

# FrameWorks 101

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*Innovative Solutions for the Common Good*

# FrameWorks 101

The following presentation is based on information found on the [www.frameworksinstitute.org](http://www.frameworksinstitute.org) website.

A summary can be found in this article:

<https://www.frameworksinstitute.org/article/whats-in-a-frame/>

# FrameWorks 101 Three questions

Three questions:

#1 How do we get people to think about our issues?

#2. How do we get them to think about our issues in such a way that they will want to solve them through public policies?

#3 How do we get them to think about issues in such a way that they want to solve them through Public Health public policies?

# FrameWorks 101

FrameWorks Research shows us:

- People use mental shortcuts to make sense of the world.
- Incoming information provides cues about where to “file” it mentally.
- People get most information about public affairs from the news media which, over time, creates a framework of expectation, or a dominant frame.
- Over time, we develop habits of thought and expectation and configure incoming information to conform to this frame.

# Frameworks 101

- **Strategic Frame Analysis** teaches that communications is storytelling; but the stories we tell must be thematic and contain:
  1. Values, that orient the audience to the big idea or to “what’s at stake” and “what this is about”;
  2. Simplifying Models, that concretize and simplify complex scientific explanations of how things work;
  3. Reasonable tone;
  4. Reinforcing visuals and
  5. Effective Messengers; who weave together thematic stories that explain the link between cause and effect.

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# Existing Frames

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## **Food and Fitness**

1. Health Individualism: It's up to me
2. Modernism: Progress is inevitable
3. Lifestyle: I feel Pretty

# Existing Frames

## Early Childhood

1. “Daycare” is a safe box to store children until they’re old enough to learn in school
2. “Poor children” not my children



Frameworks 101

**Reframing Values**

# Reframing values

## **Food and Fitness**

1. Fairness - some communities are struggling; they are not given a fair chance to be healthy
2. Ingenuity - this innovative community figured it out, we can too
3. Prevention –prevent further damage to communities, save money and lives in the long run

# Reframing values

## Early Childhood

### 1. Future Prosperity

- Link between child development/economic development

### 2. Ingenuity

- American Inventors; “Man on the Moon”

### 3. Reciprocity

- Give to children who give back to society later

### 4. Responsible Manager

- Prevention

Frameworks 101

# Simplifying Models

# Simplifying models

## **Food and Fitness**

1. Public Structures – America's prosperity and quality of life depend on the public structures we have created.
2. Food and Fitness Environment – Where we live is one of the most important things determining how healthy and fit we are.

# Simplifying models

## **Early Childhood Development**

1. Brain Architecture
2. Toxic Stress
3. Serve and Return

# Frameworks 101

## Reinforcing Visuals

Use visuals that situate people in the context of their environments

# Reinforcing Visuals



This picture is preferable as it shows children surrounded by a community



# Reinforcing visuals



This picture is preferable as it shows a group of children rather than just focusing on an individual mother and child

# Reinforcing visuals



This picture is preferable as it shows children in the context of a system

# Frameworks 101

**Tone**

# Strategic Frame Analysis - Tone

- People toggle between “rhetorical” and “reasonable” mode
- Rhetorical mode polarizes
- Reasonable mode leaves people open to scientific findings/practical problem solving
- Lose credibility when you go partisan
- Lose objectivity; need to pick sides
- “American can-do” approach most effective



# Tone



# Tying it together

## Question:

- Many states began their new fiscal years with proposals to raise taxes and/or cut budgets, which many people feel will make it even more difficult to prepare children for success. What can state legislators do to ensure that children are given the best education opportunities to succeed in these hard fiscal times?

# Wrong Answer

We all agree that the current state of America's economy, is worse than any time since the Great Depression. In response, many states have decided to dramatically shrink their budget, just as their taxpayers have been forced to do. But the truth of the matter is, states need public support to raise taxes in order to combat these budget cuts. Also, parents can be looked to for this support. By increasing state taxes to support early childhood development programs, government can promote economic development and employment growth for communities.

# Tying it together

- What values could you use to better answer the questions?
- How could you do that?



# Better Answer

In order to keep America prosperous both now and in the future, we must think of the relationship between early child development and our economic development. Child development is a foundation for community development and economic development, as capable children become the foundations of a prosperous and sustainable, working society. When we postpone dealing with problems, they often get bigger and cost more to fix later on. We need to take steps today to prevent the problems that we know will affect the long-term prosperity of our state and country such as an impaired workforce and long-term health problems.

# Tying it together

Questions: Why should we have to pay for babysitting programs for other families through our taxes? Shouldn't the money be spent on other, more useful educational programs for older children or even adults, like workforce development training?

# Wrong Answer

The issue of early child development programming is not about babysitting for working families. Such programming is about providing our youngest children access to quality education and social supports in their earliest years. All children, including those from years 0-5 need great learning and social environments with trained early childhood development teachers and education resources in order to help them build the early skills they need to succeed in life.

# Better answer



**BRAIN  
BUILDERS**



0:07 / 4:05



How Brains are Built: The Core Story of Brain Development

# Don'ts and do's

## Don't:

- Use myth/fact sheets or restate the problem
- Use values that direct attention to individuals or to their efforts to overcome conditions
- Focus on habits or choices as explanations for behavior
- Use visuals and stories that close in on individuals
- Show communities as victims or anomalies

# Don'ts and do's

## Do:

- Begin all conversations with the applicable value statement
- Get environmental thinking into the discussion as soon as possible, by using a simplifying model
- Put solutions early in the message and emphasize their replicability
- Use visual cues that situate people in environments