



Framing right, now

June 2020

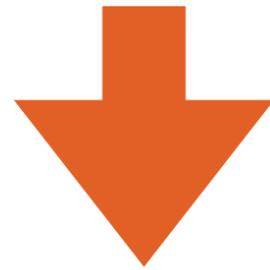
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Chief Executive Officer

@natkendallt

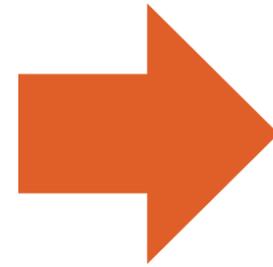
framing =

choices in how we present information



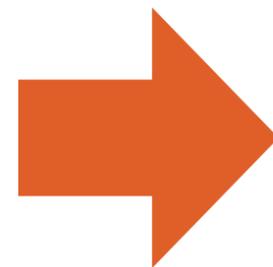
how people think/feel/act

Given the **importance of free speech**, would you favor allowing a hate group to hold a political rally?



85% in Favor

Given the **risk of violence**, would you favor allowing a hate group to hold a political rally?

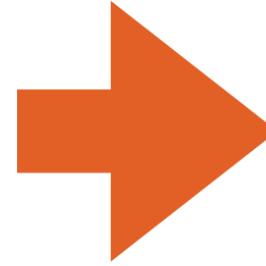


40% in Favor



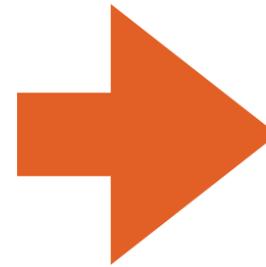
**framing (really)
matters right now**

“Chinese virus”



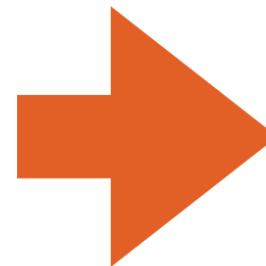
fear of other
nationalism
racism

“Draconian measures”



“what an overreaction!”
information resistance
hesitance to act

“Protect the most
vulnerable”



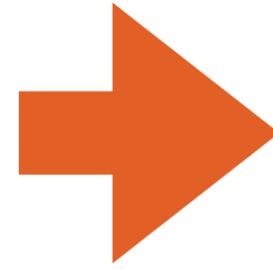
instant othering
zero sum thinking
stigma

6 framing ideas

#1

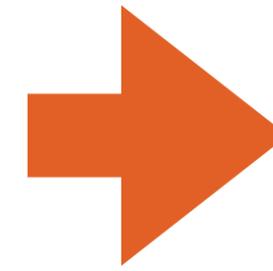
how we talk about individuals and
government is critical

broken
inept
incapable



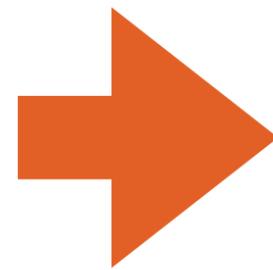
individualism
privatization
fatalism

heroic individuals
charitable donations



obscures govt. role
lets govt. off hook

responsible
uniquely/necessary role
held accountable



tempered individualism
demand action

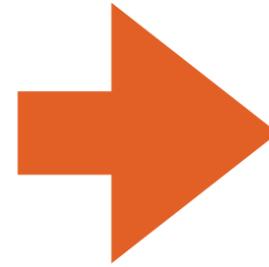
What to do

- explain govts' unique role
- make clear calls for increased govt. action + responsibility
- be specific about what needs to happen...and what hasn't
- give sense that it *can* do these things, and needs to be held accountable
- repeat

#2

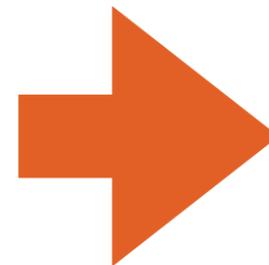
don't repeat what you
want people to forget

“let’s talk about
why X is wrong”



backfire
stronger belief

Let’s talk about
Y (target idea)
needs to happen”



advance (+) idea
don’t reinforce (-) idea

Flu Vaccine

Facts & Myths



Department of Health and Human Services
Centers for Disease Control and Prevention

MYTH "The flu isn't a serious disease."

FACTS Influenza (flu) is a serious disease of the nose, throat, and lungs, and it can lead to pneumonia. Each year about 200,000 people in the U.S. are hospitalized and about 36,000 people die because of the flu. Most who die are 65 years and older. But small children less than 2 years old are as likely as those over 65 to have to go to the hospital because of the flu.

MYTH "The flu shot can cause the flu."

FACTS The flu shot cannot cause the flu. Some people get a little soreness or redness where they get the shot. It goes away in a day or two. Serious problems from the flu shot are very rare.

MYTH "The flu shot does not work."

FACTS Most of the time the flu shot will prevent the flu. In scientific studies, the effectiveness of the flu shot has ranged from 70% to 90% when there is a good match between circulating viruses and those in the vaccine. **Getting the vaccine is your best protection against this disease.**

MYTH "The side effects are worse than the flu."

FACTS The worst side effect you're likely to get from a shot is a sore arm. The nasal mist flu vaccine might cause nasal congestion, runny nose, sore throat and cough. The risk of a severe allergic reaction is less than 1 in 4 million.

MYTH "Only older people need a flu vaccine."

FACTS Adults and children with conditions like asthma, diabetes, heart disease, and kidney disease **need to get a flu shot**. Doctors also recommend children 6 months and older get a flu shot every year until their 5th birthday.

MYTH "You must get the flu vaccine before December."

FACTS Flu vaccine can be given before or during the flu season. The best time to get vaccinated is October or November. **But you can get vaccinated in December or later.**



People misremembered the myths as true



Got worse over time



Attributed false information to the CDC

For more information, ask your healthcare provider or call
800-CDC-INFO (800-232-4636) Website www.cdc.gov/flu

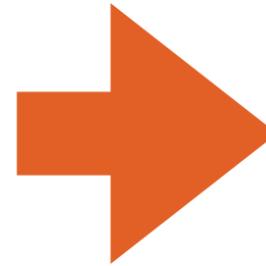
What to do

- lead with what you want to advance (don't take the bait)
- *explain* your idea
- then, and only then (and only if you really need to), debunk

#3

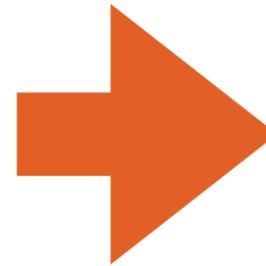
think carefully about how we
position groups

“vulnerable”



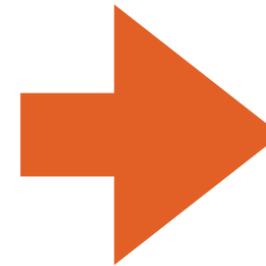
otherizes
reifies stereotypes

saviors and victims



stigmatizes
zero sum
demands sacrifice

worthiness



invites evaluation
of deservingness

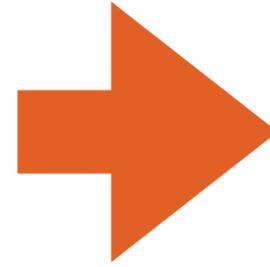
What to do

- interconnection as strength (not liability)
- responsibility to all (not sacrifice for some)
- connect with common experiences (not how different “they” are)
- everyone stepping up/doing the right thing (not sacrificing/saving)

#4

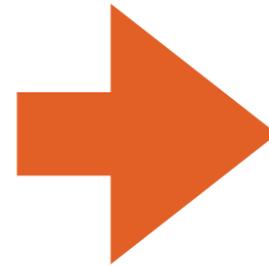
find an urgency/efficacy balance

all urgency



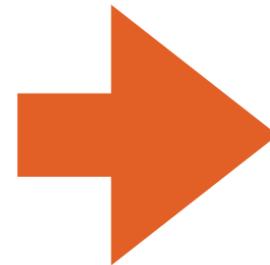
fatalism
disengagement

all efficacy



message rejection
lack of motivation

balance



perceived agency
engagement
action

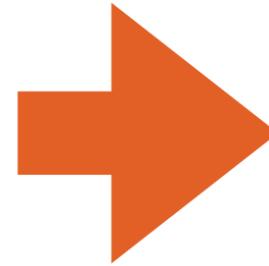
What to do

- bring a solution when you can
- explain how it works
- tone matters: communicate that there are solutions, not just problems
- but connect with how hard things are; ***don't*** forget the urgency part of the equation

#5

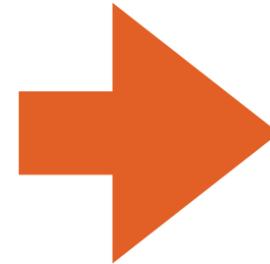
frame change

“need to seize this moment and win”



competition
partisanship

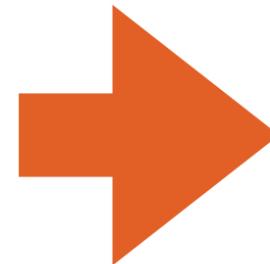
“bright spots”
“silver linings”



+

tone deaf
opportunistic
backfire

now is time to
change
EVERYTHING



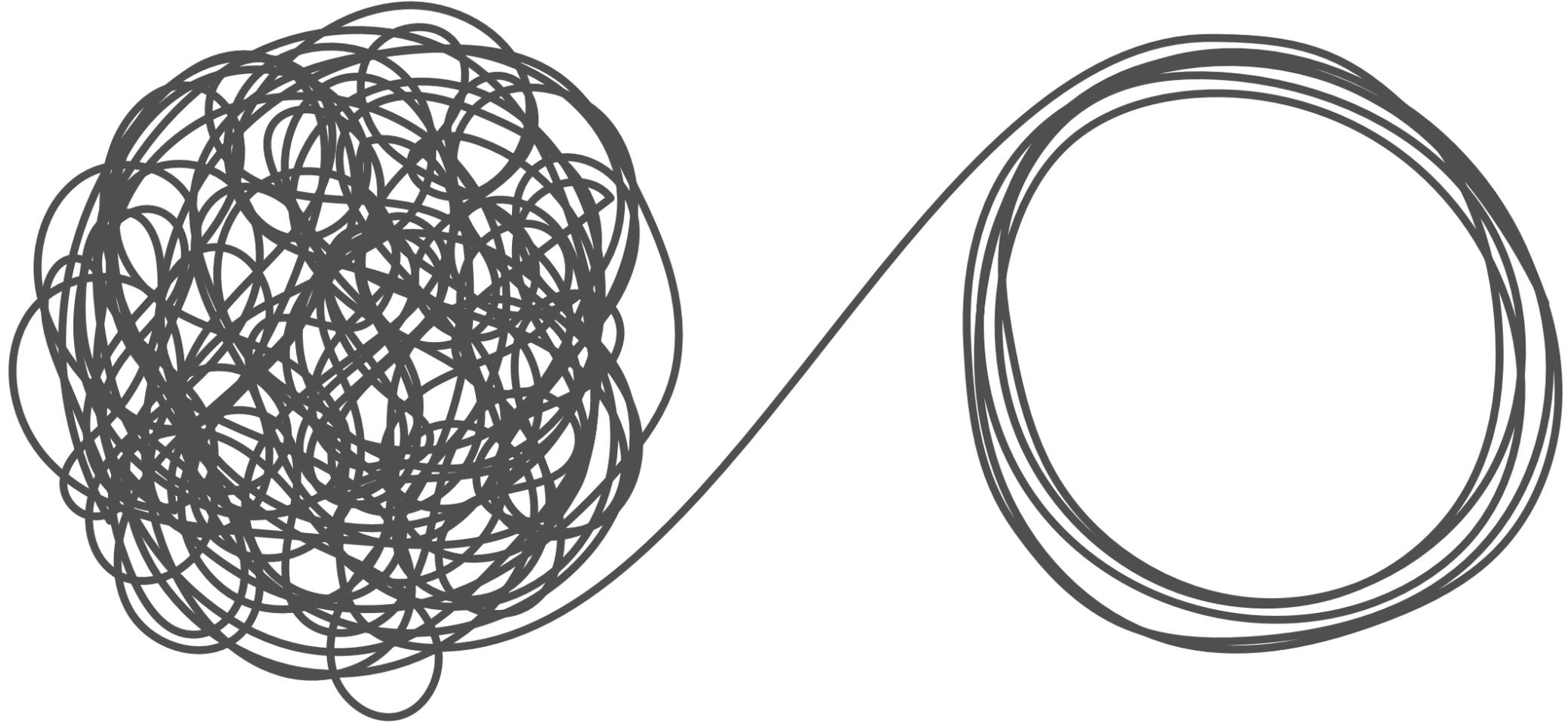
fatalism
disengage

What to do

- respond and support, don't "take advantage" or "leverage"
- go forward together
- be aspirational: talk about what is possible and desirable
- don't forget those solutions

#6

how we frame now affects
what's possible later













The world as we know it is built on a story.
To be a change agent is, first, to disrupt
the existing story of the world, and
second, to tell a new story of the world so
that people have a place to go.

Charles Eisenstein

<http://frameworksinstitute.org/framing-covid-19.html>