Sweetland - FrameWorks (she/hers): The conversation focused on Science or bias, not the topic that people wanted to talk about guns or solutions to gun violence.

335

00:56:48.270 --> 00:57:06.060

Julie Sweetland - FrameWorks (she/hers): And then the third tone, the reasonable tone was viewed as inclusive and people talk about is getting past political beliefs, which is from our culture change study, a strong desire across American society, people may have different ideas about how they think we should.

336

00:57:07.080 --> 00:57:14.580

Julie Sweetland - FrameWorks (she/hers): Have a more unified and civil discourse but across all reporting categories people want that.

337

00:57:15.450 --> 00:57:32.580

Julie Sweetland - FrameWorks (she/hers): And people in this this particular study on gun violence envisioned a productive conversation flowing from that kind of opener Let me give you a peek into into this study i'm going to show you in just a moment a video that is taken from the small group settings we did these.

338

00:57:33.900 --> 00:57:42.750

Julie Sweetland - FrameWorks (she/hers): near the beginning of the stay at home shelter in place kind of orders from the pandemic, so these were conducted on zoom kind of cool can we watch that video.

339

00:57:44.550 --> 00:57:58.260

Article number three was more middle ground a softer approach, it was a little softer more inviting for a conversation starter Article three, was you know it has an open demeanor a more approachable.

340

00:58:00.090 --> 00:58:14.070

Dialogue to reasonable people regardless of what you think about it, you have to admit that there's a there's an issue that gun violence be is an issue and that's that's just a fact it's not an opinion it starts off.

341

00:58:14.520 --> 00:58:24.630

with something that we can agree on that gun violence is a problem, so and it doesn't really matter which side of the political scale that you're on.

342

00:58:25.200 --> 00:58:27.180

I don't think anybody disagrees with that.

343

00:58:27.420 --> 00:58:40.470

I think, regardless of where where you stand on gun ownership, I think we can all say that gun violence destroys thousands of lives because it does so, you know, like we kind of all agreed that there are some issues that we need to talk about it and it doesn't matter like.

344

00:58:41.070 --> 00:58:56.460

Where we come from or whatever we still believe that this is a problem it kind of put all of the political thoughts aside and called people to come together as an action as humans, instead of what their beliefs are for.

345

00:58:59.580 --> 00:59:07.980

Julie Sweetland - FrameWorks (she/hers): Thanks for helping me out there, so here's a examples, you can see how that really was that reasonable tone.

346

00:59:08.640 --> 00:59:17.910

Julie Sweetland - FrameWorks (she/hers): Was, seeing as again inviting conversation, and often the issue that we're up against in conservative context is the quiet supporters.

347

00:59:18.450 --> 00:59:31.260

Julie Sweetland - FrameWorks (she/hers): belief that it's not safe to speak up, and so we want to again be able to activate and pull them in, so this is an example of that so instead of framed with listen to the experts, where we talk about.

348

00:59:31.800 --> 00:59:43.080

Julie Sweetland - FrameWorks (she/hers): Scientists who conduct research and myth busting despite the sense that it's going to make you safer it actually makes you more at risk and according to the CDC, this is a.

349

00:59:43.920 --> 00:59:48.300

Julie Sweetland - FrameWorks (she/hers): huge problem leading cause of death, which is you know, a way to talk about statistics.

350

00:59:49.140 --> 00:59:54.450

Julie Sweetland - FrameWorks (she/hers): So that listen to the experts, every sentence here right kind of asserts scientific authority.

351

00:59:54.900 --> 01:00:08.430

Julie Sweetland - FrameWorks (she/hers): And I know everyone on the call is public health people, and so, looking at the data understanding new data using the data in order to craft your your interventions you're where you're paying attention to.

352

01:00:09.150 --> 01:00:16.110

Julie Sweetland - FrameWorks (she/hers): That is critical, but that analysis may not be the most effective communications strategy, and so.

353

01:00:17.400 --> 01:00:21.180

Julie Sweetland - FrameWorks (she/hers): You know, determining the issues right and who, you need to talk to.

354

01:00:21.750 --> 01:00:28.200

Julie Sweetland - FrameWorks (she/hers): Based on that data and but

the the tone is very different so it's not an appeal to scientific authority.

355

01:00:28.440 --> 01:00:34.020

Julie Sweetland - FrameWorks (she/hers): You know kind of here, we know best, but rather let's talk about this thing that we all agree on so.

356

01:00:34.260 --> 01:00:43.110

Julie Sweetland - FrameWorks (she/hers): On the the plane side here whether we tend to vote red or blue, we can all agree that this is having a significant impact, there are policies that we can pursue.

357

01:00:43.770 --> 01:00:55.830

Julie Sweetland - FrameWorks (she/hers): We need to work together to bring these solutions to our Community we've we've caught we've collaborated effectively before and we can do this again now, which is very different than saying.

358

01:00:57.810 --> 01:01:07.950

Julie Sweetland - FrameWorks (she/hers): You know, we have to get past this you know unacceptable political moment of us not talking to each other, and the solution to that is, you should look at my data and agree with me.

359

01:01:08.490 --> 01:01:24.480

Julie Sweetland - FrameWorks (she/hers): So, again positioning yourself as a reasonable partner in a in a conversation that has to be had we can't shy away from it, but this is going to be an inclusive conversation that has room for people to speak their minds alright next slide.

360

01:01:25.530 --> 01:01:29.400

Julie Sweetland - FrameWorks (she/hers): A lot of this is another piece of this is avoiding.

361

01:01:29.940 --> 01:01:42.150

Julie Sweetland - FrameWorks (she/hers): partisan signals so strongly worded or overly partisan rhetoric is really ineffective are moving most Americans towards solutions based thinking on specific health.

362

01:01:42.390 --> 01:01:46.470

Julie Sweetland - FrameWorks (she/hers): equity issues and social science help us and helps us understand why.

363

01:01:46.770 --> 01:01:58.620

Julie Sweetland - FrameWorks (she/hers): So partisan cues easily activate my side bias, where you decide that your opinion is not your opinion you just decide what is my team think, and I want to get in with them with that team, so this.

364

01:01:58.890 --> 01:02:02.430

Julie Sweetland - FrameWorks (she/hers): cognitive shortcut also sometimes called confirmation bias.

365

01:02:02.940 --> 01:02:09.600

Julie Sweetland - FrameWorks (she/hers): leads humans to readily you know just grab information that confirms beliefs held by their social group.

366

01:02:09.900 --> 01:02:20.430

Julie Sweetland - FrameWorks (she/hers): and reject ideas that they interpret is coming from another you know quote unquote tribe so Put another way, once people interpret a communication as part of politics as usual.

367

01:02:20.700 --> 01:02:34.380

Julie Sweetland - FrameWorks (she/hers): They tend to switch out of learning mode and switch on to debate, defend and double down vote so partisan language, if we are if it activates the public's model of public affairs as politics as usual.

368

01:02:34.860 --> 01:02:40.290

Julie Sweetland - FrameWorks (she/hers): By which I mean the assumption that politics is a cynical manipulative game where messengers will.

369

01:02:40.830 --> 01:02:49.440

Julie Sweetland - FrameWorks (she/hers): say or do anything to win if you're kind of using language that comes from the brings that sense of public affairs to mind, then.

370

01:02:50.070 --> 01:02:58.710

Julie Sweetland - FrameWorks (she/hers): You will be viewed as an

authentic your topic is likely to be written off as built on in in solvable or irrelevant.

371

01:02:59.280 --> 01:03:05.160

Julie Sweetland - FrameWorks (she/hers): it's just kind of one more instance of intractable interminable partisan debate.

372

01:03:05.730 --> 01:03:11.700

Julie Sweetland - FrameWorks (she/hers): you've got the cognitive connection made and you've got the end and so there's the end of the opportunity for policy learning.

373

01:03:12.000 --> 01:03:20.370

Julie Sweetland - FrameWorks (she/hers): So to keep dialogue and learning open it's really important to take extra care to avoid word choices themes images examples.

374

01:03:20.730 --> 01:03:28.740

Julie Sweetland - FrameWorks (she/hers): That have kind of been painted or you know, have the baggage of feeling like they come from a particular vantage point.

375

01:03:29.730 --> 01:03:36.780

Julie Sweetland - FrameWorks (she/hers): i've got a list on the next slide, it is not comprehensive, because that would take us 17 hours, I think, to get through that.

376

01:03:37.170 --> 01:03:53.880

Julie Sweetland - FrameWorks (she/hers): But if you can go to the next slide we'll look at some of these that I thought might come up for you so just word that then that cut across two issues, so instead of talking about politicians or the government or you know our law mandates this.

377

01:03:55.200 --> 01:04:00.690

Julie Sweetland - FrameWorks (she/hers): complaining about polarized opinions or saying it's just a culture wars just a wedge issue.

378

01:04:01.470 --> 01:04:11.220

Julie Sweetland - FrameWorks (she/hers): You could instead that those all again sound like you know they're coming from this cynical view of politics, whether or not you have a cynical view of politics, a

stronger.

379

01:04:11.640 --> 01:04:26.340

Julie Sweetland - FrameWorks (she/hers): frame forward is to use language that signals, this is about public affairs and civic dialogue and my My belief is that if we use more of this language, we would get more public affairs and civil dialogue.

380

01:04:26.940 --> 01:04:36.810

Julie Sweetland - FrameWorks (she/hers): So really talking about you know our elected representatives, which reminds people of their role in the process and the fact that these aren't just people with a job, these are people who are representing us.

381

01:04:37.440 --> 01:04:45.690

Julie Sweetland - FrameWorks (she/hers): Instead of talking you up the government, which can be a trigger word in of itself use alternatives, like our state, you know California Ohio or community or city.

382

01:04:46.050 --> 01:04:56.700

Julie Sweetland - FrameWorks (she/hers): And we can talk about laws as agreements that we've made if that if that happens to suit you know the the situation, instead of mandates or.

383

01:04:57.420 --> 01:05:06.990

Julie Sweetland - FrameWorks (she/hers): or regulations or restrictions it's important to again signal that many people are welcome in this conversation, and so, instead of.

384

01:05:07.440 --> 01:05:18.210

Julie Sweetland - FrameWorks (she/hers): Insisting and really calling attention to the partisan divide or polarized opinions, you can move past that either just by not mentioning it, but you can also talk about a diversity of opinions.

385

01:05:19.200 --> 01:05:31.080

Julie Sweetland - FrameWorks (she/hers): And instead of talking about things, as you know, the hard left or the far right, we can just acknowledge that there are issues that some of us feel strongly about these again, this is just language that signals, this is the conversation with room for everyone.

386

01:05:32.160 --> 01:05:37.290

Julie Sweetland - FrameWorks (she/hers): All right next slide and then I think we are yeah I think we are ready for some more conversation.

387

01:05:37.860 --> 01:05:49.980

Carmen R. Nevarez: We certainly are and the audience has been very participatory Thank you to everybody and just know that i'm trying to consolidate some of your thoughts, so one thing that came up in a couple of ways, is how.

388

01:05:50.640 --> 01:06:03.960

Carmen R. Nevarez: What kinds of thoughts, do you have about advising people who are are personally feeling very emotional about the some of these issues and public health workers and maybe others I know we have some some.

389

01:06:05.130 --> 01:06:16.350

Carmen R. Nevarez: Some health care workers that are not public health workers, we have other people in the audience so just just help us from that perspective to manage emotions when these kinds of conversations are going on.

390

01:06:17.250 --> 01:06:26.550

Julie Sweetland - FrameWorks (she/hers): yeah that's that's it's really an important issue to be able to offer some some care right and some support to people who.

391

01:06:27.660 --> 01:06:30.810

Julie Sweetland - FrameWorks (she/hers): can have legitimately deeply felt.

392

01:06:32.400 --> 01:06:37.980

Julie Sweetland - FrameWorks (she/hers): could feel these things are personally grieving right offensive any of that.

393

01:06:39.450 --> 01:06:48.450

Julie Sweetland - FrameWorks (she/hers): I don't know that i'm the best qualified person to give advice on how to manage those staff conversations I will share that.

394

01:06:48.840 --> 01:07:00.930

Julie Sweetland - FrameWorks (she/hers): In the 10 years that i've



been in frameworks, I have found that consistently using and thinking through this type of framing has made me personally less angry, but more strategic and more committed.

395

01:07:01.560 --> 01:07:11.190

Julie Sweetland - FrameWorks (she/hers): So I no longer feel that i'm just like oh my God, this is also wrong and what are we going to do, but rather Okay, I see what this is going, I see what's happening here.

396

01:07:11.460 --> 01:07:19.830

Julie Sweetland - FrameWorks (she/hers): And I have some strategies, you can actually advance this conversation in a way that gets you know what I believe to be a very positive outcome for society.

397

01:07:20.700 --> 01:07:33.450

Julie Sweetland - FrameWorks (she/hers): So I think that you hearing more of this framing can have that kind of effect, there are lots of other folks who are much more qualified than me to deal with you know, to give you advice on vicarious trauma or even just.

398

01:07:35.100 --> 01:07:39.720

Julie Sweetland - FrameWorks (she/hers): Strong political opinions in the workplace, so I hope that was at least a little bit helpful.

399

01:07:40.620 --> 01:07:46.530

Carmen R. Nevarez: Thank you how about let's talk a little bit about the differences between conservative.

400

01:07:47.940 --> 01:07:53.490

Carmen R. Nevarez: People of color and non people of color Conservatives, what have you seen in your survey results.

401

01:07:54.720 --> 01:08:07.200

Julie Sweetland - FrameWorks (she/hers): So um hmm interesting I don't know that we've surveyed and that way, I mean that's probably not the question, exactly, but we have run smaller smaller group setting so.

402

01:08:07.590 --> 01:08:19.860

Julie Sweetland - FrameWorks (she/hers): i'll say that what we have seen as just as I said, you know that you can't predict every opinion based on a person stated political affiliation, nor can you predict

every opinion based on.

403

01:08:20.880 --> 01:08:22.860

Julie Sweetland - FrameWorks (she/hers): On people's racial identification.

404

01:08:23.910 --> 01:08:37.350

Julie Sweetland - FrameWorks (she/hers): Why, we have, it is true, in general, that in our research, we have found, like many other people have found that black respondents are more likely to have a.

405

01:08:38.310 --> 01:08:52.560

Julie Sweetland - FrameWorks (she/hers): To get more readily and more quickly to a systemic point of view and to point to issues like systemic racism or economic exploitation but we see it's also true that, while that's something as opinion that they'll state.

406

01:08:54.840 --> 01:09:02.400

Julie Sweetland - FrameWorks (she/hers): They are they have just a thin of understanding of kind of how that works as as white respondents and so it's.

407

01:09:02.670 --> 01:09:18.000

Julie Sweetland - FrameWorks (she/hers): Important to even if people are kind of quote unquote agreeing with you that you're taking the time to explain and educate them to move them into that ability to be a strong ally on that issue to be a messenger that sort of thing because they get how it works i'm.

408

01:09:19.020 --> 01:09:29.910

Julie Sweetland - FrameWorks (she/hers): Trying to think if we've run anything anything recently with conservatives of color and nothing is coming to mind, so I don't know that I can can speak to that directly.

409

01:09:30.480 --> 01:09:33.780

Carmen R. Nevarez: Okay, thank you, so you you started.

410

01:09:35.340 --> 01:09:43.380

Carmen R. Nevarez: It seems that the the approaching the topic of reducing gun violence will do misery good is a good good opener.

411

01:09:43.650 --> 01:09:52.920

Carmen R. Nevarez: But how do you how do you push the conversation from there, how do you get people to shift into more systems and policy focused solutions.

412

01:09:53.670 --> 01:10:11.280

Carmen R. Nevarez: Given that conservative thinking tends to land on concert on individual solutions, but also at what point is there or is there a place for bringing in the top the the value of sound scientific research.

413

01:10:13.980 --> 01:10:14.400

Julie Sweetland - FrameWorks (she/hers): So.

414

01:10:15.690 --> 01:10:26.610

Julie Sweetland - FrameWorks (she/hers): Our advice is to avoid partisan cues at this moment science is being heard as a partisan queue, so I would stay away from that as a message.

415

01:10:27.030 --> 01:10:37.320

Julie Sweetland - FrameWorks (she/hers): And it doesn't mean you can't refer to the data, but I wouldn't use a lot of studies show research has pointed clearly to a lot of that stuff that you see in the media it's part of that.

416

01:10:38.040 --> 01:10:51.780

Julie Sweetland - FrameWorks (she/hers): we're right, you know they're wrong kind of of messaging again not i'm not suggesting that we walk away from the science behind the science, but constantly ping the science is on my side as a message is.

417

01:10:52.440 --> 01:10:58.230

Julie Sweetland - FrameWorks (she/hers): going to be counterproductive, I think, at this moment at least, the other question is super interesting.

418

01:10:59.160 --> 01:11:08.010

Julie Sweetland - FrameWorks (she/hers): In the on the topic of gun violence, we found that to move the conversation to policy and again we wanted to get two things that were structural not.

419

01:11:08.370 --> 01:11:15.540

Julie Sweetland - FrameWorks (she/hers): Not only you know kind of individual like say storage solutions are the sorts of things people can do in their home, of course, those are important, but we wanted to get to.

420

01:11:15.840 --> 01:11:26.970

Julie Sweetland - FrameWorks (she/hers): Two more structural issues, we found that leading with evidence and the issue of suicide was highly effective with conservatives and in the audience, it was seen as a.

421

01:11:28.230 --> 01:11:34.410

Julie Sweetland - FrameWorks (she/hers): It hadn't been politicized yet right so mass shootings people had their opinions already those were set in stone.

422

01:11:34.950 --> 01:11:44.580

Julie Sweetland - FrameWorks (she/hers): You know it's and police violence right people had their their their my side bias, you know turned on instantly the issue of suicide.

423

01:11:45.300 --> 01:11:54.930

Julie Sweetland - FrameWorks (she/hers): You know, was seen as something that was by the public kind of new information is also where the public health data is pointing us to is one of the most important points to intervene.

424

01:11:55.440 --> 01:12:06.180

Julie Sweetland - FrameWorks (she/hers): And so, raising that as an issue and then pointing out, you know kind of the other issues that aside, using as a lead issue, I guess, or a gateway issue kind of sort of thing it's awful way to think about it.

425

01:12:07.380 --> 01:12:12.330

Julie Sweetland - FrameWorks (she/hers): That was effective and then being very specific about the kinds of solutions you're proposing.

426

01:12:13.500 --> 01:12:18.060

Julie Sweetland - FrameWorks (she/hers): Also, not referencing don't validate those.

427

01:12:19.530 --> 01:12:29.430

Julie Sweetland - FrameWorks (she/hers): Solutions with it worked in California Massachusetts and you know other blue States really think about can you say worked in indiana or somewhere that it feels like a more.

428

01:12:29.910 --> 01:12:39.030

Julie Sweetland - FrameWorks (she/hers): trusted messenger to a conservative audience so i'm happy to share that report with folks that's one that's not in our website, but it's got some really good stuff on on that particular issue.

429

01:12:39.720 --> 01:12:55.980

Carmen R. Nevarez: So, so one last one before you go back before before you go back to presentation there's a there's a thought here about how how to invite diversity of opinions, create space for these opinions when sometimes these opinions about to.

430

01:12:56.490 --> 01:13:07.260

Carmen R. Nevarez: Whoever the group is doesn't deserve rights or to be alive and that could be racial group, it could be LGBT Q plus individuals, it can be immigrants, what are your thoughts.

431

01:13:08.100 --> 01:13:10.800

Julie Sweetland - FrameWorks (she/hers): So i'd remind you of the.

432

01:13:13.170 --> 01:13:29.100

Julie Sweetland - FrameWorks (she/hers): The the spectrum chart that I showed that you know, there are some immovable opponents and again our I think the framing task is not to engage with them directly, per se, but rather to anticipate their to be aware that those arguments exist.

433

01:13:30.240 --> 01:13:38.100

Julie Sweetland - FrameWorks (she/hers): And so, this isn't I don't see framing as a as needing to the need to be inclusive, does not extend to the.

434

01:13:39.330 --> 01:13:50.910

Julie Sweetland - FrameWorks (she/hers): need to allow verbal violence right or hateful speech, and so, in terms of practical tactics I would look much more to people who are very fluent and skilled and Community organizing.

435

01:13:51.690 --> 01:14:04.740

Julie Sweetland - FrameWorks (she/hers): That is often where those kinds of skills and understandings live in our in our sector but yeah that's it's not it's not to engage with all opinions right, it is to.

436

01:14:06.570 --> 01:14:12.180

Julie Sweetland - FrameWorks (she/hers): It is to have the conversations that are worth having there are.

437

01:14:13.350 --> 01:14:16.890

Julie Sweetland - FrameWorks (she/hers): Genuine more conservative points of view that aren't.

438

01:14:18.480 --> 01:14:32.100

Julie Sweetland - FrameWorks (she/hers): hateful rhetoric right there and so really leaving space to engage those conversations and to frame the conversation in a way that you're quiet supporters feel empowered equipped to motivated to speak up.

439

01:14:33.990 --> 01:14:37.410

Carmen R. Nevarez: Okay, you want to go back and we'll keep our questions for them yeah.

440

01:14:37.470 --> 01:14:43.350

Julie Sweetland - FrameWorks (she/hers): yeah i've just got a little bit here or so next slide so.

441

01:14:45.570 --> 01:14:50.160

Julie Sweetland - FrameWorks (she/hers): managing this information effectively i'd be curious to hear.

442

01:14:50.760 --> 01:15:03.870

Julie Sweetland - FrameWorks (she/hers): I can think of, in preparing for this, I thought of lots of topics on in public health, where there's active misinformation, I was, I was struggling to think about one that had a strong health equity overlay, so I would love to hear.

443

01:15:04.500 --> 01:15:12.510

Julie Sweetland - FrameWorks (she/hers): folks thoughts of where there's misinformation on on health equity topics, but i'll offer some some thoughts that I think can be useful.

444

01:15:12.840 --> 01:15:23.730

Julie Sweetland - FrameWorks (she/hers): On on public health topics more more broadly so to manage this information, effectively, the first thing i'll say is that you should never ever ever ever ever.

445

01:15:24.480 --> 01:15:36.090

Julie Sweetland - FrameWorks (she/hers): spend most of your time complaining about the fact that there is misinformation and you shouldn't give that misinformation any more repetitions that are strictly necessary.

446

01:15:36.630 --> 01:15:42.330

Julie Sweetland - FrameWorks (she/hers): So one thing is to just think about really is your problem in this moment the misinformation.

447

01:15:42.660 --> 01:15:55.770

Julie Sweetland - FrameWorks (she/hers): Or is your is the change you're seeking is is the is the more strategic move to think about how we can help people understand what is true and help to move that over to windows I mentioned are kind of those parameters of conversation.

448

01:15:56.490 --> 01:16:13.200

Julie Sweetland - FrameWorks (she/hers): So here's the next slide at some information or some quick review of a review so there's a really great lit review that came out just before the the pandemic isn't really comprehensive review and it had both good news and bad news on managing this information.

449

01:16:14.340 --> 01:16:23.520

Julie Sweetland - FrameWorks (she/hers): And this, I believe was mostly on on health topics, so the good news was, yes, we can manage this information, there are tested strategies that help with this.

450

01:16:24.210 --> 01:16:33.720

Julie Sweetland - FrameWorks (she/hers): it's easier to do on health issues, actually then opposed then on politics or marketing, you know kind of brand loyalty sorts of things.

451

01:16:34.140 --> 01:16:54.030

Julie Sweetland - FrameWorks (she/hers): And the education of your audience matters so Those are some things that are working in the

favor of accurate understanding of how the world works The bad news is that it's much easier to do this and experiment that is the real world, meaning if you if you create.

452

01:16:56.010 --> 01:17:04.080

Julie Sweetland - FrameWorks (she/hers): If you kind of construct a version of misinformation that's much easier to get people to reject them things that they've heard repeatedly and repeatedly.

453

01:17:04.650 --> 01:17:14.310

Julie Sweetland - FrameWorks (she/hers): So that's that's an issue that lots of people are working on, but if you, yes, we can do it, but with a caveat it's it's pretty pretty difficult.

454

01:17:15.120 --> 01:17:23.490

Julie Sweetland - FrameWorks (she/hers): Exposure once people have been exposed to something repeatedly, it is difficult to overcome that and one of the most.

455

01:17:24.120 --> 01:17:37.830

Julie Sweetland - FrameWorks (she/hers): cringe worthy moment findings and this report from my perspective, is that the credibility of the source, has little to no effect on whether or not that misinformation helps so to someone's point earlier of.

456

01:17:40.320 --> 01:17:45.000

Julie Sweetland - FrameWorks (she/hers): How can we talk about scientific authority and that sort of thing again that often.

457

01:17:46.650 --> 01:17:57.570

Julie Sweetland - FrameWorks (she/hers): doesn't it just doesn't work in the same part of the brain as as misinformation, so that is not going to be an effective strategy for countering this information to say you know the science says the science says.

458

01:17:57.930 --> 01:18:08.010

Julie Sweetland - FrameWorks (she/hers): What can work and again this is nobody has the the magic solution here, we are in a an unprecedented moment of an ability for.

459

01:18:08.700 --> 01:18:14.430

Julie Sweetland - FrameWorks (she/hers): Digital you know digital



dissemination of misinformation and disinformation.

460

01:18:15.000 --> 01:18:22.170

Julie Sweetland - FrameWorks (she/hers): So anybody who you know would call a webinar like this and tell you they've done it all figured out I would I would be skeptical myself.

461

01:18:22.620 --> 01:18:32.790

Julie Sweetland - FrameWorks (she/hers): But there are some things that social science point as to which we have better practices, if not best practices or truly truly proven solutions at this point so some of those are on the next slide.

462

01:18:35.520 --> 01:18:37.440

Julie Sweetland - FrameWorks (she/hers): So we definitely want to.

463

01:18:38.700 --> 01:18:54.030

Julie Sweetland - FrameWorks (she/hers): As much as possible, avoid restating the false or faulty information, the number one predictor of what people will believe is the number of times they have heard it so even if your communication is repeating it to debunk it, you have.

464

01:18:54.360 --> 01:19:02.040

Julie Sweetland - FrameWorks (she/hers): Added one to the to the scorecard right boots the repetition number of the faulty information and so that really cancels out your.

465

01:19:02.580 --> 01:19:10.500

Julie Sweetland - FrameWorks (she/hers): Your truthful information it's important to normalize use language that really emphasizes.

466

01:19:11.130 --> 01:19:20.520

Julie Sweetland - FrameWorks (she/hers): The factual information as mainstream you know widely shared common opinion so we often say you know, contrary to popular belief.

467

01:19:21.000 --> 01:19:34.440

Julie Sweetland - FrameWorks (she/hers): This thing happens when you just told me that the popular belief is the thing you don't want me to believe, but humans are social creatures that want to believe what other people believe so don't say that say do say that we've got.

468

01:19:35.160 --> 01:19:54.600

Julie Sweetland - FrameWorks (she/hers): You know lots of lots of people as as many of us know or, as we now know you know X, Y and Z is true if you have to repeat the false information explain it helps so and strategies to explain why it came to be, which is different than blame it on somebody.

469

01:19:55.710 --> 01:20:04.050

Julie Sweetland - FrameWorks (she/hers): So explain, you know kind of in a reasonable inclusive tone your your kind of most.

470

01:20:07.230 --> 01:20:25.110

Julie Sweetland - FrameWorks (she/hers): I don't want to say neutral but, but you want to sound disinterested right you want to sound as if you are not picking aside but you're just explaining kind of again, where the source and why and it's important to characterize the myths as wrong somehow.

471

01:20:26.220 --> 01:20:37.170

Julie Sweetland - FrameWorks (she/hers): I think you want to be particularly and if you're in a public you know public agency be careful of some of the language that you know might work with activists like these are lies and that sort of thing.

472

01:20:37.650 --> 01:20:48.810

Julie Sweetland - FrameWorks (she/hers): But you can characterize them as harmful or inaccurate if you feel that's true it's good to that so you want to characterize them as as wrong and clearly wrong but not.

473

01:20:49.500 --> 01:20:58.080

Julie Sweetland - FrameWorks (she/hers): But don't choose language that then becomes a parsing Q right which then gets people to sort and to go back to their tribe so it's a really it's really threading the needle.

474

01:20:58.710 --> 01:21:07.980

Julie Sweetland - FrameWorks (she/hers): On saying what is true elaborating on what is true normalizing using language that normalizes the truthful information.

475

01:21:08.190 --> 01:21:21.750

Julie Sweetland - FrameWorks (she/hers): avoid language that

normalizes the faulty information and avoid making it sound political those are, I think some of the the best advice that social science has for people on the front lines of the dis info wars.

476

01:21:22.290 --> 01:21:34.170

Julie Sweetland - FrameWorks (she/hers): and public health, today, so let me give you an example of that on the next slide, and this is something we had some partners talk to us about how there was a sense going around that.

477

01:21:35.220 --> 01:21:48.480

Julie Sweetland - FrameWorks (she/hers): In the state home period rates of child abuse and child abuse and neglect we're likely spiking the the root of that missing of that idea which was that calls to.

478

01:21:49.110 --> 01:21:57.240

Julie Sweetland - FrameWorks (she/hers): hotlines were down, and so a lot of people were answering like this, and we know that people are concerned that calls to these hot lines are down.

479

01:21:57.540 --> 01:22:02.100

Julie Sweetland - FrameWorks (she/hers): i'd say, the issue is very complex we don't have the data, the data we have is not clear.

480

01:22:02.550 --> 01:22:07.740

Julie Sweetland - FrameWorks (she/hers): We don't know whether child abuse and neglect is, in fact, increasing since families began sheltering in place.

481

01:22:07.950 --> 01:22:19.440

Julie Sweetland - FrameWorks (she/hers): Many of those calls were from mandated reporters and many of those into getting screened out, so we have to simply wait for the data to make any decisions I saw and heard quite a few public health voices making this.

482

01:22:19.920 --> 01:22:31.380

Julie Sweetland - FrameWorks (she/hers): perfectly true and perfectly reasonable counter right to this this kind of fear right that was getting amplified, but I believe that's a false start because it did not offer.

483

01:22:33.750 --> 01:22:42.000

Julie Sweetland - FrameWorks (she/hers): The best thinking available to public health right it literally answered the question like this is down what does that mean, and by saying.

484

01:22:42.690 --> 01:22:55.440

Julie Sweetland - FrameWorks (she/hers): You know, we don't know what it means, but public health does know some things, and so you know big question is about a specific data point you don't want to be misleading, but you can pivot to what you do know, this is the classic kind of PR technique you.

485

01:22:55.950 --> 01:23:05.910

Julie Sweetland - FrameWorks (she/hers): bridge with a statement like let me answer you by talking about what we do know and or that's an interesting question really what that brings to mind is something we've studied, for a long time.

486

01:23:06.270 --> 01:23:18.810

Julie Sweetland - FrameWorks (she/hers): And then talk about what we do now, we know that severe stress can overload people's ability to manage emotions that explains why historically we've when there's a disruptive event, we have seen arise and child abuse and neglect.

487

01:23:19.170 --> 01:23:28.860

Julie Sweetland - FrameWorks (she/hers): And we also have seen that reducing financial burdens providing social services to families can make a huge difference quickly, and so in the months ahead.

488

01:23:29.160 --> 01:23:37.350

Julie Sweetland - FrameWorks (she/hers): course will be looking at this, you know hotline data will also be looking at the impact of our relief programs on child and family well being so that is.

489

01:23:38.970 --> 01:23:48.450

Julie Sweetland - FrameWorks (she/hers): not attacking the kind of mistaken or unsupported belief directly but redirecting the conversation to something that could actually.

490

01:23:48.990 --> 01:24:00.090

Julie Sweetland - FrameWorks (she/hers): advance the cause of health, equity, by opening up thinking about the role of public resources and Devoting resources to where they are most needed alright, we are, I think.

491

01:24:01.320 --> 01:24:09.600

Julie Sweetland - FrameWorks (she/hers): My next slide here oh i'm concluding that's what i'm doing we go down to slides Thank you that's perfect, which is that, overall, you know I.

492

01:24:10.080 --> 01:24:14.580

Julie Sweetland - FrameWorks (she/hers): emphasize here, the idea that we want to bring people into the conversation.

493

01:24:14.820 --> 01:24:22.740

Julie Sweetland - FrameWorks (she/hers): And that and and when we bring them into a conversation it's not that we're only if we know they think differently from us it's not just bring them in and let 1000.

494

01:24:23.040 --> 01:24:33.270

Julie Sweetland - FrameWorks (she/hers): flowers bloom and and you know all it will just leave people where they are, but the idea is to think that if people have shallow understanding, we can deep in it and that's important because.

495

01:24:33.990 --> 01:24:47.010

Julie Sweetland - FrameWorks (she/hers): The that shallow understanding from people of goodwill as Dr King reminders can be very frustrating, and just as dangerous an absolute misunderstanding of people will will, so I, in addition to thinking about.

496

01:24:47.400 --> 01:24:51.180

Julie Sweetland - FrameWorks (she/hers): deepening the understanding of people who don't think like us already.

497

01:24:51.990 --> 01:25:04.590

Julie Sweetland - FrameWorks (she/hers): Also, think about the idea that they're there just because they don't think like us it's entirely possible and likely right there people of goodwill and there are much fewer I think people will will in in.

498

01:25:04.950 --> 01:25:13.500

Julie Sweetland - FrameWorks (she/hers): Conservative context than the media discourse, the argument culture discourse would lead us to believe, and so, with that in mind on the next slide.

499

01:25:14.010 --> 01:25:27.600

Julie Sweetland - FrameWorks (she/hers): really thinking about the work with the spectrum slide that needs to be done across this spectrum so i'm thinking about the people who are all your some already agreeing with you already strongly.

500

01:25:28.110 --> 01:25:39.930

Julie Sweetland - FrameWorks (she/hers): In in service of health equity those allies and it's hard for allies it's not enough to just account on their support, can you equip them as messengers with some of the strategies we've just discussed.

501

01:25:40.380 --> 01:25:55.830

Julie Sweetland - FrameWorks (she/hers): To be more effective, with with a broader set of people as we seek to really have a much more productive dialogue on this issue so that is my last prepared thought let's let's dive into unprepared thoughts, based on what the audience let's talk about.

502

01:25:59.580 --> 01:26:00.600

Carmen R. Nevarez: A couple of really good.

503

01:26:02.340 --> 01:26:14.310

Carmen R. Nevarez: thoughts here that I wanted to share one is there seems to be a trend to use anti intellectualism as a means to rally conservatives so given that observation.

504

01:26:15.300 --> 01:26:26.670

Carmen R. Nevarez: How, how do you suppose that you can make a point without saying something like according to this study, but for you still want to be able to say that it's not just information new made up so.

505

01:26:27.000 --> 01:26:27.900

Carmen R. Nevarez: yeah, what do you have.

506

01:26:28.020 --> 01:26:45.330

Julie Sweetland - FrameWorks (she/hers): Literally so first i'll just I reassure or terrify the question the inquirer with the with the the observation that this isn't a recent trend anti intellectual Islam has a long history in the United States, it is really kind of one of the

most more interesting.

507

01:26:47.040 --> 01:26:56.370

Julie Sweetland - FrameWorks (she/hers): pieces of the dynamic of how we thought of ourselves and self sufficient and revolutionaries and anti monarchy and you know all sorts of things like that So yes, it is certainly present.

508

01:26:58.560 --> 01:27:04.110

Julie Sweetland - FrameWorks (she/hers): ideas for how to point to evidence without pointing at my evidence.

509

01:27:05.220 --> 01:27:16.770

Julie Sweetland - FrameWorks (she/hers): I think that there's ways to simply name name of statistics, so we know that many people agree so we know that is one kind of phrase like that that I go, you know.

510

01:27:18.570 --> 01:27:23.040

Julie Sweetland - FrameWorks (she/hers): naming the mechanism telling the process involved.

511

01:27:24.420 --> 01:27:33.780

Julie Sweetland - FrameWorks (she/hers): So saying how something how something works, rather than just pointing to the outcome that you know, trying to statistics points in this direction, telling a cow story, not an.

512

01:27:34.050 --> 01:27:42.090

Julie Sweetland - FrameWorks (she/hers): outcome story and then there's a little formula we often teach scientists to help tap people into.

513

01:27:42.600 --> 01:27:48.870

Julie Sweetland - FrameWorks (she/hers): Help tap into those sent the positive sense of science, like scientists unlock mysteries and it's very practical.

514

01:27:49.170 --> 01:27:56.730

Julie Sweetland - FrameWorks (she/hers): And that is to tell a story about the study that starts with the puzzle that the scientists were starting to trying to to.

515

01:27:57.300 --> 01:28:08.220

Julie Sweetland - FrameWorks (she/hers): You know figure out so you start the puzzle, then you tell their process, you say the methods and so you know it's often a lot of science journalism follows this formula, so the question was.

516

01:28:09.120 --> 01:28:12.390

Julie Sweetland - FrameWorks (she/hers): You know what will happen to the coral reefs, you know now that the.

517

01:28:13.170 --> 01:28:20.520

Julie Sweetland - FrameWorks (she/hers): You know the the waters are warming and oceans acidifying well you know these researchers at the woods whole ocean oceanic institution.

518

01:28:20.970 --> 01:28:24.330

Julie Sweetland - FrameWorks (she/hers): wanted to figure out how to strengthen you know the corals and they.

519

01:28:24.750 --> 01:28:31.980

Julie Sweetland - FrameWorks (she/hers): figured out a way to feed the little polyps with it with with I droppers this study actually happened i'm not just making this up off the top my head.

520

01:28:32.190 --> 01:28:39.330

Julie Sweetland - FrameWorks (she/hers): So, then you sell the findings right, and so what they found was if we shore up right the the food source for these.

521

01:28:39.810 --> 01:28:49.770

Julie Sweetland - FrameWorks (she/hers): corals they're better likely they're in a better chance to resist you know kind of ocean acidification so that's your finding and then the future, and so what that tells us is for the future, we need to.

522

01:28:50.340 --> 01:29:00.390

Julie Sweetland - FrameWorks (she/hers): Protect protected marine reserves, you know that sort of thing so you're kind of policy point so as possible process findings future i'd be happy to come back and do a whole session on that if that's of interest but.

523



01:29:00.840 --> 01:29:08.520

Julie Sweetland - FrameWorks (she/hers): But that's One way is to make it more of an engaging kind of how they figure that out study as opposed to how do they know that and can I trust them.

524

01:29:09.540 --> 01:29:10.200

Julie Sweetland - FrameWorks (she/hers): kind of stance.

525

01:29:11.700 --> 01:29:15.330

Carmen R. Nevarez: Okay, a couple of more thoughts here, based on.

526

01:29:16.920 --> 01:29:32.700

Carmen R. Nevarez: On an earlier slide you commented that dialogue is more verbose than traditional political dialogue so, how do you how can you be concise and accomplish both the.

527

01:29:35.160 --> 01:29:44.970

Carmen R. Nevarez: Moving beyond the the political dialogue into explanatory into into a broader conversation, but be concise.

528

01:29:48.390 --> 01:29:57.930

Julie Sweetland - FrameWorks (she/hers): Question So yes, it is important to be brief, concise, we only get so much of the public's attention, and so we you know we can.

529

01:29:58.710 --> 01:30:11.370

Julie Sweetland - FrameWorks (she/hers): Talk them to their eyes glaze over, and I will say soundbites or what got us into this problem so explanation is essential, it is worth every pixel or character you give to it.

530

01:30:12.420 --> 01:30:14.850

Julie Sweetland - FrameWorks (she/hers): It need not be lengthy, we can.

531

01:30:15.990 --> 01:30:27.810

Julie Sweetland - FrameWorks (she/hers): explain things it's really just a it's a rephrasing it's a rephrasing and repin forcing yourself to get simpler and more plain language, every single time I don't know that I have a specific advice, except to say that.

532

01:30:28.470 --> 01:30:35.400

Julie Sweetland - FrameWorks (she/hers): Being concise does not need to be in opposition to helping people understand how the issue works.

533

01:30:36.960 --> 01:30:43.200

Carmen R. Nevarez: Okay, a another good question here is and we'll just take this one is the last one.

534

01:30:45.720 --> 01:30:48.540

Carmen R. Nevarez: How can a let's see here.

535

01:30:50.700 --> 01:31:03.810

Carmen R. Nevarez: So our social determinants of health considered to scientific and, therefore, be viewed as a partisan argument or how can we speak to social determinants without being part of some.

536

01:31:04.350 --> 01:31:05.640

Carmen R. Nevarez: You heard a sound participant.

537

01:31:05.850 --> 01:31:20.880

Julie Sweetland - FrameWorks (she/hers): Yes, people really, really, really, really dislike the phrase social determinants of health, not just conservative so Americans in general, we have seen just don't like it determinant sounds too deterministic right we believe we think of ourselves as.

538

01:31:21.870 --> 01:31:29.250

Julie Sweetland - FrameWorks (she/hers): You know people with agency social sounds like socialism, so the language that's come out of.

539

01:31:30.000 --> 01:31:38.520

Julie Sweetland - FrameWorks (she/hers): Work from Robert wood Johnson foundation partners, including us but lots of other folks have done great work on this is really helping people think about the places where we live, work and play.

540

01:31:39.030 --> 01:31:45.090

Julie Sweetland - FrameWorks (she/hers): Some people say places where we live, work play age and worship that's one of those things where we could be more concise.

541

01:31:45.750 --> 01:31:53.430

Julie Sweetland - FrameWorks (she/hers): But really talking about how the idea is to talk about how what surrounds us shapes us or the places where we live, work and play can affect our health.

542

01:31:53.640 --> 01:32:05.610

Julie Sweetland - FrameWorks (she/hers): To give examples of that we find that giving the example of how we place affects health is way more effective, you know, giving people a how is way more effective than listing the.

543

01:32:07.170 --> 01:32:15.540

Julie Sweetland - FrameWorks (she/hers): You know the 915 to 18 and terminus based on your politics and so we've got some great resources on that on our website if people want to dig in more.

544

01:32:16.950 --> 01:32:22.560

Carmen R. Nevarez: Okay, well, we seem to come to time it's 12 it's 12 o'clock on the west coast, can we have the last slide there.

545

01:32:24.510 --> 01:32:35.610

Carmen R. Nevarez: Okay, this is how to get hold of Jill and then next night we want to just let the audience, know that the national leadership Academy for the public's health 11th cohort.

546

01:32:36.090 --> 01:32:41.040

Carmen R. Nevarez: application period is about to open So if you want to be a part of.

547

01:32:41.400 --> 01:32:54.240

Carmen R. Nevarez: This larger group of people who are working to communicate effectively and really build most movement towards health equity, please take a look as soon as we have the application up, but you can go to our website, right here.

548

01:32:54.810 --> 01:33:03.330

Carmen R. Nevarez: At the bottom in orange and we appreciate your time your attendance your questions, your comments Thank you so much for being part of this conversation.

549

01:33:05.370 --> 01:33:15.930

Carmen R. Nevarez: Our upcoming upcoming conversation will be health

will be equity through public health law, and you can look that up for registration on the dialogue for health website or.

550

01:33:17.340 --> 01:33:26.850

Carmen R. Nevarez: On the leadership academy dot health website, so thank you to everybody for participating with us, we really appreciate your thoughts and your.

551

01:33:27.930 --> 01:33:31.350

Carmen R. Nevarez: Your being here thanks so much bye everybody.